

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, May 15, 1916



Victrola XVI, \$200
Mahogany or oak

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



Prosperity, 1916,

and the

Sonora

"Supreme"

\$1,000

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
"Supreme"
\$1000

Realizing the Dreamed-of Possibilities

THIS new model makes the phonograph the peer of the finest musical instruments—the violin, the piano, and the human voice.

Whether the volume of sound (which can be regulated as desired) be large or small, the tone is always magnificent—resonant, rounded, with the wonderful depth of expression which hitherto it has been almost impossible to obtain.

The "Supreme" is the leader of the Sonoras, but each model is unrivalled in its respective price class.

To be convinced, hear the Sonora.

You are cordially invited to call at the location which is most convenient to you.

Nine superb models are ready, \$35 to \$1000

Write for the new catalog describing the "Supreme."

SONORA PHONOGRAPH CORPORATION

Demonstration Salons: George E. Brightson, President, 57 Broadview,
Fifth Avenue & 53rd Street, New York City, 27 Reade Street.

THERE are thousands who love music—who can *afford* to buy the finest musical instrument the world affords. These individuals will not willingly permit themselves to own an instrument which is surpassed by that of a neighbor. They know that to own a "Supreme" is an enviable distinction.

AND there is \$1,000 worth of value in the "Supreme" and the money has not gone into an ornate gold-finish or ultra-extravagance of construction. The many features unique in this model, the extraordinary inventions that make it a remarkable advance over any phonograph ever made before—these—with the finest of materials and workmanship, make the "Supreme" at \$1,000 a *full value* product.

THE "Supreme" is typical of all the Sonora models. Each one leads the field at the price asked for it.

THERE are several men, at least, in your vicinity whom you *know* are good prospective customers for a magnificent instrument such as this.

Nine unrivalled models:

\$35 \$50 \$75 \$100 \$135 \$150 \$225 \$300 \$1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 5

New York, May 15, 1916

Price Twenty Cents

'T'WILL BE A GREAT CONVENTION

Elaborate Plans of Arrangement Committee of National Association of Talking Machine Jobbers for Atlantic City Meeting Now Rapidly Approaching Completion—Educational Features of Unusual Interest to Trade and Large Attendance is Promised

With the annual convention of the National Association of Talking Machine Jobbers less than two months away the Committee on Arrangements is hard at work putting the final touches on a program that even at this early date promises to surpass anything previously enjoyed by the association at its annual meetings.

The Victor Talking Machine Co. is actively interested in the prominent educational features of the convention and has arranged to send the heads of the important departments of the factory to Atlantic City to address and confer with the jobbers. The expert information that will be thus offered to the members of the association will prove invaluable to the future conduct of their respective businesses.

As announced before the dates selected for the convention are July 10, 11 and 12, and the headquarters will be at the beautiful New Hotel Traymore, this being the first time the Atlantic City meeting has been held at that hotel. The present prospects indicate that there will be a record attendance of jobbers and particularly of the principals of the different prominent concerns who have been attracted by the program outlined.

Those who have attended previous conventions of the talking machine jobbers will not have to be advised that the program of entertainment is on par with that provided for the meeting. There will, of course, be the usual elaborate banquet and arrangements have been made to devote many daylight and evening hours to enjoyment of the many attractions offered by Atlantic City, where, as the worthy J. F. Bowers remarked: "Midnight is simply the shank of the evening."

PHONOGRAPH FOR STAGE MANAGER

Machine With Appropriate Records Used to Prompt Chorus Girls at the New York Hippodrome—Saves the Manager's Voice

R. H. Burnside, the general stage manager of the Hippodrome, has hit upon a device whereby his voice is always present on the stage of the big playhouse as a reminder to the girls of the chorus that the management expects them to do their best at all times. He uses a phonograph for this purpose which he has had placed in the prompt entrance facing the back wall so that the sound can be heard on all parts of the vast stage without re-sounding into the audience. Formerly his first assistant stage director, stationed in the entrance, used a code of signals to attract the attention of girls out of step, out of line or out of tune. Now the gentle voice of the skilful director will act as a reminder if any of the army of three hundred pretty girls allows her mind to roam away from the footlights.

It appears that Mr. Burnside has had three records made to suit nearly any contingency that might arise. Parts of the "canned counsel" say "Remember the eyes of five thousand are on you. Smile!" and "Work with the same precision you did the opening night" and "The success of this ballet depends upon you; you're as valuable to us as any principal."

The Diamond Talking Machine Corp., of Rochester, N. Y., was granted a certificate of incorporation by the Secretary of State at Albany, N. Y., recently. The capitalization of the new concern is \$10,000, the incorporators being I. Berger and S. and E. Edelstein.

THE QUESTION OF RECORD SERVICE

A Study of the Record Titles, the Work of Various Singers and Other Details Enables Dealer to Better Meet Demands of Customer

"Our system here is to play over every new title that comes in," said a Montreal dealer recently, in discussing some business ideas. "Not only do we try to get a definite idea of the music itself, but of the sentiment of the selection, the record of the artist and a knowledge of the composer. We also endeavor to fix in our minds the names of similar selections or recordings by the same artist.

"We always keep a memorandum of the record numbers that a customer selects and our experience is that the mere act of tabulating the number on a card index fixes in the memory the particular tastes of the customer. Any one can realize the advantage it is to know the musical temperament or preferences of a customer.

"Many customers request us to help them make selections. This requires an intimate knowledge of the record stock as well as of customers, and we know of regular customers that have been developed from mere chance callers by reason of our conscientiously helping them to make a wise choice.

"We do not believe it is good policy to endeavor to sell a customer more records than he or she request. That is to say, as a general policy, but there are the usual exceptions. One who studies his customers soon learns to know the man that will resent your trying to sell him more than he wants and one also soon learns to know the man who will resent your not trying to sell him more than he asks for.

WHY THE SALESMAN SHOULD BE PROUD OF HIS WORK

The Selling of Talking Machines Should Be a Profession and the Salesman Who So Regards It Is Climbing Upward on the Ladder of Success

No talking machine salesman can hope to achieve fullest possible success unless he is imbued with a proper sense of pride in his calling. Too many salesmen regard their work merely as a means of making a living. There is no reason why the selling of talking machines should not be regarded as distinctly a profession as is the calling of the doctor or the lawyer. While a collegiate education is not an absolute requisite for a successful salesman, and though the calling carries with it no degree or title, still the real salesman has as much knowledge of his line, gained only by constant study, as has the legal practitioner.

There is a very marked analogy between the salesman and the lawyer. The salesman must plead the case for his particular line, he must convince the jury of his customers that his goods are superior to the ones carried by his competitors.

Both the salesman and the lawyer must depend entirely upon their mental powers to do their work.

Any one can sell newspapers, and it requires but little mental ability to measure off a few yards of calico, or wrap up a couple of collars, but everyone cannot sell talking machines and records correctly.

The real salesman believes, and justly so, that he is engaged in a special line of work, that he follows a distinct, dignified, and useful calling, and he takes both pride and pleasure in his work because of that belief.

The man who is proud because he follows and is capable of following a certain line of endeavor, and who takes pride in his work, and in doing it to the best of his ability, will automatically become more successful than the man who feels that he merely happens to be doing certain work because he had no opportunity to engage in other activities, and who believes that so long as he manages to keep his name on the payroll he is accomplishing all that he desires.

The salesman who is proud of his work necessarily has a certain amount of belief in his ability. Pride, rather than the mere lure of a commission,

"In a broad way, the dealer who wishes to build up a successful record trade must be prepared to give his customers more than records for their money. He must give them service that can only be given by a thorough knowledge of the goods and of the customers."

ANOTHER COLUMBIA FACTORY

Purchase Large Plant in Bridgeport, Conn., Which Will be Devoted to Record Making

The American Graphophone Co. (Columbia Graphophone Co.), announced last week the consummation of arrangements whereby the company purchased the large factory building at Bridgeport, Conn., which was formerly owned by the Birdsey-Somers Co. This factory is a four-story building which has several acres of land surrounding it, all of which are included in the transfer to the American Graphophone Co. The land involved in this important deal has a frontage of 550 feet on Grant avenue, 323 feet on Summerfield avenue, 621 feet on Barnum avenue and 625 feet on the western side. The factory building is ideally located and equipped and will furnish an invaluable link in the steadily increasing group of Columbia factory buildings.

According to present plans, the Columbia Co. will take formal possession of the new plant about June 1, and it is likely that 3,000 expert workmen will be employed in the factory. This building will be devoted exclusively to record production and the manufacturing facilities at hand will enable the company to materially increase its record production and thus be better able to meet the increasing demands.

will often force a salesman to tackle an apparently hopeless prospect, and eventually consummate a sale. The salesman who is proud of his work welcomes an opportunity to go after a prospect that some other salesman has given up as being impossible to sell, and every time a sale is made to this kind of a customer the pride of the salesman naturally increases.

Pride is one of the most valuable assets a talking machine salesman can have, for it will make him do things as a matter of course that otherwise would appear to be unnecessary, or even hard to do. Pride will make a salesman keep informed as to the latest developments in his line, so that his customers will find him able to answer all of their inquiries, and answer them authoritatively and truthfully. Pride will keep the salesman on the alert to discover hitherto overlooked prospects and to devise new and original methods of interesting and selling customers.

Pride in his work, and in his line of instruments, will give the salesman an amount of natural enthusiasm which he can impart, in some degree at least, to his customer, thereby adding greatly to the possibility of closing the sale.

The work of the salesman brings him in contact with a class of people who must have sufficient intelligence and breeding to value and appreciate the charms of music. The salesman who feels the proper pride in the dignity and usefulness of his calling will be able to instil similar ideas in the minds of his customers, who will consequently meet and regard him as being on a level of equality with themselves, instead of merely thinking of him as a clerk whose business it was to quote terms and write out order slips.

True pride, justifiable pride, has enabled many a man to overcome obstacles which would otherwise have proved insurmountable. The talking machine salesman who is proud of his work is possessed of a most valuable factor in the accomplishment of lasting success.

ACTIVE CAMPAIGN FOR BUSINESS IN OHIO TERRITORY

Jobbers Representing the Leading Companies Developing Business with Success—Edison Dealers Gather in Cincinnati—2,000 Persons Attend Tone Test Recital—Unprecedented Columbia Demand—Vocalion Trade Shows Increase—Victor Dealers Most Optimistic

CINCINNATI, O., May 3.—A noted gathering of Edison dealers in the Cincinnati territory of the Phonograph Co. took place Monday and Tuesday of this week, the two days' gathering being a succession of events of real interest to merchants dealing in talking machines.

The tone test recital at Emery Auditorium was a remarkable event. There were more than 2,000 persons in the hall to hear Mme. Marie Rappold, assisted by Arthur Walsh, violinist. Quite a number were accommodated on the stage. Those who went with a critical ear came away expressing satisfaction that the voice heard from the tone chamber was the same as the singer who stood before the audience. The program for the evening's entertainment follows:

- a. Piangea Cantando, Otello.....Verdi
 b. Vissi d'Arte, Vissi d'Amore, Tosca.....Puccini
 Madame Rappold, with Laboratory Re-creations of her voice.
- Ave Maria.....Schbert-Wilhelmi
 Mr. Walsh, with the Laboratory Re-Creations of a Violin Solo, by Mr. Carl Flesch.
- The Two Larks.....Leschetizky
 Laboratory Re-Creation of a Piano Solo, by Mr. Andre Benoist.
- a. O Patria Mia, Aida.....Verdi
 b. Ritorna vincitor, Aida.....Verdi
 Madame Rappold, with Laboratory Re-Creations of her voice.
- Paraphrase on Die Loreley.....Nesvadba
 Laboratory Re-Creation of performance, by Concert Orchestra.
- Dich Theure Halle, Tannhauser.....Wagner
 Madame Rappold, with Laboratory Re-Creations of her voice.
- Meditation, Thais.....Massenet
 Mr. Walsh, with the Laboratory Re-Creations of a Violin Solo, by Mr. Albert Spalding
- A Bedouin Love Song.....Pinsuti
 Laboratory Re-Creation of a Baritone Solo, by Mr. Arthur Middleton.
- Ave Maria.....Bach-Gounod
 Whispering Hope.....Hawthorne
 Madame Rappold, with Laboratory Re-Creations of her voice. Obligato by Mr. Walsh.

Immediately after the concert A. O. Peterson, manager of the local branch, marshalled his guests and escorted them to the Sinton Hotel, where a banquet was served; Mme. Rappold and her daughter being the guests of honor. Wm. Maxwell, second vice-president of Thomas A. Edison, Inc., was toastmaster and the health of Mme. Rappold, as well as Mr. Edison, who was hailed as the "Greatest American," was drunk. Verdi E. Fuller had general supervision of the earlier part of the evening's entertainment.

Those to participate in the banquet as well as Tuesday's meeting included the leaders in the social and musical life of this city, as well as many persons of prominence from adjacent towns.

Tuesday's convention brought forth the

greatest amount of interest. The dealers came to be instructed and they sat as pupils. Some orators at asking questions were developed. The session was remarkable for the amount of close attention given the leaders by the merchants.

Most of the retailers claim April was not as brisk as anticipated. There was somewhat of a falling off in business all along the line. The merchants made the usual efforts to catch orders and therefore are unable to account for the lack of business during the month just closed.

R. J. Whelen local manager of the Columbia Graphophone Co. reports that he already has enough orders to exhaust the supply for the next two or three months and orders are constantly coming in. He further states: "All the large machines, for which the demand is increasing every day, are coming through promptly, and while there is still a shortage of the smaller machines, the factory has assured us that things will be normal by June 1. We have some twenty odd dealers in Cincinnati and all report good business, which is surely evidenced by the orders they are placing for immediate delivery.

"We have been holding our traveling men in for the past few months but they are now starting out again and report good business all along the line. Outlook for a remarkable year's business is more than favorable and the factory is preparing to handle the increased business which is anticipated."

W. C. Kobin, special Dictaphone representative, spent about two weeks in Cincinnati at the local headquarters at the Columbia Graphophone Co. on West Fourth street, and with the assistance of the local men closed up the month with a boom.

Several of the Columbia artists were soloists at the May festival and considerable interest was manifested in their records on sale at all Columbia dealers. The local Columbia store reports a splendid sale of these records.

Hy. Byars, manager of the Vocalion department of the Aeolian Co., reports a nice increase in April business over the same month of last year. There is a considerable increase in the demand for higher-priced instruments. Indications point to a big May throughout the talking machine trade. Mr. Byars observes that in view of the number of new talking machines coming on the market, it is going to be simply

a case of the survival of the fittest. Needless to say Mr. Byars contends that the Vocalion is not going to suffer in the test.

Manager Joseph Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., enthusiastic as ever over the Victor, this morning made the following comment on the trade situation:

"We know of no better way to illustrate the splendid conditions existing in the talking machine business to-day, than to quote the words of a dealer who has just left this office. This dealer was left practically penniless by the great flood of two years ago, and has since overcome all the great obstacles that stood between him and success. In speaking about his requirements in the way of Victrola stock, he said: 'I would no more hesitate in placing an order for a full carload of Victrolas, or for two carloads, as far as that is concerned, than I would have hesitated two years ago in placing an order for six machines.'

"This Victor dealer is located in a town of 13,000 inhabitants and handles Victors exclusively. He has one very strong competitor in the Victor line, and competitors who handle grade machines of various makes. His remarks therefore can be accepted as representing the sentiments of the average dealer under average conditions and further comment is entirely unnecessary.

"The success of the average Victor dealer should be traced not only to the splendid products of the Victor factory and its marvelous and consistent policy, but also to the earnest cooperation that the jobber really extends, and to that splendid medium of information, The Talking Machine World, which is carefully read and treasured by every live up-to-date dealer."

The Knabe Crystola, so far as the territory about the immediate Middle West is concerned, will, hereafter, be handled from the Carew office building, by Manager W. O. Black, as distributor, aided by E. R. Mitchell, formerly retail manager of the Wurlitzer branch at Springfield, O. A complete line of Knabe-Crystolas are handled at the new central office, which overlooks Fountain Square.

WEDDING BELLS IN ASTORIA

Albert I. Ross, talking machine and piano dealer of 212 Main street, Astoria, L. I., N. Y., has announced the recent marriage of his daughter, Miss Ethel E., to Reuben W. Perkal, a prominent builder of Bay Shore, L. I. Mrs. Perkal was long associated with her father in his business as head of the sales staff and was recognized as a competent business woman.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

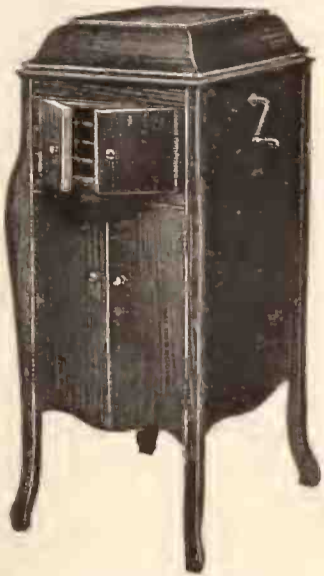
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



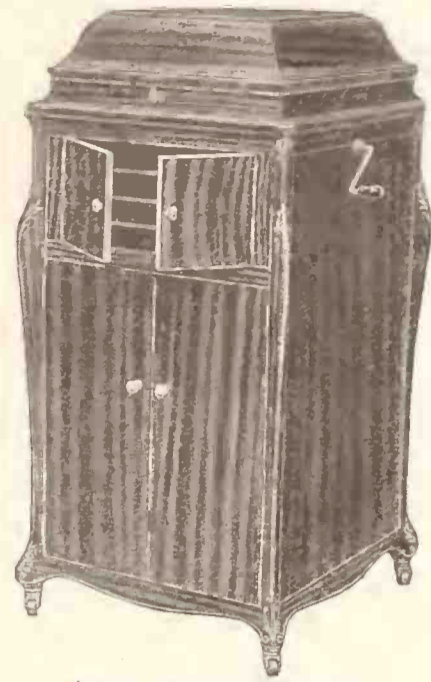
Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

Victor supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor dealers as in the great musical accomplishments of the instrument itself.

Victrola supremacy means dealer success.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Victor Distributors

Albany, N. Y..... Gately-Haire Co., Inc.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Talking Machine Co., of
 Texas.
 Baltimore, Md..... Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me..... Andrews Music House Co.
 Birmingham, Ala... Talking Machine Co.
 Boston, Mass..... Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 Brooklyn, N. Y.... The M. Steinert & Sons Co.
 American Talking Mch. Co.
 G. T. Williams.
 Buffalo, N. Y..... W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt..... American Phonograph Co.
 Butte, Mont..... Orton Bros.
 Chicago, Ill..... Lyon & Healy.
 Chicago Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O..... The Rudolph Wurlitzer Co.
 Cleveland, O..... The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O..... The Perry B. Whitsit Co.
 Dallas, Tex..... Sanger Bros.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia.... Mickel Bros. Co.
 Detroit, Mich..... Grinnell Bros.
 Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 Galveston, Tex.... Thos. Goggan & Bro.
 Honolulu, T. H.... Bergstrom Music Co., Ltd.
 Indianapolis, Ind... Stewart Talking Machine Co.
 Jacksonville, Fla... Florida Talking Machine Co.

Kansas City, Mo... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Nebr..... Ross P. Curtice Co.
 Little Rock, Ark... O. K. Houck Piano Co.
 Los Angeles, Cal... Sherman, Clay & Co.
 Memphis, Tenn.... O. K. Houck Piano Co.
 Milwaukee, Wis.... Badger Talking Machine Co.
 Minneapolis, Minn.. Beckwith, O'Neill Co.
 Mobile, Ala..... Wm. H. Reynolds.
 Montreal, Can.... Berliner Gramophone Co., Ltd.
 Nashville, Tenn... O. K. Houck Piano Co.
 Newark, N. J..... Price Talking Machine Co.
 New Haven, Conn... Henry Horton.
 New Orleans, La.... Philip Werlein, Ltd.

New York, N. Y.... Blackman Talking Mach. Co.
 Charles H. Ditson & Co.
 Landay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 A. Hospe Co.
 Omaha, Nebr..... Nebraska Cycle Co.
 Peoria, Ill..... Putnam-Page Co., Inc.
 Philadelphia, Pa... Louis Buehn Co., Inc.
 C. J. Heppe.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa.... C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 W. F. Frederick Piano Co.
 Portland, Me..... Cressey & Allen, Inc.
 Portland, Ore..... Sherman, Clay & Co.
 Providence, R. I.... J. Samuels & Bro., Inc.
 Richmond, Va..... The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y.... E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U.. Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex.. Thos. Goggan & Bro.
 San Francisco, Cal. Sherman, Clay & Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D... Talking Machine Exchange.
 Spokane, Wash.... Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 St. Paul, Minn.... W. J. Dyer & Bro.
 Syracuse, N. Y.... W. D. Andrews Co.
 Toledo, O..... The Whitney & Carrier.
 Washington, D. C.. Robt. C. Rogers Co.
 E. F. Droop & Sons Co.



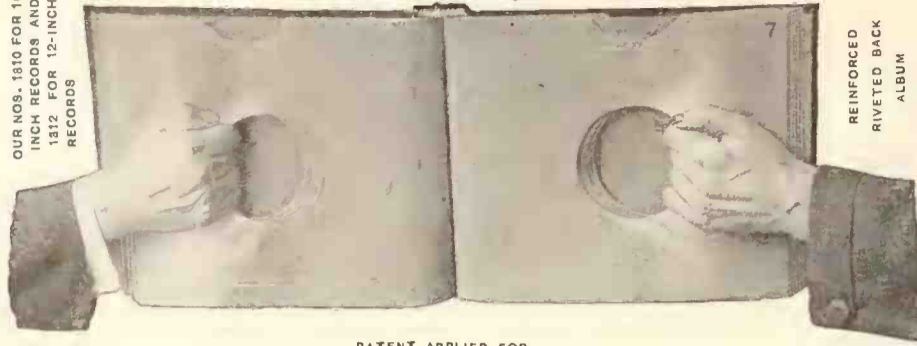
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National"
Record Albums
Are Always the Leaders

The only Safe and Conven-
ient Way to
Protect Disc Records

OUR NOS. 1810 FOR 10-
INCH RECORDS AND
1812 FOR 12-INCH
RECORDS



For Durability, Finish and
Artistic Design
Our Albums Have No Equal

They are made in the most
substantial man-
ner by skilled workmen

PATENT APPLIED FOR

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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

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

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

TO ENLARGE EXPORT TRADE

Columbia Graphophone Co. One of Many New
England Firms Seeking South American
Trade—Barrett Makes Address

BRIDGEPORT, CONN., May 8.—Manufacturers here are preparing to enter the South American export field on a large scale. John Barrett, director-general of the Pan-American Union, and one of the greatest authorities in the United States on South American conditions, made a notable address a few nights ago before the Chamber of Commerce on the opportunities in South America which await New England industries. The Columbia Graphophone Co. is already doing an extensive export business in South America, and is but one of the many large concerns in this section of the country that are seeking to establish better trade conditions throughout the South American continent.

MUSIC SHOP REPAIRS COMPLETED

KOKOMO, IND., May 8.—The Music Shop, which has recently been thoroughly altered and repaired, is now one of the most up-to-date talking machine stores in northern Indiana. In addition to enlarging the original store by the addition of extra space, two new soundproof booths have been installed and a large and complete stock of records have been put in.

W. F. Nash, of La Grange, Ind., has secured the Columbia Grafonola agency for Nobel County, and will establish a branch store at Kendallville, Ind., for the sale of the machines and records.



**Metal Back Albums
Are Supreme**

This Trade-Mark Stands for

**QUALITY
STRENGTH
DURABILITY**

Fully Guaranteed. Send for Sample

**NEW YORK ALBUM &
CARD COMPANY**
23 LISPENARD STREET, NEW YORK

DEALERS' ADVERTISING BUREAU

Established by the Stewart Talking Machine Co., of Indianapolis—Pictures of Interest to Dealers Under Head of Service—Should Stimulate Trade Interest During the Summer

INDIANAPOLIS, IND., May 5.—A dealers' advertising bureau has been established by the Stewart Talking Machine Co., Victor jobbers of this city. As a spur to summer business this bureau offers Victor dealers an art fan elaborately printed in five colors, bearing the dealer's imprint and advertising on the back, a whistle cut in the design of a Victrola XVIII., on which bird imitations can be played and which opens up to display the dealer's name, and an interesting story booklet showing the delights of a summer camp in the possession of a Victrola.

These three different pieces of advertising are designed to appeal to young and old and all classes of people equally strong. The fan is for broadcast distribution at county fairs, carnivals, or any sort of public gathering, appealing generally to all classes of people during hot weather. The whistle appeals especially to children, although it is a novelty which affords almost an equal amount of pleasure to grown folks. The story booklet finds its strongest interest among those people who can afford to spend vacations on the river, or in the mountains, or at a lake, although it has a certain attraction for people indulging in the more moderate luxury of a picnic or a day's outing.

These three items are offered at reasonable cost to Victor dealers all over the country, and the attractive feature is that the Stewart Co.'s advertising service for the whole summer goes with each purchase of any of these articles. That advertising service includes the preparation of system letters shaped to each dealer's needs, newspaper advertising written for each specific case, and a vast amount of printed circulars for house to house distribution.

Large contracts have been issued for the preparation of this advertising material and the Stewart Co. is looking for enthusiastic returns.

Victor dealers for many years have been inclined to overlook the possibilities of the summer market for Victrolas, but with a trained and able advertising bureau directing summer sales efforts in the way the Stewart Co. has planned, bigger profits should be realized in all parts of the country.

NEW NICKEL-PLATING PLANT

The Phonograph Appliance Co. which recently leased a building on Staten Island, has equipped its factory with a complete nickel-plating plant, and the officials of the company state that orders for more than 500,000 pieces have already been received by this department. In addition to nickel-plating this company is producing a universal tone arm, which is meeting with popular favor, and is also making special parts to order.

PLANS FOR NEW CAMDEN LIBRARY

Building to Be Presented to the City of Camden by President Johnson, of the Victor Co., Is of Imposing Roman Ionic Design

CAMDEN, N. J., May 10.—Final plans have been perfected for the new Cooper Branch of the Camden Free Library, which will be erected and presented to the City of Camden by Eldridge R. Johnson, president of the Victor Talking Machine Co. The library will be located in the centre of Cooper Park and will be surrounded by rows of shade trees. The building, which will be 63 feet wide and 108 feet long, will be of Roman Ionic design, and will be enriched by an impressive seven-bay Ionic colonnade, the columns of which will stand twenty-seven feet high and will be approached by a flight of steps stretching the full width of the colonnade. The main floor will contain the 50,000 volumes which are to be housed in the library, and also the reading room and librarian's office. Flanking the main room will be the children's room and the reference room. The bookcases will run the whole length of these rooms and will be seven feet high. On the second floor will be two rooms for work or for small meetings, a librarians' rest room, and a large lecture room. The building will be of fireproof construction throughout and the most modern system of heating and ventilating will be installed.

PHONOGRAPH AIDS WITH FILM

Edison Machine, Placed Back of Stage, Lends Realism to Presentation of "The Stolen Voice" at Theatre in Buffalo—Creates Much Interest

BUFFALO, N. Y., May 5.—A large size Edison record machine was used to novel and splendid advantage at one of the city's most fashionable theatres here on Friday and Saturday evenings. Manager Hyman, of the new theater, Victoria, in an effort to make more realistic a photo-production introduced an Edison machine at the juncture, where Robert Warwick, a famed screen star, is shown singing before a large audience in "The Stolen Voice." The house was darkened and from the back of the stage came the strains of an aria from "Pagliacci."

"I didn't know that Robert Warwick was such a good singer," a theatrical man commented in congratulating the manager upon the novel effect produced. The \$250 Edison machine was obtained from the store of Schuler Bros., in Main street, and John Shuler was in the audience when the 2,500 listeners applauded the number.

OPENS BRANCH IN TACOMA

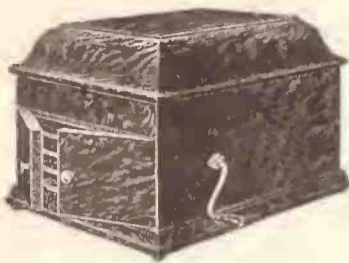
SEATTLE, WASH., May 2.—Hopper & Kelly, who handle the Victor, Edison and Columbia lines at Third avenue and University street, this city, have opened an elaborate new branch store at 945 Broadway, Tacoma.



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victor supremacy is lasting



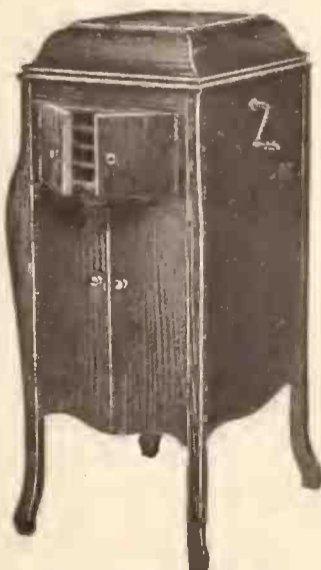
It is built on the solid foundation of great things actually accomplished.

And the success of every Victor dealer increases with every new development of this wonderful instrument.

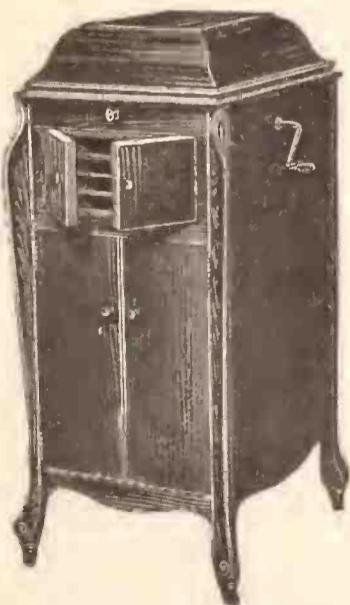
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

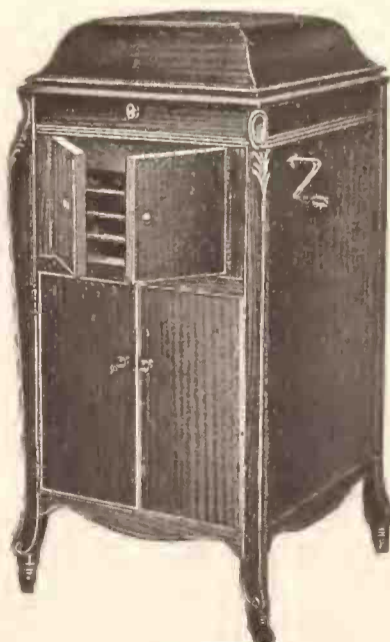
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

The **TALKING**
For the **MACHINE**
makers & **WORLD**
sellers of
talking
machines

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J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, Business Manager

Trade Representatives: GLAD HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN
 WILSON, A. J. NICKLIN, L. M. ROBINSON, WILSON D. BUSH, D. G. AUGUR.

Boston: JOHN H. WILSON, 824 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.
 HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

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NEW YORK, MAY 15, 1916

TALKING machine dealers everywhere should become keenly alive to the necessity of impressing on their representatives in Congress, and in the Senate, that they are strongly in favor of price maintenance—in fact, that the upholding of this principle of uniform pricing, which is recognized as an incentive to the promotion of business efficiency among merchants, is of vital interest to the public.

It must be kept in mind that the opponents to price maintenance are exceedingly active in organizing and carrying on a stupendous campaign against the enactment of legislation of this nature. It is significant, however, that E. L. Howe, the executive secretary of the National Retail Dry Goods' Association, which has been opposing price maintenance legislation, stated, after visiting Washington last week, that he had received definite information from an entirely trustworthy source, to the effect that the price maintenance bills now before Congress were likely to receive early consideration. He gave it as his view that unless the opponents of price maintenance took a stronger stand than they had yet done, one of the bills would probably become a law.

Whether these views were set forth by Mr. Howe for the purpose of stimulating the opponents of the measure to immediate and definite action matters little. The point is that talking machine men, as well as their friends, should become alive to the necessity of immediate action. They should utilize all forms of public opinion to emphasize that price maintenance is the very foundation of commercial health in the talking machine industry.

Every man who believes in price maintenance should realize that he must do something to counteract the systematic work of the opponents of the proposed law, which is country-wide in its influence.

There is no question to-day confronting the talking machine trade that is of greater importance than that of price maintenance. Without this policy in vogue talking machine men would find not only a depreciation in their present stock values, but a complete demoralization of their business. The cut-raters, if they had their way, would seriously weaken the protection which is vouchsafed the talking machine trade through the policy of price maintenance. Price cutting would undermine the confidence of the public in the talking machine, because purchasers could not receive that protection which is possible to-day

through the sale of standardized articles at a uniform price which insures a quality standard.

Price maintenance means protection for the manufacturer, jobber and dealer. It means price stability and quality, while price cutting would mean the destruction of conditions which would inevitably lead to chaos in the trade.

Too many talking machine men are inclined to inaction in this matter; they believe in the "let-John-do-it" idea, forgetting that their interests are vitally involved, and each individual should see to it that he gets in touch with his Congressman, not merely by letter, but personally, if he can.

He should, as a protection to himself and to the public, take every possible means of bringing his views to the attention of our National legislators and not "pass the buck" along. Action is needed right now, and every reader of *The World*, no matter where he is located, whether in the small village or in the big city, should act at once.

No subject has come up for consideration in years which has such a deep bearing upon the future of the industry as has this question of price maintenance.

Now is the time for every man to stand up and be counted.

IN these days of heavy record demands the average talking machine dealer is at times quite puzzled as to just how much attention he should give to each record customer, both in fairness to his customer and to his own business. It is to be regretted that the "shopper" has for a long time been quite evident in the talking machine field. There are also many men and women, particularly the latter, who believe that the purchase of a 75 cent record or the promise to purchase one at a later date, entitles them to the use of the talking machine dealer's demonstration room, his machines and records and the time of his clerk, for an indefinite period.

Demonstration rooms cost money. They represent an investment in fixtures, furnishings and rent that will pay a profit, moreover, the occupancy of a demonstration room by a shopper frequently means the turning away of another prospective customer who has not time to wait until the room is vacated.

Just how to act is a puzzle for the average dealer.

The customer who stays an hour and buys one cheap record may not have been impressed by the others tested, and appreciative of the courtesy shown, may come back again and place a substantial order. If the customer is treated with a lack of consideration and practically forced to vacate after what may be considered a reasonable time, many prospective sales may be lost.

Much of the uncertainty may be removed through the dealer studying the tastes of his customers. If he prefers vocal selections it might be a waste of time to try and sell him a number of instrumental records, or vice versa. If his previous purchases are entered in a suitable index the clerk is able to put before him the records that will most appeal to him and thereby develop a minimum demonstration into a maximum sale. The clerk for his part should make a definite attempt to find out just what the customer wants instead of picking records at random. A description of a record will frequently serve to guide a customer as to whether he does or does not want it, and thus save the time necessary to play it. It has been found that a courteous questioning after each rejected record as to the why and wherefore of the objection will not only give the salesman a better line on what the customer wants, but also influence the latter to make a selection promptly and not turn the demonstration into a pleasant free entertainment.

When the dealer sees the prospective customer walk out without purchasing one record, and sees a dozen or more records lying about the demonstration room where they have been tried out, it is often hard to dig up enough courtesy to meet the situation.

THE success achieved by the great operatic stars, both in concert and in opera, must unquestionably be attributed to the tremendous educational value of the talking machine. Through the records these artists have become known the country over—they have, in other words, been advertised so fully and completely that it is no longer necessary to tell who they

are; the owners of talking machine know all about them. The records of their voices have acted as advance agents in conveying a knowledge of their capabilities and their repertoire.

The fact undoubtedly stands that the talking machine has made grand opera stars, and not, as some erroneously think, that grand opera stars have made the talking machine. It is only comparatively a few years ago that talking machine manufacturers succeeded in persuading an artist of international prominence to allow his or her voice to be reproduced. Money was not the consideration, but because the artist considered the proceeding undignified. Now lesser lights are clamoring for the privilege of making records in order that their names and abilities may be advertised to the world by means of the talking machine record. Whether or not the talking machine deserves all the credit of making the career of certain grand opera stars, it is quite certain that there are thousands of persons who have by means of the talking machine been educated to such an appreciation of the world's classical music as to take advantage of any opportunity of hearing them. Furthermore, the managers of famous musicians and entertainers are enabled to visit cities and towns at a profit, where a few years ago they would not have paid the bare running expenses of a single night's entertainment.

THE musical season now coming to a close has been a gold mine for many of the great European artists, whose names and records are well known to talking machine users. For instance, John McCormack, during the past season, has scored a most phenomenal success. In New York alone, the Irish tenor has sung eleven times in public which brought in the enormous amount of \$65,000. Since last October he has given seventy concerts on the road, and, according to the manager, the gross receipts of these recitals will pass \$300,000, while more than three hundred engagements for other concerts have been turned down.

As for talking machine records of McCormack songs, it is said that over a million and a quarter were sold in the year ending March 1. This item moved a friend to say that "his income from royalties equals and perhaps exceeds the combined salaries of the President of the United States, the Governors of New York, Pennsylvania and Illinois, and the Mayors of New York, Boston and Philadelphia." And yet McCormack remains "a normal human being," who does not believe there is any such thing as "artistic temperament."

IN a lengthy and excellent article on the importance of price maintenance written by Charles B. Klein, of the Klein & Hefelman Co., the piano and talking machine dealers of Canton, O., and which was run in a local paper, Mr. Klein gives the talking machine men a new view of the meaning of price maintenance for their own business by offering an illustration of the

sales tactics that would prevail were price juggling countenanced in this industry. Mr. Klein makes the very valuable and impressive point that with fixed prices abolished the talking machine dealer would face an increased payroll for clerk hire of many hundred per cent., while at the same time he would face the question of smaller and uncertain profit. Mr. Klein's handling of the situation, which is to be found in another section of *The World* this month, is well worthy of study by every talking machine man.

THAT present laws may still be depended upon to offer a check to the price cutter is again proven in the case of a firm of wholesale grocers in Baltimore against the Welch Grape Juice Co. The latter concern refused to sell its product to the grocer, who brought suit under the Clayton Act and the Sherman Anti-Trust Law. At the first trial in the Federal Court, Baltimore, the jury disagreed, but at the second trial they found for the Welch Co. on every count. It is probable that the case will be appealed.

MODERN, live ideas in talking machine retailing are an absolute necessity to success to-day. The well managed sales department must have behind it a capably managed business department, where credits and collections are given intelligent consideration. A good collection system is the life blood of business. Too many overlook this fact.

It is a very pertinent question which a wideawake business man recently asked: "If manufacturers see the necessity of elaborate system to help dealers sell their product, why should they not go a little further and extend the system so that it will help these dealers collect somewhat better on accounts made in selling their goods?"

As this business man points out, the correspondence of the collection department of most houses is still very unscientific and puts that department continually at odds with the selling department. The latter department is conducted on principles of graciousness, of extending help in constructing a business, while the collection department has not advanced beyond the old nagging, scolding or cajoling method. To improve the system of collecting is the way out, says our business friend. Show the dealer how to make collections; how to write collection letters; how to talk to the party who owes a past due account and make him see how important it is to live up to his obligations.

Here is surely a great field for the student of better credit and collection work, which has been so often emphasized by *The Credit Man's Bulletin*, which is doing fine educational work in this special field. Prompt collections mean as much to a business as efficiency in sales. Why not, therefore, if we have elaborate systems to help the retailer in the later, extend the system to help the retailer in the former?

Take the "guesswork" out of your deliveries by using the

Pearsall Victor Service of New York

DON'T "guess" any more about receiving your shipments of Victor records or supplies, for our entire equipment is at your disposal. Here is an organization that does nothing else but look out for the interests of Victor dealers; an organization that can't help but make good when you want goods. ¶ You can *sell* more records. Let us help you to do it.

THE SILAS E. PEARSALL CO.
18 West 46th St. (Near Fifth Ave.) New York, N. Y.

Doehler Die Castings

are particularly adapted to the economical production of TONE ARMS and SOUND BOXES for Talking Machines.

Cast from permanent steel mould, no machining operation is necessary—all parts delivered ready for plating or enameling and assembling.

DOEHLER DIE CASTINGS are used with entire satisfaction by some of the most widely known makers of Talking Machines because of the conviction that "DOEHLER" product is economical, and "DOEHLER" service is dependable.

Send blue print or sample part for estimate.



"DOEHLER" Die-Cast Tone Arm and Sound Box—produced for one of the most widely known talking machines on the market.

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

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

INCREASED ACTIVITY EVIDENT ON PACIFIC COAST

After a Busy April, May Has Opened With Excellent Prospects for Larger Sales in Both Machines and Records—Tungs-Tone Needles Popular—Many Stores Enlarging Their Quarters—Many Visitors During the Past Few Weeks—News of the Month in Detail

SAN FRANCISCO, CAL., May 2.—The first part of April was not very brisk in the talking machine business on the Pacific Coast, but the latter half showed signs of greatly-increased activity. Even the week before Easter, which is a poor week in San Francisco ordinarily, the record sales were satisfactory. This was largely due to the new Easter records on the market and the prominent featuring of them by the progressive shops. The month closed with the brightest of prospects, both in the large cities and country districts. There is not quite as much complaint about shortage of stock either in machines or records. Grand opera records had a fair run during the month, which demand was probably stimulated by some high-class musical attractions here.

Cannot Get Enough Tungs-tone Needles

Charles Mauzy, manager of the Byron Mauzy Victor and Columbia departments, says his department is inconvenienced by being unable to obtain the required amount of Tungs-tone needles. Business in talking machines and records is fully normal for the season. The company had a very beautiful Easter window, displaying talking machines in a setting of Easter lilies and old rose plush draperies.

H. Moorey, assistant auditor of the Columbia Graphophone Co., has just paid a visit to San Francisco in the course of a trip over the Western territory. He reports Columbia business flourishing on the Coast.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., San Francisco, is expected back from his three weeks' trip to Portland in a few days. He went North to introduce certain changes and improvements in the talking machine department in the Portland store.

A Handsome Easter Display

One of the most strikingly beautiful Easter displays in the talking machine line here was that of the Wiley B. Allen Co. The show window was backed with a fan-shaped trellis entwined with vines and showing a profusion of

wisteria blooms, orchids and other rare flowers. C. J. Kendrick, representing the Victor Talking Machine Co. on the Pacific Coast, is back in San Francisco, after a trip over his territory.

To Enlarge Department in San Jose

The Wiley B. Allen Co. is preparing to greatly enlarge its talking machine department in the San Jose store. The whole store is to be renovated and re-decorated, but the chief reason for the alterations is to give more prominent space to the very flourishing talking machine department which has long been handicapped by a lack of space. The company is soon to make changes for increasing the efficiency of their talking machine department in Portland also.

Andrew McCarthy, secretary of Sherman, Clay & Co., and head of the Victor talking machine wholesale activities on the Pacific Coast, is in the Northwest on a trip to visit the company's stores at Seattle, Tacoma, Spokane and Portland. The jobbing business in the Northwest is showing a big improvement.

Awaiting Popular Pathé Model

Louis S. Blackey, of the Pathé Pathephone shop in San Francisco, is expecting the arrival of the new Model No. 25, the \$25 machine which will play all records. Business here is good and the new store is a marvel of attractiveness. Mr. Burgee, of the traveling force, has left for a trip through the Northwest in the interests of the Pathé.

Mr. Durant, the accomplished musician, late of the Manhattan Grand Opera Co., has taken the agency for the Pathé and opened a fine little shop at Berkeley, Cal. Mr. Durant has just been making some very successful tone tests at his place, which is located at 2213 Bancroft Way.

F. B. Travers, manager of the Sonora Phonograph Co., San Francisco, is making a trip North, covering Portland, Seattle and other points.

Sonora Business Keeps Up Strong

April business in the San Francisco Sonora establishment has held up strong. The company is short on \$100 and \$150 models just now.

but expects adequate supplies shortly. The new \$1,000 Sonora Supreme, which was recently shown in New York, has created considerable interest in the trade here. A machine or two of this type will be brought here and demonstrated to the public in the near future.

Mr. Steers, of the Sonora Co., has just returned from Los Angeles and the South. Mr. Steers is president of the local company.

Mr. Parker, of Bush & Lane, who handle the Sonora in Seattle and Portland, has been visiting in San Francisco for a few days on business in connection with talking machines.

Interesting Edison Tone Test

The Edison Shop, San Francisco, had a very interesting tone test musicale on April 20. This was the first of a new series, and proved of even greater attraction to the public than the others. Special invitations were issued and as a result a very select audience was gathered to appreciate the program rendered. At this test the musicians who participated were local people of accomplished talent, and they were most successful in their achievements. Ruth Brown, soprano; Lowell Moore Redfield, baritone, and Eleanor Snodgrass, violiniste, made the tests.

The Edison re-creation Easter music was well received in this market and helped to keep business up to the average during Lent. The present window display of the Edison Shop has a special attraction at night when the electrical effects are to be seen. A spotlight, which is concealed from view above, plays upon a handsome Edison phonograph and the outside beholder is at a loss to account for the light.

The talking machine department of the Emporium, which is soon to be enlarged and rearranged in accordance with plans for extensive alterations in the Emporium music department, reports a lively business in opera records. The Columbia and Edison machines only are sold in this department.

A lady customer at the Clark Wise talking machine department came in the other day and said, in reference to a phonograph record, of course: "I Want a Little Love, a Little Kiss." The accommodating salesman instantly responded like a gentleman with: "Step right this way, madam."

NEW CONCERN IN HAVANA, CUBA

The Universal Music Co. is a new concern in Havana, Cuba, which has opened a store on Neptune street, that city, for the purpose of handling talking machines and pianos. Charles Echemendia and Saturn Hugué are the heads of the company.

EDISON TRADE IN OMAHA

Schultz Bros., Edison jobbers of Omaha, report that the dealers in that section are finding it difficult to get goods enough to meet their demand in both machines and records. The machine demands appear to be heaviest for those phonographs selling for \$100 and more.

We Are in the Market

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

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST.

CHICAGO



Detail of Vocalion Salons in Aeolian Hall During "Vocalion Week."

Here Are Shown a Few of the Art Style Instruments Exhibited.

The AEOLIAN-VOCALION

Its Important Place in the Phonograph Industry

IN the period that has elapsed since its introduction, The AEOLIAN-VOCALION has established itself firmly as the leading high-grade phonograph upon the market. In this position it is practically without competition. This outcome was deliberately planned when The Aeolian Company decided to enter the phonograph industry. Through its possession of vital new phonograph patents, its wide experience in acoustical science, and as the result of innumerable laboratory experiments, its ability to produce a phonograph musically far ahead of any upon the market was beyond a doubt—was indeed a demonstrated fact.

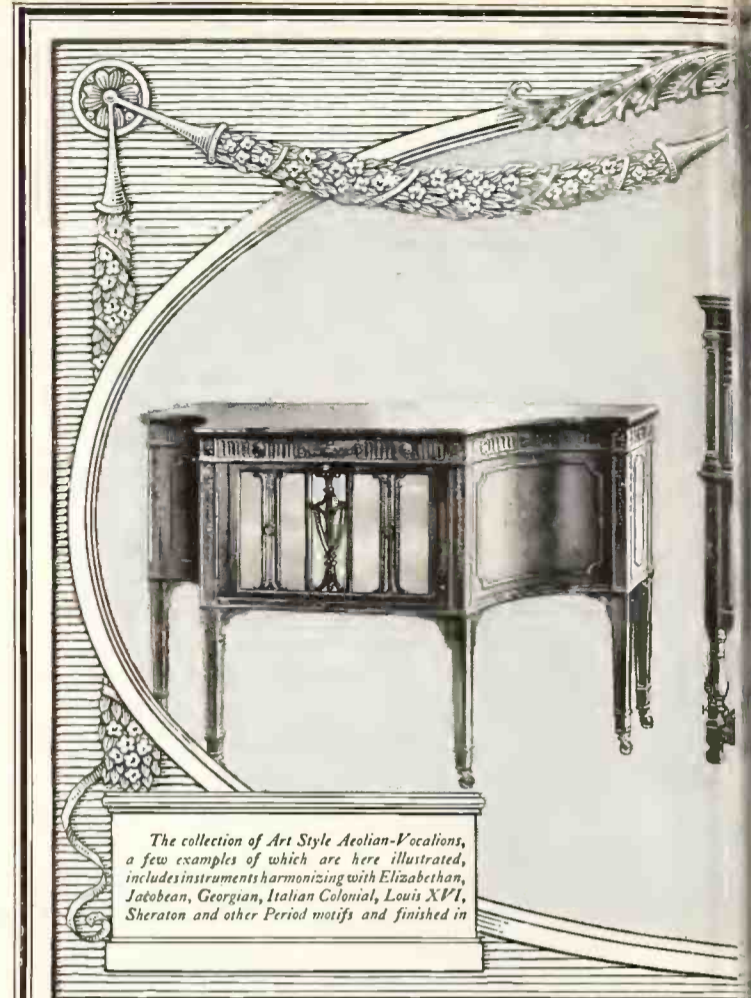
It only remained, therefore, for this Company to utilize its unparalleled facilities for fine case-designing and finishing, to produce a phonograph which from the standpoint of architectural beauty as well as musical excellence should establish a new and higher class or grade.

The extraordinary success of The Aeolian-Vocalion in the past year is the exact measure of The Aeolian Company's success in achieving its purpose. In the phonograph, as in the piano and other similar industries, there is a place and a large and important market for the high-grade product. This place in the phonograph field The Aeolian-Vocalion is filling with signal success.

(Continued on page 4)

VOCALION WEEK

VOCALION WEEK, the newspaper announcement of which is here reproduced, was held in New York last month at Aeolian Hall. The exhibition of Art Vocalions, and the four daily recital demonstrations which were the features of the Week, were largely attended and highly successful. While the Aeolian-Vocalion is now generally recognized as the leading instrument of its type, practically no visitors were prepared for either what they heard or saw. The magnificent group of Art instruments aroused the utmost interest, particularly amongst architects and interior decorators who had a special evening given over to them, as well as to visiting dealer-representatives. It is proposed to repeat Vocalion Week in some of the leading cities where the Aeolian-Vocalion is represented.



The collection of Art Style Aeolian-Vocalions, a few examples of which are here illustrated, includes instruments harmonizing with Elizabethan, Jacobean, Georgian, Italian Colonial, Louis XVI, Sheraton and other Period motifs and finished in

VOCALION AT AEO

During which the superb and newest and greatest of all pho

THIS week at Aeolian Hall will be of utmost interest to the music-loving public. Before its close, the now generally recognized fact will be further strongly emphasized that with the advent of the wonderful Aeolian-Vocalion, the phonograph finally emerged from the relatively narrow limits of its earlier development and became a true instrument of genuine artistic value and dignified character.

AN ART EXHIBITION

The central attraction of Vocalion Week will be the exhibition of a magnificent group of Art Instruments, wholly beyond and unlike anything heretofore attempted in the manufacture of phonographs.

Here the connoisseur will find genuine objets d'art in furniture—pieces which in design, wood, color and finish reflect the very spirit of the classic periods. No such collection of Art musical instruments has ever been shown before. And the rare beauty of their outward appearance is significant of an equal degree of perfection in their musical and other features.

MUSICAL DEMONSTRATIONS

The second feature of Vocalion Week will be the informal musical demonstrations, taking place each day at specified hours as indicated in the Program.

Just in the measure that this great, new phonograph surpasses in physical art and beauty all previous instruments, so in musical qualities and capabilities it likewise excels. Here, however, written description fails. No

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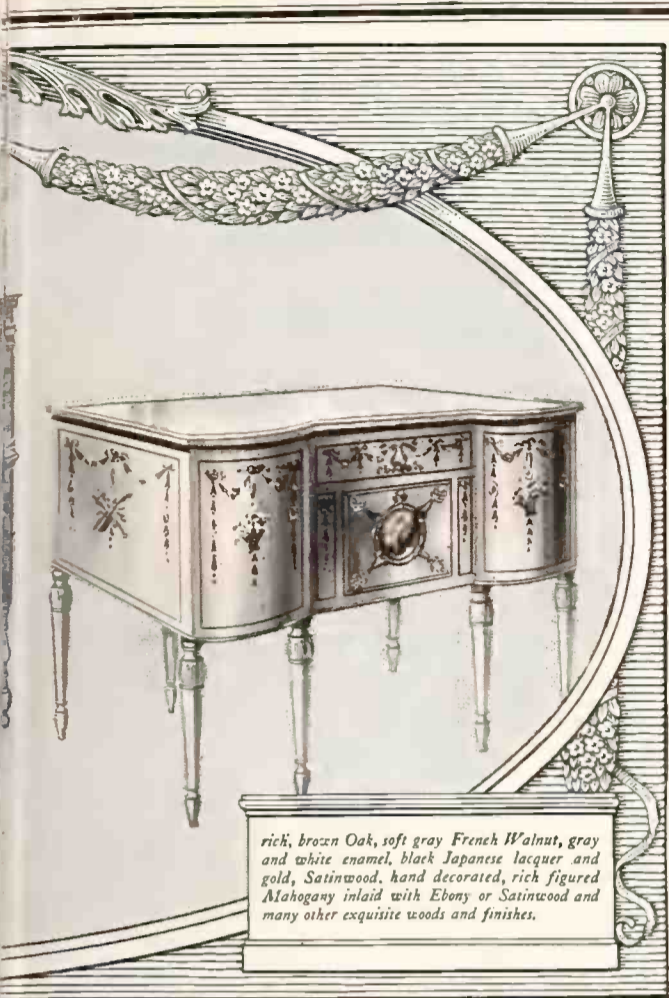
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Art Style Vocalions

The AEOLIAN

NEW YORK 29 West 42nd St AEOLIAN

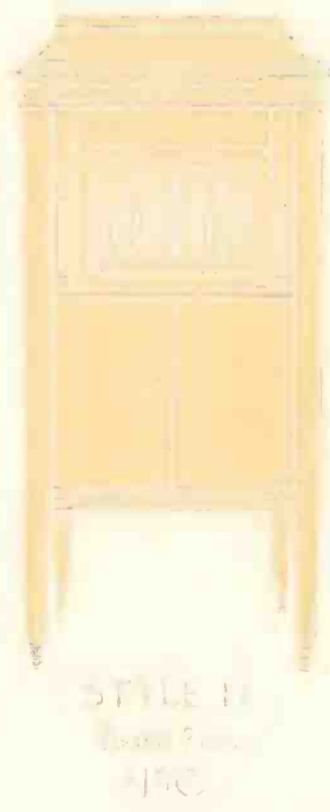
Makers of the Famous Pianola — L



rich, brown Oak, soft gray French Walnut, gray and white enamel, black Japanese lacquer and gold, Satinwood, hand decorated, rich figured Mahogany inlaid with Ebony or Satinwood and many other exquisite woods and finishes.

VOCALION CASES

THE cases of the Aeolian-Vocalion set an entirely new standard for the phonograph. Each one, from the least expensive model to the highest priced Art Style, is the embodiment of true art and good taste. Every detail, every door or moulding is dimensioned, shaped, and treated to fulfill its purpose and that of the instrument. All ornamentation is placed to relieve and at the same time to enhance the simple beauty of the plain areas. Throughout the highest art is manifested, both in the elaborate details of the superb Period designs and in the dignity and repression of the simpler models. In all cases, the finish is of the best. Multiple coats of varnish and repeated hand-rubbing and polishing imparting a depth and richness never hitherto found in phonograph cases.



WEEK HALL

musical art reflected in the exhibited and demonstrated

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played upon the Aeolian-Vocalion. It means an entirely new fullness, richness, depth and beauty of phonograph tone.

THE NEW PHONOGRAPH FEATURE

And one last feature of this new phonograph will be demonstrated—in some respects the most important of all. This is the feature of personal control.

During the demonstration recitals a performer will show how by means of the Graduola—the exclusive and revolutionary expression device of the Aeolian-Vocalion—anyone may render a record to suit his individual taste. A wonderful privilege added to those the phonograph has hitherto conveyed, this means that anyone may give expression to his own music instincts. It means that record monotony is forever banished. It means that when one cares to use it, there may be given to any record a quality of livingness and delicate variety of interpretation, that lifts the hitherto stereotyped phonograph performance directly into the realm of genuine expressive musical art.

AN INVITATION

Aeolian Hall opens its doors to you this week. You may be deeply interested or you may never have felt an interest in the phonograph. Here, however, is something that will attract every lover of the beautiful and of music. The exhibition and musical demonstrations are, of course, free. No obligations of any kind will attach to your visit and the Aeolian Company will be genuinely gratified to entertain you as its invited guest.

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York and Brooklyn

COMPANY
HALL BROOKLYN
11 Flatbush Ave.

Musical Instruments in the World

To the MUSIC-DEALER



THE AEOLIAN-VOCALION offers a most valuable opportunity. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover, this leadership is obvious at a glance even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—it is overwhelmingly evident in the exquisite Art Styles.

The attention of dealers is directed to the two inside pages of this insert. Vocalion Week there treated was one of the most significant events in the recent history of the phonograph. Any intelligent merchant can estimate for himself the value of a clientele attracted by such instruments.

When in addition it is realized that the Aeolian-Vocalion line is the largest in the industry, ranging from instruments at \$35 to \$3000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office



Another Detail of the Vocalion Salons during "Vocalion Week"

Tone!—If you think that word is getting worn out, you will find it is only just now coming to carry its full meaning so far as **Columbia Grafonolas and Columbia Double-Disc Records** are concerned.

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

Columbia Graphophone Co.
Woolworth Building, New York



THE EDISON SHOP IN NEWARK

Elaborate Quarters, Coupled with Competent Salesmanship, Is Producing Excellent Results with the Edison Diamond Disc Phonograph in Northern New Jersey—A Novel Sale

NEWARK, N. J., May 6.—April was the best month since December in the Newark Edison Shop. This is not remarkable when one looks over the handsomely furnished shop and talks

value of scrupulous care in appearances as well as of dependable goods behind the trade-mark.

The Newark Edison Shop has held many successful tone-tests, with the well-known Edison artists singing, and recently a Newark crowd of 2,000 gathered in the Palace ballroom to hear Marie Rappold in one of these tests. Elizabeth Spencer, Marie Keiser, Charles Harrison, Helen Clark, Vernon Archibald and Arthur Walsh are some of the other singers who have appeared at this shop in tone-tests.

Five Edison salesmen are covering Newark for the Phonograph Sales Co., and four take care of the Montclair branch. A rather novel achievement is the recent sale of an Edison phonograph to a cemetery chapel near New York, for use in funeral services. Business certainly is business. "They held six funerals the first afternoon," said Mr. Sloane, "and were so delighted with the hymns and other service music played by the machine that we hope to sell more for the same purpose."

TRADE NEWS FROM INDIANAPOLIS

Good Outlook for Pathé Business—Many Dealers Now Handling That Line—Maxwell Pays Visit to Kipp Plant—Other News

INDIANAPOLIS, IND., May 4.—M. P. Tobin, of the Pathé Phonograph Co., Inc., distributors of the Pathé machine in Indiana, is of the opinion that the outlook for Pathé business in the next few months is very good. Mr. Tobin and his two brothers have been putting in some steady work in going after dealers throughout the State since they organized their company several months ago.

Among the dealers signed up are Wolf & Dessauer, of Fort Wayne; H. P. Dahlen, of Terre Haute, and Robert Adair, of Paducah, Ky. Mr. Tobin considers Wolf & Dessauer one of the liveliest Pathé dealers in this section of the country. They operate one of the leading department stores and are pushing the Pathé machine exclusively.

Mr. Tobin has been carrying on a very systematic advertising campaign that is bringing the Pathé machine before the public in a way that is bound to get results for all the Indiana dealers.

Mr. Tobin has secured the services of R. M. Stevens, of Indianapolis, who has had considerable experience in the talking machine business, to call on the trade.

The results thus far from the retail business in the store at 10 East Washington street, which is the company's headquarters, have been encouraging.

J. L. Peters, of the Fuller-Wagner Music Co., reports that the sale of records continues exceptionally good while the sale of the Victor machines is about normal.

At the Carlin Music Co., the Edison and the Sonora machines are running about even in the point of sales, according to Frank Carlin.

The featuring of the Starr phonograph in the display windows of the Starr Piano Co. is bringing favorable

attention to the various interesting features of the Starr machine.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reports that business in April was very brisk. The company has been featuring both the Edison and the Victor machines.

A full line of both Edison and the Victor machines has been placed in the two branches recently opened in Kokomo and Anderson by the Pearson Piano Co.

Walter E. Kipp, of the Kipp Phonograph Co., distributors of the Edison machine, attended the Edison dealers' convention in Cincinnati, which was held May 1 and 2, and proved a most interesting affair.

William Maxwell, vice-president of Thomas A. Edison, Inc., who attended the convention, came to Indianapolis Wednesday with Mr. Kipp. Mr. Maxwell visited the Kipp plant and he made a talk to the Kipp employes, telling of conditions at the factory and advancing helpful suggestions. Mr. Maxwell spoke of the prosperous conditions throughout the country and he praised Mr. Kipp and the employes for the way in which they were handling the Edison business in this territory.

Mr. Kipp said that the Edison business, both from the wholesale and retail standpoints, was very flourishing with the main complaint being on the difficulty to get orders filled fast enough from the factory.

HELPS TERPSICHOEAN ART

With the commencement of the summer season and a corresponding increase in the demand for dance records the following letter received recently by the Columbia Graphophone Co. from Oscar Duenweg, president of the American Society of Professors of Dancing, has a timely appeal:

"Practice is indispensable for a pupil in dancing and doubly necessary for the teacher. I know of nothing more pleasing than a Columbia Grafonola and Columbia double-disc records. In the retirement of your studio, if you will but listen, it will help you to create new combinations of motion, but this is only one of the pleasures in having that obedient musical servant always awaiting your command. I own a Columbia Grafonola for reasons plus."

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!



The Newark Edison Shop

with the efficient force of salesmen which President Charles O'Connor Sloane, of the Phonograph Sales Co., who runs the store, has gotten together. All the conditions in this well-appointed place are decidedly attractive to trade, and the volume of recent business proves the



Main Salon of Newark Edison Shop



MARIE RAPPOLD
Prima donna, Metropolitan Opera Company, proving
that Edison has Re-Created her wonderful voice in
all its richness.

New York TRIBUNE

April 29

. . . "Edison Snares Soul of Music—
Mahogany Prima Donna and Rappold Sing
as One on Concert Stage—Voice Blending
Startles 2,500.

"Mme. Rappold stepped forward, and
leaning one arm affectionately on the phono-
graph began to sing an air from 'Tosca.'
The phonograph also began to sing with
exactly the same accent and intonation. It
is the latest triumph of Edison."

New York EVENING MAIL

May 2

. . . "The immense auditorium of this temple of musical art was crowded
to its capacity by a representative Carnegie Hall audience—musically cultured
and musically critical."

"Mme. Rappold of the Metropolitan Opera House, and Thomas A.
Edison's new phonograph both sang.

"The ear could not tell when it was listening to the phonograph alone and
when to actual voice and reproduction together."



CHIPPENDALE—
Official Laboratory Model

Brooklyn DAILY EAGLE

April 29

. . . "Before an audience of some 2,500
music lovers, Thomas A. Edison exhibited
the latest child of his inventive brain yester-
day afternoon in Carnegie Hall, and the
2,500 sat enthralled under the spell of a
wizardry which reproduced for them a
human voice with such fidelity that no one
in the audience, hearing also the same music
at first hand, could tell which was the real
and which the reproduced."

Do you know of *any* other instru-
ment that could sustain such a test?

PHILADELPHIA TELEGRAPH

April 28

... "Music lovers of Philadelphia heard last night one of the most marvelous achievements of modern science—a reproduction of the human voice so perfect and unerring that it was impossible to distinguish between it and the real voice of the original singer.

"Madam Marie Rappold, prima donna of the Metropolitan Opera Company, of New York, stood beside a mahogany cabinet which enclosed the most recent model of the Edison Diamond Disc Phonograph in Witherspoon Hall and sang in person, while the same song was reproduced from a record made months before in the Edison laboratory.

"Many in the audience leaned forward to catch some difference in the two voices, but there was none. There was a perfect blend of tone and beauty, the one shading into the other. Here the human qualities of Edison's latest invention stood out vividly."

Re-Creation is an unparalleled achievement and a most valuable asset of the Edison dealer.

The Edison Probationary Zone plan allows each dealer ample territory in which to do a profitable business.

Details of this plan may be secured by addressing

Thomas A. Edison, Inc.

279 Lakeside Avenue
Orange, New Jersey



ARTHUR MIDDLETON
of the Metropolitan, comparing his thrilling basso with Edison's Re-Creation of it.



Model B
275—
Sheraton,
inlaid
mahogany

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., May 8,—April business for the most part was good in all the local talking machine establishments, and one of the best indices of good business along general lines is seen in the activities of the various express companies. To care for the deliveries in the Boston district alone, says a newspaper article to-day, touching on the records of express companies, it has been necessary for the American Express Co. to add twenty-three auto trucks, while the Adams Express Co. has added forty-five horses to its equipment within a few weeks, and must soon duplicate the order. Mentioned in the list of heavy importations into Boston are talking machines, and these have been arriving by the carloads, and all this for the one local district alone. Who says business isn't booming!

Elated Over Business Conditions

Manager R. S. Hibshman, of the Vocalion Co., and who also is its president, is highly elated over the business which his house has been doing; and the record made a month ago with the company in the local field only a short time, is being more than duplicated now. In the handsome parlors of the concern at 190-192 Boylston street, there are a number of instruments of unique pattern, and as pieces of furniture they are exquisite adornments to any salon. These, of course, represent the highest priced instruments, but they are the ones which are finding a ready sale at the present time, and both Mr. Hibshman, J. F. Meade, the treasurer, and their competent staff are not finding it at all difficult to interest a select line of customers in these handsome types of machines.

Pardee-Ellenberger Prosperity

There's only one report from the Pardee-Ellenberger Co., and that is the best. Manager Frederick H. Silliman, who keeps in the closest touch with his portion of the New England field, says that the demand for Edison goods is rapidly growing and the spring trade promises to exceed anything ever known.

Plans for New Ditson Building

It is now pretty well known in the trade that the Oliver Ditson Co., the large Boston music house and jobbers in Victor goods, is to move from its present location at 150 Tremont street, into a new building soon to be especially constructed at 178-179 Tremont street, the site of the present Knickerbocker Building, which is to be razed early in June. In the plans for the new Ditson Building special attention is to be

paid to properly housing the Victor department, which, under the able management of Henry A. Winkelman, has grown to very large proportions. Good and convenient and complete as is the present department, the one in the new building will be even better, and ample provision will be made for growth for some time to come. In moving further up town this Victor department will be in the very center of the talking machine business, and it will have as its nearest neighbors, the Eastern Talking Machine and the Columbia Graphophone companies, as well as others only a bit further away. In every way the change is to be advantageous. The location will still be opposite Boston Common, which means that apart from the fine view from the front windows there will always be the best of light and air.

Educational Sales Talks

The Business Building Club of the Columbia headquarters continues to hold its regular meetings and at the last conference the employes were given a talk on the value of a man or woman knowing the goods which they are engaged in selling. Salespeople are paid for what they know, it was emphasized, and the more completely they are in touch with their work the more valuable they become to their employer, for this intimate knowledge better fortifies them to talk up the goods. Manager Erisman has always been keen on efficiency and he has around him one of the best business staffs that can be found in the city.

Columbia Managers in New England Meet

A meeting of the New England managers of the Columbia Graphophone Co. was held on Tuesday, April 18 at the Boston office of the company, the managers having been called in by New England Manager Arthur C. Erisman, in whose private offices the sessions were held. This was the first time that the New England men had got together and there was much for them to consider. Those present were George P. Donnelly, of Portland, Me.; R. L. Perrett, of Springfield; R. E. Demarest, of Hartford, Conn.; H. M. Blakeborough, of New Haven, Conn., and J. C. Carr, of Providence, R. I. The problems confronting the local manager were discussed at considerable length and the various hardships to be endured through the inability to get sufficient goods was gone into in detail. The value of an intelligent business-like selling organization was emphasized and

the advice and suggestions received from Manager Erisman should prove of the greatest value in the subsequent overtures for business throughout New England, for there are few men in the talking machine business to-day who are better informed on details, who have keener perception or who understand human nature than he. It is Mr. Erisman's intention to have these conferences every six weeks.

More Room for M. Steinert & Sons Co.

With such a growing business as one notes at the Arch street Victor quarters of the M. Steinert & Sons Co., it was necessary to have increased quarters and now that all changes and improvements are completed, visitors find one of the most convenient and best-arranged headquarters of any talking machine house in New England. The principal changes have been effected on the second and third floor, Manager Herbert L. Royer having his private offices on this latter one and quite removed from any interference and not as accessible to outsiders as formerly. All the offices, as well as the book-keeping department, are on this third floor, which is handsomely finished in light woods. The second floor is a positive delight to customers. At the front are a series of new demonstration booths comfortably fitted up, while at the rear are all facilities for the storage for records with a large counter in front which gives it the appearance of an up-to-date shop.

Advertising Manager Baker a Visitor

Manager Arthur C. Erisman, of the Columbia offices, says that April was the biggest month in the history of his department, and at the rate May has opened up there is a strong likelihood that it too will make a great showing. Mr. Erisman had the pleasure a short time ago of entertaining Edward M. Baker, the Columbia's advertising manager, who came over from New York for a few days' conference and to study the series of advertising programs which Manager Erisman has been at work on and which are to be scattered among the New England dealers. Mr. Erisman himself was over to New York lately in conference with some of the company's officials.

Chickering Baseball Team Ready for All Comers

The Chickering & Sons baseball team is all ready to meet its deadly opponents. The men have been carefully selected from among the Victor and Edison staffs and the team's first game was played on April 19, against the South

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound. Added to this is the fact that every Edison dealer has plenty of "elbow room."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at
BOSTON and NEW HAVEN

It would be a star salesman who could substitute something else for a customer's demand for the new records by Louis Graveure, the season's musical sensation. New recordings in the Columbia list for June.

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

Columbia Graphophone Co.
Woolworth Building, New York



Quincy A. A. April 19 is a local holiday in Boston, so all the employes of the Tremont street warerooms were anxious to "root" for their team and went to Quincy in one of the large Chickering auto trucks, the trip out and back being one of the pleasant features of the day. On May 30, in the forenoon, the Chickering team will play the Malden All Stars. In between the established dates of the official games the Chickering nine will play a team made up of talking machine boys from the other houses, to be known as the Talking Machine All Stars.

Busy Month with Eastern Co.

Business at the Eastern Talking Machine Co. headquarters is all that could be desired. April was a splendid month and the scarcity of goods proved to be a serious detriment. Manager Billy Fitzgerald is putting in some hard work on his end of the business and showing results, too. J. A. McNabb, the vice-president of the Eastern, was over here from New York for a few days lately, spending most of his time at the local headquarters.

Recital at Boston Press Club

At a recent meeting of the Boston Press Club, the members were entertained with choice selections on a handsome Edison laboratory model machine which had been kindly loaned the club by the F. H. Thomas Co., in Back Bay. The demonstration was in charge of H. L. Armes, the secretary of the club. The F. H. Thomas Co. has been meeting with marked success lately in disposing of the higher-priced Edison outfits.

Singers Record Acts as Advertisement

That a record of a singer should be of such fine reproducing qualities as to result in an en-

gagement for the singer—is what promises to result from the new records of Louis Graveure, the newly discovered Belgian baritone. Lately Fred J. McIsaacs, who each season manages a series of high-class concerts at Tremont Temple, heard this singer's records in the Columbia warerooms and was so delighted that he exclaimed that he must get that artist for one of his next winter's concerts. So it may be that he will be a feature of next winter's popular course at the Temple.

"THE SCIENCE OF MUSICAL SOUNDS"

Interesting and Comprehensive Volume on Important Subject Written by Prof. Dayton C. Miller—Published by Macmillan Co.

It is doubtful if the science of musical sound has ever been treated quite as exhaustively, and certainly it has never been treated so interestingly as in a new volume lately completed by Prof. Dayton Clarence Miller and just published by the Macmillan Co. The new book entitled "The Science of Musical Sounds" is largely a compilation of eight lectures given by Prof. Miller before the Lowell Institute under the general title of "Sound Analysis."

The work, profusely illustrated, takes the reader by comprehensive steps from the definition of sound itself through the characteristics of tone and pitch, methods of recording and photographing sound waves, analysis of harmonic curves, the influence of the horn and diaphragm on sound waves (a chapter that should be of particular interest to those connected with the talking machine trade) and tone qualities of musical instruments, including the flute and

other wind instruments, the violin, the voice, the piano and various combinations of them all.

A special chapter is given over to physical characteristics of vowels, their tone qualities and origin, and to word formation, while still another chapter relates to the science and art of music. "The Science of Musical Sound" is so written that it makes an appeal to the layman as well as to the scientist, and for the student who desires to delve deeply into the science there is offered a most imposing list of general references that in itself makes the book of exceptional value.

TO ABOLISH THE TALKER!

Candidate for Arkansas Legislature Will Wage Relentless War on Talking Machines

BATESVILLE, ARK., May 10.—Horace Perrin, an insurance agent of this town, has announced that he will be an independent candidate for the legislature and his platform consists of a single plank, that plank being the promise that if elected, he will introduce a bill into the State legislature making it unlawful to play a talking machine anywhere in the State of Arkansas! While Mr. Perrin claims that he has been assured of the votes of a vast number of citizens who sympathize with him in his endeavor to still forever the "chords" in talking machine records, the talking machine dealers and owners in the State are laying in new stocks of machines and records just the same, seemingly giving no heed to the storm of destruction which is threatening to break around their defenseless heads and machines at almost any time!

Needling Talking Machines With BAGSHAW Needles

is a big job in itself, for it requires a specialized equipment, a training embracing manufacturing and marketing, including practical knowledge of steel in its relation for proper sound reproduction, and workmen skilled in the art of needle manufacture.

Millions of records are played DAILY, and although our new plant has four times the capacity of our former one, we are having all we can do to fill orders.

Bagshaw needles were the FIRST steel needles to be made for talking machines; at the start we determined that Bagshaw needles would be the quality leader, and for many years the accepted standard for needles has been embraced in the one word "Bagshaw."

Be particular about your needles. Bagshaw needles will help in demonstrations, in sales of machines and in the development of a tremendous record business.

W. H. BAGSHAW

Oldest and Largest Manufacturer

Lowell, Mass.

Established 1870

The M. STEINERT & SONS CO.

*Victor
Distributors*



The LARGEST exclusive Victor Store in New England. It must be self-evident that SERVICE made this possible.

Steinert Victor Service

Mr. Dealer are YOU receiving it?

We have the largest stocks of Victor Records in New England. And in every detail of our business *our* aim is to make *Steinert's* and *Service* mean one and the same thing to our customers.

Our Boston telephone number is Oxford 1330.

*Place your order to-day
Steinert-Service costs no more*

M. STEINERT & SONS COMPANY

Victor Distributors

35 ARCH STREET

::

::

BOSTON, MASS.



Kathleen Parlow, Louis Graveure, Trio de Lutece, Leopold Godowsky, Marie Sundelius, Henri Scott—a veritable feast of world famous singers and instrumentalists for the lovers of good music. New records by each one of these artists in the Columbia June list.

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

**Columbia Graphophone Co.
Woolworth Building, New York**



FOUNDATION FOR VICTOR BUILDING

Work of Sinking Piles for New Cabinet Manufacturing Building for the Victor Talking Machine Co. Is Progressing

CAMDEN, N. J., May 10.—The work of sinking the piles for the new half million dollar cabinet manufacturing building which will be erected for the Victor Talking Machine Co. at Delaware avenue and Market street is well underway. There will be a thousand of these piles and the cost of sinking them will amount to \$25,000, the work being done by the Simplex Foundation Co., of Tacony. The new building will be of reinforced concrete construction, with brick walls, granite base and limestone trimmings and will be six stories in height. It will contain 140,000 square feet of floor space, and will be topped by a tower on the Market street side which will rise to a height of 205 feet, this tower taking the place of the present sprinkling tower, which is to be demolished.

CLOSE BIG SALES MONTH

DETROIT, MICH., May 3.—J. R. Peckham, sales manager of the Pathephone Co. of Detroit, 114 Farmer street, Pathé distributor, reports the closing of a record-breaking month in April, the sales totals far exceeding all expectations, and easily outdistancing any previous month. Several new models of Pathephones are expected to arrive here shortly and Pathé dealers are evincing a keen interest in their advent. Mr. Scarlata, formerly salesman for the Detroit Co., has been appointed traveling representative, and is achieving excellent results.

NEW ARTISTS FOR PATHE RECORDS

Mme. Marie Narelle and Hugh Allan Sign Contracts with That Concern

The Pathé Frères Phonograph Co., New York, announced this week the addition to the company's list of recording artists of Mme. Marie Narelle and Hugh Allan. Both of these artists have signed exclusive Pathé contracts, and their records will be announced in the near future.

Mme. Narelle is an Irish soprano who has acquired considerable prestige as an interpreter of Irish folk songs, Indian and Scotch songs, in addition to a wide repertoire of recognized classical numbers. She accompanied John McCormack upon a recent tour and received hearty praise from the newspaper critics along the route.

Hugh Allan is a baritone who has appeared with prominent opera companies here and abroad, and is well-known in musical circles for his splendid rendition of Neapolitan songs. He has an extensive repertoire and his records will doubtless be well received by Pathé patrons wherever introduced.

WAR RECORDS FOR POSTERITY

According to a despatch from Geneva, Switzerland, Emperor Francis Joseph, of Austria, was recently persuaded to hand his personal ideas about the war down to posterity through talking machine records in German and Hungarian, according to a report in the Swiss newspapers. It is added that the records will not be made public until after the Emperor's death.

HOLD DEBATE ON STEVENS BILL

Talking Machine Men Listen to Interesting Arguments at Kansas City Meeting

KANSAS CITY, Mo., May 8.—A "joint debate" on the Stevens bill was the feature of the meeting of the Commercial Club's Public Affairs Committee May 3, at which more than 200 business men were present. C. E. LaVigne, formerly special agent of the Federal Trade Commission, later director of the bureau of investigations of the New York Tribune, now representing the American Fair Trade League, spoke in favor of the legislation now pending, and H. S. Ames, of Dayton, O., took the other side. Charles J. Schmelzer, president of the Schmelzer Arms Co., of Kansas City, distributors of the Victor goods, is the leading exponent of the Stevens bill in the Middle West, and he was largely responsible for the meeting. He sat beside Mr. LaVigne at the speakers' table. Many other talking machine jobbers and retailers were present. Mr. LaVigne spoke fluently and fervently, and made a deep impression. He emphasized that uniform prices for uniform goods, and the development of honest advertising, are the best checks to unfair competition, and the best preventives of monopoly. He gave many specific instances, culled from his experiences in New York, of merchants advertising identified goods at lower than standard prices—and then selling customers other and nondescript goods at higher prices than the same articles could be bought for in legitimate stores.

The Corcoran Ovenshire Co., of Penn Yann, N. Y., is erecting soundproof demonstration booths for talking machines in its store.



Building of the Ditson Company at Boston

DITSON VICTOR SERVICE

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country give us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

TALKING MACHINE MEN, INC., MEET

John E. Hunt, Chosen Unanimously, to Preside as President of Local Talking Machine Dealers' Association for Another Year—Other Officers Re-elected—Great Revival of Interest in the Organization—Membership Grows

The annual meeting and election of officers of The Talking Machine Men, Inc., was held on April 26 in the assembly room of the Merchants' Association of New York, and proved a lively session in many particulars, especially in view of the several important discussions on trade topics. The success of John E. Hunt's work as president of the organization was indicated by the fact that he was re-elected for another term by a unanimous vote due, as the nominating committee reported: "to the fact that Mr.



John E. Hunt, Newly Elected President

Hunt has guided us from the stages of infancy, when he had only twelve active members, to a position of real importance, which was evidenced by the 244 talking machine men who were present at the recent banquet held at the McAlpin Hotel."

Sol Lazarus and A. Galuchi were re-elected secretary and treasurer, respectively, of the association, and J. T. Coughlin will continue as vice-president for New York and H. Jaffe for New Jersey. A. P. McCoy, of the Fulton, Driggs & Smith Co., Waterbury, was elected vice-president for Connecticut.

Following discussions at previous meetings it was decided that the members of the association should select some emblem for display in their stores to indicate that they were members of that body and therefore advocates of price maintenance and fair business generally.

Such an emblem will be presented to the association for adoption at an early date.

The revival in interest in The Talking Machine Men during the past few months has been remarkable, and the best indication of its effect was the attendance of nearly 250 talking machine dealers, jobbers and factory representatives at the annual dinner of the association held recently. It has been proven again that there is a real need for an association of talking machine dealers in New York and that there are a surprising number of interesting and important matters that can be brought before and discussed by such a body with profit to all concerned. Much credit is due to the present officers, who have been re-elected, for this revival of interest and it is to be hoped that the plans made for future activities of the association will be worked out to completion.

The considerable number of twenty-six new members was voted through at the meeting. Supplementary to this move of an aggressive tenor the body decided to introduce such new committees as a committee on entertainment, a press and advertising committee, a purchasing committee, and a legislating committee. These new committees are expected to render valuable information to the members of the organization, as well as constructive assistance in the furthering of the organization's progress.

NEW LINE OF "WONDER" MACHINES

Latest Models Equipped with Universal Tone Arm to Play All Makes of Records

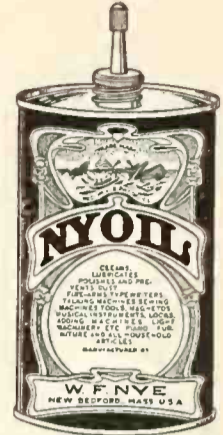
The Wonder Talking Machine Co., 113 Fourth avenue, New York, is now displaying at its showrooms the new line of "Wonder" machines with a universal tone arm and sound box, playing all makes of records. A number of out-of-town dealers have visited the showrooms during the week and are well pleased with the new features of the "Wonder" line. Hugo S. Radt, secretary of the company states that a new electric-driven machine embodying numerous distinctive points will soon be ready.

Samuel Danberg, a former employe of the Carl Hoffman Music Co., of Kansas City, Mo., has opened the Danberg Music Store, 412 East Eleventh street, that city. He handles small goods and talking machines.

The offices of the Crescent Talking Machine Co., which has been located for some time at 99 Chambers street, New York, have been removed to the ground floor of 89 Chambers street, where the company has created a handsome retail wareroom, combining the wholesale offices with it.

Fall in
Join the Army of
Nyoil Dealers and

You
Will
Share



Profits
With
Us

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

EDISON DEALERS ENTERTAINED

Over Two Hundred in Northwest Hold Convention in Minneapolis, Enjoy Banquet, Listen to Good Speeches and Tone Test

MINNEAPOLIS, MINN., May 6.—Nearly two hundred Northwestern dealers in Edison Diamond Disc phonographs assembled yesterday at the Radisson Hotel, Minneapolis, upon invitation of Laurence H. Lucker, Edison Diamond Disc phonograph jobber for the Northwestern zone, for a business conference and an Edison entertainment including a tone test with Mme. Rappold, soloist of the Metropolitan Grand Opera Company.

The program for the convention included talks by men from the factory, an automobile tour of the Twin Cities, pleasure resorts and in the evening a tone test by Mme. Rappold. After the tone test a banquet was held in the Gold Room of the Radisson Hotel, at which William Maxwell, vice-president of Thomas A. Edison, Inc., gave a talk on selling tips and the factory policy. V. E. Fuller talked on tone tests, George Silzer, of Harger & Blish, Des Moines, Ia., spoke on advertising, and other men from the Edison factory addressed the dealers on various subjects. During the banquet the motion picture "Voice of the Violin" was shown.

Honan & Eckhardt, of Ansonia, Conn., have taken the local agency for the Reginaphone.

We Fill Your Orders

Records:

You cannot afford at at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequalled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequalled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINC

ECLIPSE MUSICAL CO., VICTOR
CLEVELAND Distributors

DEALERS MEET IN KANSAS CITY

Retailers of Edison Diamond Disc Phonographs Hold Interesting Convention in That City—Listen to Good Addresses and Tone Test

KANSAS CITY, Mo., May 10.—One of the best get-together affairs held in this section of the country for some time was the recent gathering of the Edison dealers of the Kansas City zone. In response to personal letters and appeals sent out by M. M. Blackman, general manager of the Kansas City agency, a large number of the dealers were present at the Edison Diamond Disc dealers' convention held here on May 9.

The feature of the gathering was the tone-test recital in the evening at the Grand Avenue Temple, where Miss Marie Kaiser, the celebrated soprano from New York City, rendered a number of her favorite songs, with Edison's recreation of her voice to be heard in comparison.

The meeting was opened at the Edison Shop, starting at 9 o'clock in the morning. Personal instruction was given to salesmen and mechanics by B. B. Dennis and R. W. Bailey, experts in their respective lines, from which the dealers got many valuable pointers.

The afternoon session was mostly devoted to speechmaking and was held at the Muehlebach Hotel. A "How-Do-You-Do" talk was made by Mr. Blackman, which was followed by a short talk by William Maxwell, second vice-president of the Thomas A. Edison, Inc., on the subject: "Edison Diamond Disc Merchandising Methods." Other speakers of the afternoon and their subjects were as follows: "Motors and Motor Troubles," by B. B. Dennis, traveling expert mechanic; "Financing the Dealer's Paper," by R. T. Pritchard, connected with the Phonograph Co., Chicago; "Intensive Selling or the Value of a Man," M. M. Blackman, manager of the Kansas City office, and "The Voice of the Violin," a private showing of the Edison Diamond Disc advertising film.

A banquet in the evening at the ballroom of the Muehlebach Hotel, attended by the dealers, was an extra feature much enjoyed by the guests. This was followed by the tone-test recital at the Grand Avenue Temple.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

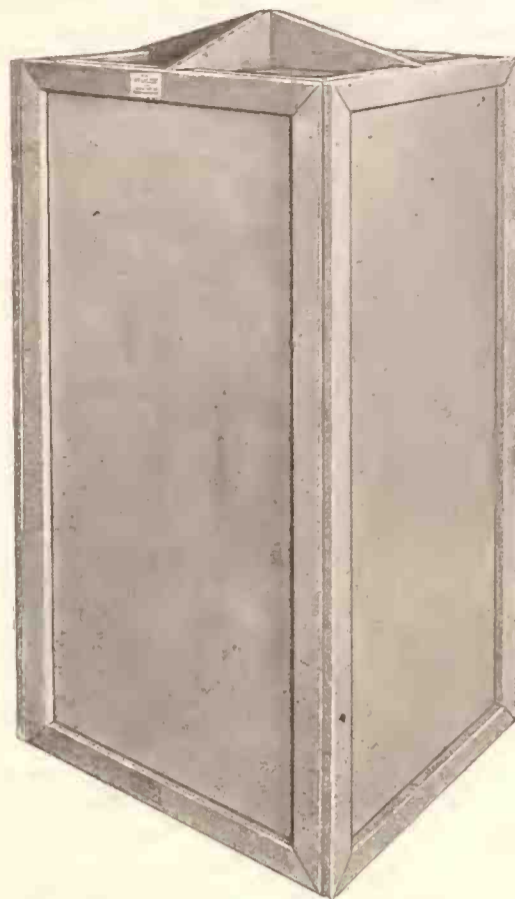
We Have Made it our business to know the needs of the talking machine trade in the matter of shipping-room efficiency. Careful study and comparisons have put us in a position to advise intelligently regarding style of packing and shipping costs. The truth of this may be perceived when we say that we make the standard packing case for cabinet machines, because over 75% of the cabinet machines manufactured in the United States are shipped in Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

In spite of the steadily increasing demand we are keeping abreast of it by additions to plant and equipment.

WRITE US TO-DAY

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT



NEW DEPARTMENT IN SEATTLE

Grote-Rankin Co. Secures Agency for the Victor Line in That City

SEATTLE, WASH., May 6.—The Grote-Rankin Co. the large furniture firm at Fifth avenue and Pike street, this city, has installed a large and well-equipped Victor department under the management of P. W. Jones, and is featuring this line strongly, both in its advertising and window display.

VICTOR LINE IN PERTH AMBOY

Albert Leon Also Handles the Edison Phonograph in His Department in That City

Albert Leon, a prominent furniture dealer of Perth Amboy, N. J., has secured the agency for the Victor talking machine in that city. Mr. Leon has also for some time past handled the Edison phonograph. C. Arthur Steele is in direct charge of the department.

"JOY BOOTH" AT Y. M. C. A. FAIR

B. M. Joy, of Fort Dodge, Ia., Features the Edison Diamond Disc Phonograph

FORT DODGE, IA., May 6.—One of the features of the Y. M. C. A. County Fair, held recently in this city, was the "Joy Booth" maintained at the fair by B. M. Joy, successor to the Early Music House, and devoted to the exploitation of the Edison Diamond Disc phonograph and records. In addition to the demonstration of records and the distribution of literature during the day, there was held every evening on the vaudeville stage at the fair a tone test with Miss Helen Rudesill, the well-known local singer as the assistant artist. The tone test attracted a great amount of attention and the members of the audiences were registered so that a souvenir of Mr. Edison's life might be mailed to them later. The display also secured excellent results in the way of sales.

FIGHTS FOR THE STEVENS BILL

Julius A. J. Friedrich, Jr., of Grand Rapids, Mich., Working Hard for That Measure—Secures Many Signatures for Petition

GRAND RAPIDS, MICH., May 8.—Julius A. J. Friedrich, Jr., of the Friedrich Music House, this city, is one of the staunch advocates of and hard worker for legislation providing for the maintenance of retail prices on trade-marked goods. Mr. Friedrich, through his personal efforts among the manufacturers, wholesalers and merchants of this city, recently secured forty-six signatures to a petition for price maintenance, the petition being presented to the Chamber of Commerce at a dinner held for the purpose of discussing that matter.

At the dinner in question there were thirteen speakers, ten of them in favor and three against the proposition. The final vote was unanimous in favor of price maintenance. Mr. Friedrich says that he feels sure the Stevens bill will win out.

The man who prides himself on giving others "a piece of his mind" never seems to secure any peace of mind by the process.

SOMETHING NEW!



No. 25
SAVOY

Gramophone and Mahogany Cabinet to match.

Equipped to play all makes of records and *fully* guaranteed.

This combination will be a *big* seller.

Write now for special proposition

Nanes Art Furniture Co.
Grand Street and East River
NEW YORK

VEECO
? WHAT IS IT ?



To Our Customers!

We are making every effort to give our trade prompt and efficient service.

Our factory is being enlarged in every department, but we can serve you even more satisfactorily if you can anticipate your requirements for the remainder of the year and for

1917

We are at your service

Otto Heineman Phonograph Supply Co.

25 WEST 45th STREET
NEW YORK

Otto Heineman
President



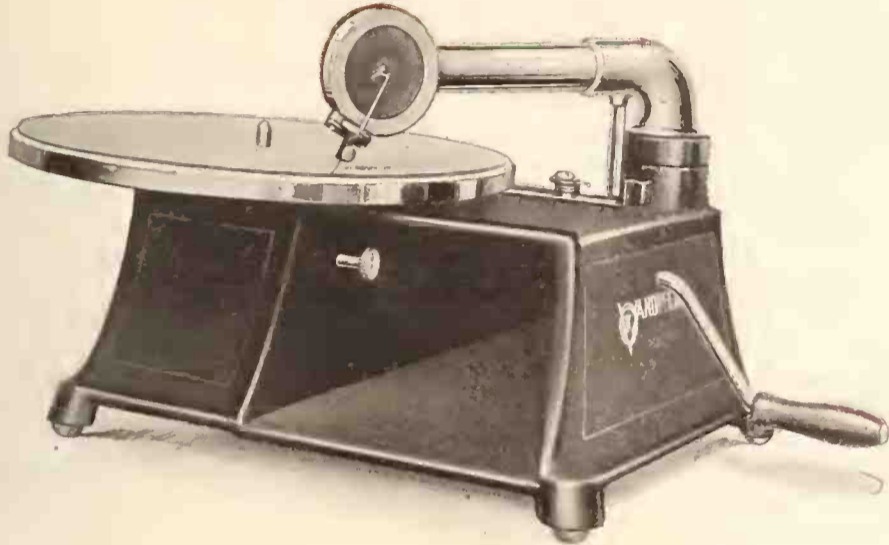
Otto Heineman Phonograph Supply Co.

25 WEST 45th STREET

NEW YORK CITY

CABLE ADDRESS: HOMEFILM, NEW YORK

FOR EXPORT ONLY



VANOPHONE No. 1

CABINET:

Cast iron, enameled in black.

11:9:4½ inches (height, including tone arm, 7½ inches).

Noiseless, one spring straight gear motor; running about 6 minutes with one winding. Soundbox with wonderfully clear reproduction. Automatic stop, 10-inch turntable, all outside parts nickel plated.

Vanophone No. 1.

BOITE:

en fonte, emailée noire.

28:23:11½ cm. (hauteur avec bras acoustique 19 cm.). Moteur silencieux muni d'un simple ressort, fonctionnant entièrement remonté environ 6 minutes.

Diaphragme d'une sonorité excellente. Arrêt automatique, plateau 25 cm. de diamètre. Toutes parties extérieures nickelées.

GEHÄUSE:

in Gusseisen, schwarz emailiert.

28:23:11½ cm. (Höhe inclusive Tonarm 19 cm.). Ruhiglaufendes, mit einer Feder versehenes Werk. Spielt, wenn vollständig aufgezogen, ungefähr 6 Minuten.

Schalldose mit vorzüglicher Klangwirkung. Automatische Bremse, 25 cm Teller. Alle Aussenteile best vernickelt.

CAJA:

Con fondo negro esmaltado.

28:23:11½ cm. (alto con brazo acoustico 19 cm.). Motór silencioso provisto de una cuerda. Marcha 6 minutos.

Diafragma de efecto acústico magnífico. Freno automatico, Plato 25 cm. diámetro. Todas las partes exteriores niqueladas.

Vanophone No. 2.

BOITE:

en fonte, emailée noire.

39:29:12½ cm. (hauteur avec bras acoustique 20 cm.). Moteur silencieux muni d'un simple ressort, fonctionnant entièrement remonté environ 6 minutes.

Diaphragme d'une sonorité excellente. Arrêt automatique, plateau 25 cm. de diamètre. Toutes parties extérieures nickelées.

GEHÄUSE:

in Gusseisen, schwarz emailiert.

39:29:12½ cm. (Höhe inclusive Tonarm 20 cm.). Ruhiglaufendes, mit einer Feder versehenes Werk. Spielt, wenn vollständig aufgezogen, ungefähr 6 Minuten.

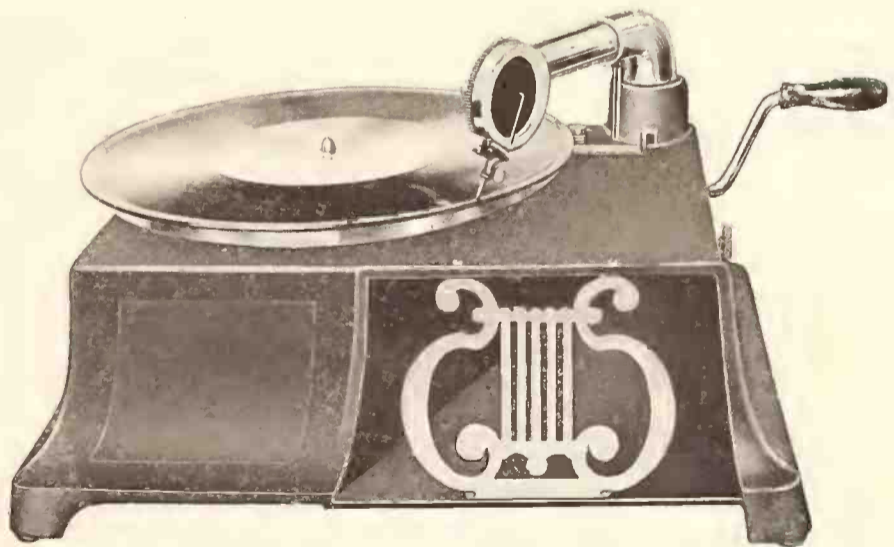
Schalldose mit vorzüglicher Klangwirkung. Automatische Bremse, 25 cm Teller. Alle Aussenteile best vernickelt.

CAJA:

Con fondo negro esmaltado.

39:29:12½ cm. (alto con brazo acoustico 20 cm.). Motór silencioso provisto de una cuerda. Marcha 6 minutos.

Diafragma de efecto acústico magnífico. Freno automatico, Plato 25 cm. diámetro. Todas las partes exteriores niqueladas.



VANOPHONE No. 2

CABINET:

Cast iron, enameled in black.

15:11½:5 inches (height, including tone arm, 8 inches).

Noiseless, one spring straight gear motor; running about 6 minutes with one winding. Soundbox with wonderfully clear reproduction. Automatic stop, 10-inch turntable, all outside parts nickel plated.

Our New Export Catalog Will Be Ready June 1st. Write For a Copy.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 8.—Philadelphia has just passed through another month of remarkable talking machine activity. It was the equal in point of percentage over last year that the trade experienced during the previous three months of the year, and was limited in extent only to the amount of goods that the factories were able to supply.

The shortage of goods is the only complaint that the dealers and jobbers are willing to make, and they have gotten this down to a science wherein they are able to take care of their trade in a way that satisfies them. In the matter of records the supply is a little more satisfactory, and some of the Philadelphia dealers are able to supply the demands upon them almost to a hundred per cent. The reason for this is that they have gotten an almost exact line on what is going to be most salable and they get their work in early.

On Wednesday of last week the Pennsylvania Talking Machine Co. separated its wholesale from its retail end of the business, by moving to the Johns-Mansville Co.'s building at 210 North Broad street. Here the company has taken the entire fourth and fifth floors. The offices of the talking machine department are on the fourth floor of the building, also the offices of the clerical force, the order department and the record department. Manager Eckhardt's office is large and commodious and located at the Broad street front. Adjoining it is the office of C. S. Tay, who has been given the title of assistant manager, and in view of the increased territory Mr. Eckhardt has taken on, Mr. Tay will look fully after the details of the office, thereby giving Mr. Eckhardt time to devote to the trade in the various territories which have developed and grown so very rapidly.

Mr. Eckhardt says the company made the move Wednesday, moving the immense stock of records with amazing ease, everything worked like magic. This concern bought all new equipment for the building. Back of the offices the company has racks that will hold many thousands of records, and the stock and the surplus stock is so arranged that the clerks can lay their hands on any one record almost instantly. This company has a very nice waiting room for pur-

chasers who leave an order, and with remarkable rapidity it will be filled through two sliding doors, the order, the entry into the books and the filling of the order will never suffer the slightest delay in the perfected system. On the fifth floor there is 7,000 square feet of floor space.

On the fourth floor front will be the offices of the Dictaphone department, Manager Westervelt's office being on Broad street and to one end of the Dictaphone school. This will be a new feature of the business. A large room has been set aside for the school with desks upon which are machines, and competent instruction will be given. Back of this room is a very large room for the handling of both talking machines and Dictaphones, as well as the shipping department.

Mr. Eckhardt will place one of the largest electric signs in the city at the front of the building. It will be a flash sign, and will flash alternately Columbia and Grafonola. There will be room on the fourth floor for the carrying of a stock of close to 5,000 talking machines, and the beauty about the new building is the excellent light and other conveniences for the working force.

Messrs. Blake & Burkart, the biggest handlers here of the Edison, report that their business is considerably ahead of last year, and they have no complaint whatever. They are also getting goods in greater quantities and with more regularity. The report from the factory is that they are just as busy as they can be. A. C. Ireton, of the Edison Co., was a recent visitor, as well as Mr. Bryton, of the Edison factory, who is the editor of the house organ of the Edison people.

Blake & Burkart have introduced an innovation that seems to be working out satisfactorily. In their large concert room there are daily social affairs, such as euchres, teas, dances, etc., and the patrons are given the room free from 1.30 to 5.30. The firm furnish the music and everything else necessary for the comforts of the guests, and they are paid through the good will, and they have made many sales on account of this courtesy.

Louis Buehn & Co., who were to have moved to their new building, 835 Arch street, on May

1, have been slightly delayed, and will not move until May 15. Their new building will give them practically double the space they now have. The offices will be on the first floor of the building, in the front portion, and back of that will be a large store room for machines, and in the rear the shipping department. The second floor will be devoted entirely to the record stock, which will be double what it is at present.

Mr. Buehn reports that they have had a very good month in April, which showed a substantial increase over last year. The situation on machines, however, is not very much better, and Mr. Buehn says that they are just as far behind as they ever have been.



Men Behind the Buehn Guns

"Who's Who in Buehn Service" might be the title of this paragraph covering the illustration showing the men who have been responsible for the tremendous growth in the sales of the House of Buehn. Standing from left to right are F. B. Reineck, E. P. Bliss, J. F. Smith, T. Hower and C. W. Miller. Seated is Louis Buehn, president of the organization. All of these men in this group are experts in their particular line.

Todd & Michener, formerly piano men on Columbia avenue, have opened a large piano store at 1306 Arch street, to which they have added Victor talking machines. They carry a full line and a considerable stock of records, and are advertising them extensively. They have a very attractive store and have erected six nicely furnished booths.

MacKintosh Bros., handlers of the Victor, have succeeded A. S. Wilson at Woodbury, N. J.

Alexander Glass, Jr., has opened up very attractive Victor warerooms at Seventy-first street and Woodland avenue.

The Penn Phonograph Co. has enjoyed a highly satisfactory business in April and Mr. Barnhill says that it is the largest April the firm has ever had. The record sales have largely increased. The two records for which the company has the most call at present are Nos. 17,942 and 17,984. The company is very well prepared with records for any orders it may receive, and has also a good stock of machines.

A big fair was recently given in this city for the benefit of the Red Cross of the Central Powers, at which more than \$200,000 was secured. Most of the talking machine houses were called upon for contributions, and at Joseph Jacobs' booth alone more than \$4,000 was taken in.

Considerable activity is being manifested in Philadelphia to secure the co-operation of the local trade bodies regarding the Stevens Bill. Efforts are being made to have the Rotary Club endorse it. All the jobbers are using their best efforts. Harry Weymann communicated with the Chamber of Commerce, requesting that they take favorable action on the maintenance of a one-price system, and received a reply from the secretary, giving him the assurance that they would vote favorably on the action.

Mr. Baker, of the C. C. Chew Talking Ma-

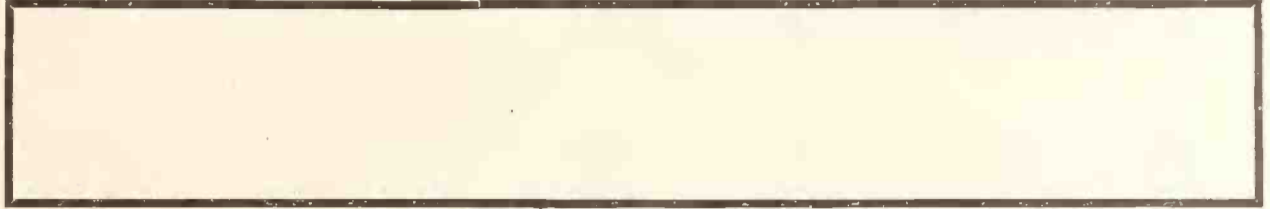
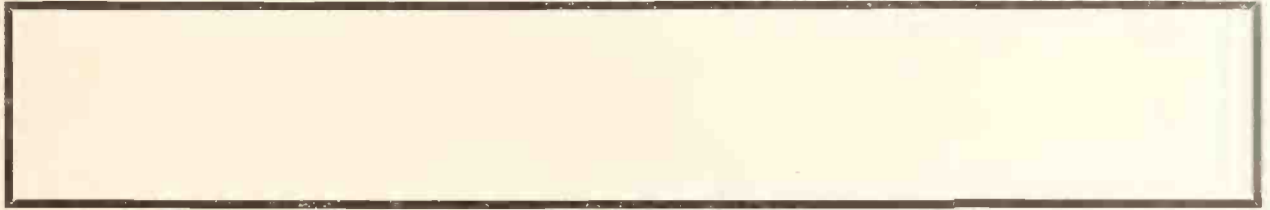
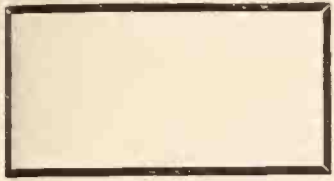
(Continued on page 24)

Pen Your Victor Orders
to Penn

There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

V
I
C
T
O
R

Penn Phonograph Co., Philadelphia



from
20 x 60
to 3 times 25 x 150

THESE diagrams show a tremendous growth in Buehn Service. From 1900, when we had 1200 square feet of floor space, to May 1916, with over *ten thousand* square feet, is a big achievement.

This growth has been secured through effort—an effort to please the people we are working for. A steady continuous increase in business, year after year, gives a foundation of permanency.

So in our new building at 835 Arch Street, we bid you welcome. This is only a few feet away from our previous headquarters and we hope it will be convenient for you to “look us over.”

On the first floor are the general offices; private office of our president; directors' room; shipping department and a place for the general storage of about a thousand Victrolas. The second floor is occupied by our Victor record

stock, a stock totaling tens of thousands of records, record shipping department and salesmen's headquarters; while the third floor is for storage. Goods come in and go out, easily and economically.

Full details, with illustrations of the new Buehn Building, will appear in next month's *World*, but in the meantime, come in and see in operation, the Buehn mechanism that helps you to sell more Victor machines and records, by seeing that you actually get them.

THE
LOUIS BUEHN
COMPANY
PHILADELPHIA'S
Exclusive Wholesale
VICTOR DISTRIBUTOR

THE TRADE IN PHILADELPHIA

(Continued from page 22)

chine Co., of Camden, N. J., reports the largest Victor business in April in the history of the store and says that there are unusually bright prospects for a big summer business, due to his increased stock and efficiency of service.

H. A. Weymann & Son report that their record stock in the wholesale department is in a most excellent shape and that they can fill up orders almost to the limit. They are filling machine orders that are on schedule as quickly and as fast as the Victor Co. is supplying the goods. He says: "The prospects for the balance of 1916 indicate that it will be a period of the greatest talking machine business that the trade has ever had. It is going to be a banner year from all indications." C. H. Lichty, of Reading, was one of the firm's visitors the past week. The firm's sales force is all on the road and sending in good orders.

The Edison dictating machine has enjoyed a great popularity during April. The business was very much better than last year and ran at least 50 per cent. ahead. Among the firms supplied in April were the General Electric Co., who has the largest installation in Philadelphia, and one of the largest in the country; the Life Insurance Co., the Central National Bank, the Aetna Life Insurance Co., the Charles J. Webb Co., the Yellow Pine Lumber Co., the DeFrain Sand Co., Parkersburg Iron Co., H. A. Hitner & Sons, the United States Cast Iron Pipe & Foundry Co., the J. H. Troup Music House, of Harrisburg, Pa., and L. F. Grammes' Sons, Allentown, as well as many other firms in smaller numbers.

G. M. Austin, manager of the Edison dictating machine, recently had a very commodious office erected for his use just at the rear of the sales rooms; Nelson C. Durand, vice-president of the Edison, was one of his visitors.

Manager Westervelt, of the Dictaphone Co., still has his offices at the Columbia retail warehouses, but is anxiously waiting the finishing of

the new department on Broad street. During the last month among the notable installations were: the H. K. Johns-Manville Co., who put in a complete equipment of Dictaphones; the Packard Motor Car Co., the Otto Gass Engine Works, the Drexel Institute, the North Penn Bank, Edward Stern & Co., the Southwark Machine Co., Daucey & Hines, and a great many others. They had the satisfaction of receiving a great many repeat orders from their older users.

STRONG VISITS HEINEMAN OFFICES

Factory Manager of Concern Inspects New York Offices—Modern Methods in Vogue

W. C. Strong, factory manager of the Otto Heineman Phonograph Supply Co., Inc., Elyria,



W. C. Strong

O., was a visitor to the company's executive offices, 25 West Forty-fifth street, New York, this month, spending some time in conference with Otto Heineman, president of the company, rela-

tive to enhancing the service and co-operation extended to the Heineman clients.

In a chat with The World, Mr. Strong commented upon the many improvements which have been made at the Heineman factory since the first of the year, and the contemplated additions and enlargements which are now under way. These improvements and changes have been made necessary because of the remarkably rapid growth of the Heineman business, and when they are all completed, the Otto Heineman Phonograph Supply Co. will be in a position to materially increase its output, and serve its customers even more efficiently than it has in the past.

Mr. Strong is particularly well pleased with the progress which the company has made in perfecting its products, and stated that every known system of factory manufacture which had proven its worth by actual test is being utilized at the Heineman factory in order to place this plant on a basis of top-notch efficiency.

MAMMOTH VICTROLA IN TACOMA

TACOMA, WASH., May 8.—Sherman, Clay & Co., have on exhibition at their Broadway store a reproduction of a Victor Victrola ten feet high and four and one-half feet square, which will be used for giving popular concerts in Wright Park this summer. The tone volume of the machine is said to be ten times greater than that of the ordinary Victrola but in obtaining this increased volume of sound nothing has been lost in clearness and naturalness. The machine was constructed by B. A. Almvig and F. C. Lindquist, of Sherman, Clay & Co., and so far as is known no talking machine of any kind exceeds it in size.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!



"WONDER" No. 2
List Price \$7.50.

Equipped with Universal Tone Arm and Sound Box Colonial Mahogany Finish, Cabinet size, 5 $\frac{1}{8}$ x12x12.



PHONO CUT
10 inch Double Face. Vertical Cut.
List Price, 65c. Sample Price, 25c.,
F. O. B. New York

ANNOUNCEMENT

WONDER TALKING MACHINES

\$5.00 to \$20.00

ARE NOW EQUIPPED WITH

Universal Tone Arm

AND SOUND BOX

As Illustrated

Capable of playing either lateral or vertical cut records without any attachment.

Anticipate the demand this will create by placing your orders early!

In connection with this new feature we are offering a large stock of

PHONO - CUT RECORDS

(As Illustrated)

List Price, 65c., at

25 Cents, F. O. B. New York

Write for descriptive folders, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 Fourth Avenue (at 12th St.), New York

Telephone, Stuyvesant 1666, 1667, 1668

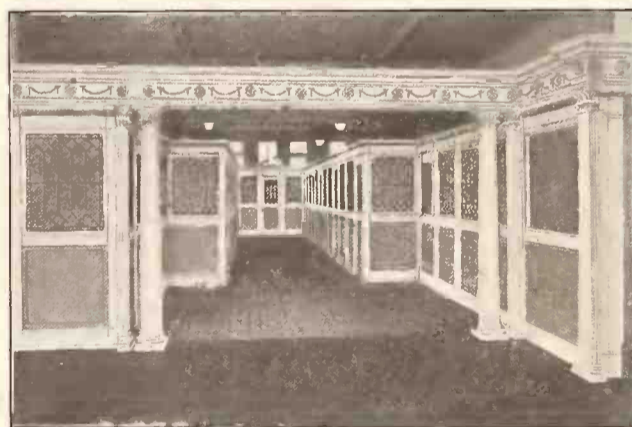
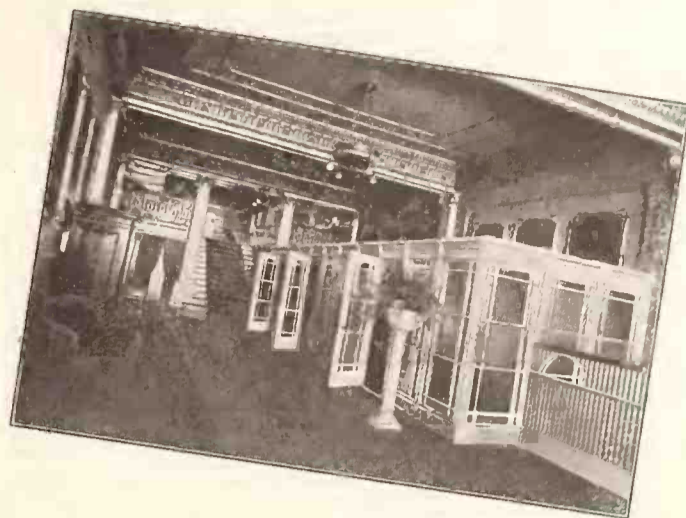
WHICH



DIRT AND DELAY OR—

The Unico System of Demonstrating Rooms, promptly shipped and delivered to you completely glazed and finished

Ready to quickly install. Patent interlocking construction. Sound-proof and dust-proof features to be had only in Unico rooms make it possible for you to modernize your department in a few days without confusion or costly interruption in business. Simply send us a rough diagram of your space indicating location of Walls, Windows, Columns, etc. We will submit without charge, plans, suggestions and estimates for a complete department or a single room.



Hundreds of dealers from coast to coast endorse the efficiency of Unico Rooms as sales and profit builders. The cost is moderate.

Write to-day



THE UNIT CONSTRUCTION CO.

121-131 South 31st Street - - Philadelphia, U. S. A.



THE TRADE IN NEW YORK CITY AND VICINITY

April proved a good month in the local talking machine trade in every particular, coming up to expectations in all instances, while in many cases the sales totals were much better than had been anticipated. The month as a whole was far ahead of last year and a number of the dealers state that their sales showed an increase over March, which is an unusual condition. The local talking machine industry is enjoying an unprecedented era of prosperity, and judging from all indications this will continue for some time to come.

There is still evident an acute shortage of machines, but shipments in April were somewhat better than during the preceding four months, and with the construction of new buildings and a corresponding increase of manufacturing facilities there is every reason to believe that the dealers will receive better service in the near future. The record situation is excellent, and the majority of distributors state they are filling their record orders on a 95 per cent. to 100 per cent. basis.

Record Trade Increasing

The most noteworthy feature of the local talking machine trade at the present time is the close attention which the dealer is paying to the development of his record business. This is, of course, the most profitable division of the retail field, and the progressive dealer has recognized the fact that he cannot devote too much of his time to machine sales and neglect his record department. The machine shortage which has existed the past eight or nine months has also induced the dealer to properly develop his record sales, and it is gratifying to note that the majority of the local dealers have placed their record business on a more efficient basis than for some time past. New systems are being installed which enable the dealer to keep a close watch upon his record sales, and up-to-date methods are being introduced so that the dealer may at all times cater to the individual requirements of his customers along lines which will produce profitable results.

Success of Efficiency Department

The efficiency department conducted by the New York Talking Machine Co., Victor distributor, is achieving splendid results, and several new ideas which were inaugurated last month have received the hearty approval of the company's dealers throughout the country. This is particularly true of the new electric service which the efficiency department announced to the dealers last month. This service provides for the furnishing of one and two-column electros which feature one or two of the popular selling records in the new list. Last month's electro called attention to the new Victor records "Little Gray Home in the West" and "Listen to the Mocking Bird," and W. D. Marbourg, of the New York Talking Machine efficiency department, states that requests for these electros were received from Victor dealers in every State in the Union and in several parts of Canada. This month's electro will present a cartoon by Herb Roth, one of the leading cartoonists, illustrating the new Victor record "I Can Dance With Everybody But My Wife." The electros are furnished to the dealers at a nominal cost, and their general use is reflected in the increased demand for these special records.

Developing Summer Trade

"April sales were equal to those of March," said R. F. Bolton, district manager of the Columbia Graphophone Co., in a chat with The World. "This is an unusual condition, especially as March was the best month in the history of our business. As a matter of fact April's business was ahead of last December, which furnishes a good indication of the activities of Columbia dealers in this territory. Judging from the reports sent in by our dealers there will be

no let up with the advent of the warm weather, as we are receiving large orders for graphophones and records to be delivered on and after July 1. Many of our representatives have already started aggressive campaigns to sell machines for camp, bungalow and boating use, and there is no doubt but that this class of trade will prove a profitable field for this summer for the wide-awake, aggressive dealer. Machine shipments from the factory are steadily improving and the record situation is rapidly approaching normal. A pleasing feature of our business last month was the excellence of our cash collections which were remarkably good for a spring month. Summing up the situation as a whole there seems to be a stability and strength to the local talking machine trade which augurs very well for the future."

Best Month in History

J. F. Collins, general sales manager of the Pathé Frères Phonograph Co., New York, stated this week that the month of April was the best in the history of the company. The local trade was an important factor in this splendid record, as the popularity of the Pathéphones and Pathé discs is rapidly increasing in this territory. Mr. Collins states that the demand for the new records issued by the company has far exceeded expectations, and Pathé dealers are enthusiastic in their praises of the records which are now being announced.

Held Monthly Dinner

The sales force of Landay Bros., Victor distributor, held their monthly dinner May 4, at which Ernest John, of the Victor Talking Machine Co., was the guest of honor. Mr. John brought with him the moving pictures taken some time ago at the Victor Talking Machine Co.'s factory and these pictures were shown to the members of the Landay staff. Mr. John explained various sections of the pictures as they were flashed on the screen, and at the close of the evening every one present expressed amazement at the wonderful scenes which had been shown, stating that they had never appreciated the magnitude and tremendous scope of the Victor manufacturing plant. This dinner was the final one of the 1916 spring season, and they will be resumed in September, when the meetings will be held fortnightly until Decem-

ber, and monthly till next May. The value of the Landay sales dinners is unquestioned as they promote a spirit of co-operation which is reflected in the high personnel of the Landay sales force.

New Columbia Dealer

One of the recent additions to the ranks of Columbia dealers in this territory is the Gotham Shop, which opened a very attractive establishment on Monday at 59 Nassau street, in the heart of the downtown business district. This store will handle the Columbia line exclusively, six booths having been constructed for the display and demonstration of Columbia Graphophones and records. Irwin Kurtz, who is at the head of this establishment, is an enthusiastic believer in the future of the Columbia line and is planning an aggressive campaign among the downtown business people.

Activity in High-Priced Models

Raymond Duncan, of the Edison Shop (owned by the Phonograph Corporation of Manhattan), referring to April business said: "We were very well satisfied with our April sales as there was a general activity throughout the month which has even continued in May. Although our complete line is in demand, the \$250 Chippendale model continues to be one of our leading designs. Our patrons also seem to be interested in the new lacquer model which we placed in our window last week as soon as it was received from the factory. This design retails for \$300, and we have already received a number of orders for it from our customers. Our record trade is excellent, with the better class of records the most consistent sellers."

1916 a Banner Year

The Blackman Talking Machine Co., Victor distributor, closed its fiscal year on April 30, and J. Newcomb Blackman, president of the company, referred to the company's activities as follows: "Our sales totals for the year showed a substantial increase over 1915 and were satisfactory except to the extent that our business would and could have been much larger had we been able to get larger shipments of Victrolas. The business done, however, represents the largest in the history of our business career.

"I believe the coming summer months will
(Continued on page 26b)

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone. 2129 Corlandt

HERB
ROTH



Victor Dealers everywhere have welcomed the new Electro Service for newspaper advertising

This One For June →

You should have it for your advertising on opening day

Electros

1 column 40 cents
2 " 90 "

Mats

1 column 20 cents
2 " 40 "

New York Talking Machine Company

Victor Distributors

119 West 40th Street

::

::

New York



I Can Dance With Every-
-Body But My Wife

One Step

Coupled With

Yeaka, Hub, Hickey Dula

Fox Trot

MORE Than A Hit!

Victor Record No 35546

TRADE IN NEW YORK AND VICINITY

(Continued from page 26)

provide an opportunity which progressive dealers should take advantage of, to shape their policy for the next busy season and that they should consider the advisability of concentrating their efforts on one line. The trend of affairs in the talking machine business, as in most other successful retail shops, is toward specialization. Many people have the impression that the department store is driving the small merchant out of business. One has only to note the great success of the specialty shops to know that this is not true. These shops when managed by the proprietor can and should represent the same efficiency of service, and this combined with the economy made possible by a much lower overhead expense, opens a great opportunity to the small merchants. Specialization in the talking machine business means a concentration of the dealer's capital, thought and efforts on one line, which in many cases has enabled him to give better service and show a correspondingly better profit. The talking machine business must broaden and I am confident that the leading makes of machines will be best sold in exclusive shops. It is this trend in representation that I think the dealer should consider seriously in shaping his policy and putting his shop in order for the business next fall."

Aggressive Victor Manager

William F. Lynch, who was recently appointed manager of the Victor department of Wm.



Wm. F. Lynch

Knabe & Co., is achieving excellent results in this important post. Mr. Lynch is well qualified to handle the Victor trade in the Knabe warerooms as he has had a number of years' experience in the Victor retail business. He states that the Knabe clientele appreciates the higher-priced Victrolas and the better class of records, and he is accordingly concentrating his efforts on building up this particular trade.

Enlarge "Talker" Warerooms

S. Baumann & Co., Forty-sixth street and Eighth avenue, have recently enlarged their Columbia department and it is now one of the most attractive and well arranged talking machine warerooms in that section of the city. This company is one of the most successful retail houses in the Times Square district and they have built up a Columbia business which should steadily increase in the enlarged department.

Open New Store

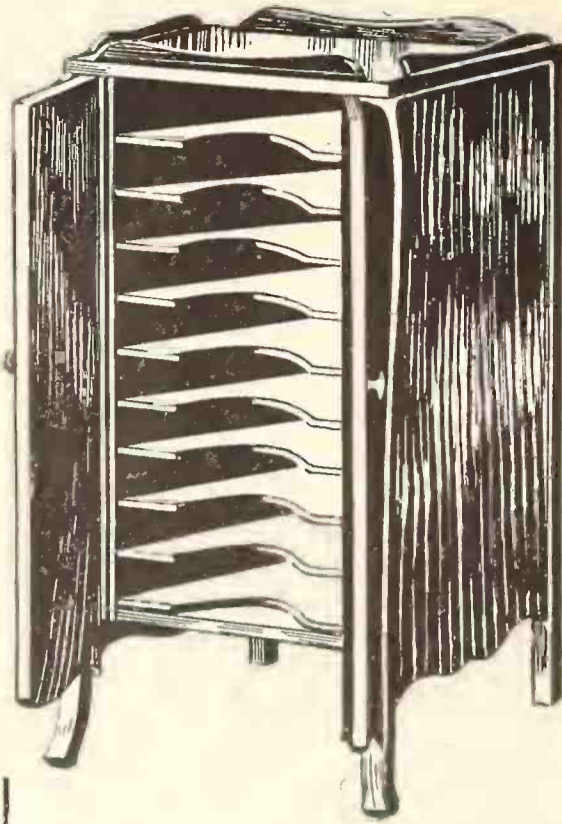
Winterroth & Co., a well-known local piano house, has opened a new store at 609 West One Hundred and Eighty-first street, and is featuring the Pathé line. They are giving the Pathé products aggressive representation and as their store is located in the city's best residential district, there is every likelihood that an excellent Pathé clientele will be developed.

A Visitor from the South

E. R. DuBose, of Chamberlain, Johnson & DuBose, Atlanta, Ga., Victor dealers, was a visitor to New York this week, spending some time at the headquarters of the New York Talking Machine Co., Victor distributors. Mr. DuBose, who was accompanied by Mr. Jones, of their organization, spoke very encouragingly of the present business situation in Atlanta, stating that conditions have shown a steady improvement since the first of the year. The Victor business in Atlanta is gaining rapidly and the company's sales for April were considerably ahead of their anticipations.

Another Pathé Store

Walter Drey & Co., which opened a store at Third avenue and Eighty-ninth street, a few months ago, has opened a new store at 1528 St. Nicholas avenue. This company is featuring the Pathé line as a leader in both establishments, and is also handling the Wonder talking machines.



Every Victor Dealer

Should order these Cabinets at this special price

You will be able to sell these splendid Landay No. 990 Cabinets, very easily. We have never seen a cabinet as well made or as finely finished at the price. They are made to retail at \$18.00 and are worth more. We make a special price to all Victor dealers of only

\$9.⁹⁰ each

These Cabinets are made of fine mahogany veneer on all four sides and top. They fit the No. 9 Victrola perfectly, and are also equipped with a special shaped moulding which makes the Victrola and the Cabinet look like one unit.

Do not take our word that the fine appearance of these cabinets will help you sell more Victrola No. 9's, but order a sample at once. If you do not like it, send it back. We will be glad to make a refund.

We have sold several hundred in the past few months and the unanimous opinion is that they are the finest cabinets of the kind yet placed on the market.

Telegraph or telephone us at once. Cabinets will be shipped f. o. b. New York or free deliveries to any dealer in Greater New York.

We show herewith a cabinet with a Victrola 9. This will give you a fair idea of its fine appearance, and its substantial qualities.

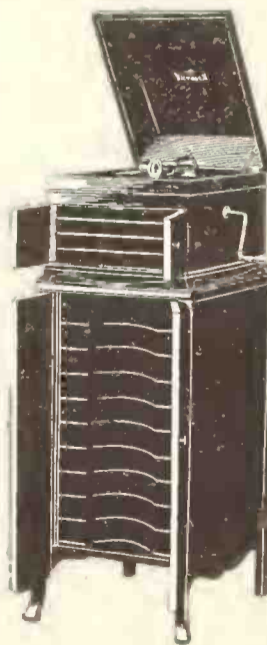


Illustration shows cabinet in use with Victrola IX.

Landay

BROS. INC.

Victor Distributors Exclusively
563 Fifth Ave., New York, N. Y.

THE POWER OF ITERATION

Getting a Thought Into the Mind of the Other Fellow Again and Again Is Real Advertising

Most of the thoughts that will impress people are thoughts which they themselves have had or nearly had. The thought that pursues the beaten path through the human mind is the thought that oftenest finds a lodging place there.

When we tell a man that which he knows already, he agrees with us and admires our insight. The art is in the telling—in bedecking the thought anew.

Theodore Roosevelt has been credited with having "discovered" most of the Ten Commandments. But he has done more. He has dramatized them.

We knew about the Ten Commandments, but as he staged them, one after another, in new surroundings, their force was impressed upon us anew, for old thoughts are like old friends—they are more welcome.

All of which is merely the iteration of the power of iteration, says Associated Advertising. So many of us want to argue with the prospect in our anxiety to sell him—want to try to get new thoughts into his mind when the old thoughts he has been having all his life can be brought into play and made to dove-tail with that which we want him to believe!

To get the thought into the mind of the other fellow again and again—sugar-coated, maybe, or dramatized—but to get it there again and again until it becomes as familiar as an old friend—after all, that is real advertising.

NEW DIAMOND DISC FOLDER ISSUED

Designed to Be Mailed by the Dealer and Support General Advertising Campaign

An attractive folder in two colors, captioned "Do You Dislike Talking Machines?" has just been issued by Thomas A. Edison, Inc., for the use of their dealers in connection with the campaign of magazine and newspaper advertising now being carried on in the interests of the Edison Diamond Disc phonograph. The folders bear portraits of Julia Heinrich and Jacques Urlus, singing in conjunction with the Edison, tells briefly of Mr. Edison's work in the recreation of music and reproduce a number of favorable newspaper comments on the Diamond Disc machine and records.

THE DANGER OF KNOCKING

It is a generally accepted business principle at the present time that it never pays to knock your competitor or the line of goods that he is selling.

Knocking is no longer looked upon as a favorable means of trying to win business and the knocker generally is viewed with suspicion. A dealer who asserts that the line handled by his competitor is cheap and inferior is usually suspected of underhanded dealing and the customer reasons that a merchant who will attempt to strike a competitor in the back will not hesitate in taking an unfair advantage of one who trades with him. There was a time when these underhanded tactics were indulged in by practically every merchant, but the ethics of modern business demand a higher degree of astuteness and cleverness in selling merchandise.

It is now recognized that it is not necessary to run down a competitor's line in order to boost the goods that you are selling, says the Edison Monthly. Indeed, it is considered that this is the poorest and costliest kind of business policy. It is only necessary to show a customer that your line of goods is superior to the line of your competitor in order to make a sale.

The Symphonion Co. was incorporated at Albany, N. Y., this week, for the purpose of dealing in talking machines and musical instruments. Incorporators, J. W. Nutt, S. W. Case and E. H. Gammans, of 354 Clinton street, Brooklyn, N. Y. The capitalization is \$5,000.

THE OPPORTUNITIES IN THE TALKING MACHINE FIELD

Young Man Who Enters the Field To-day Will Find Important Work to Do and a Big Future Awaiting Him—Familiarity with Machines and Records Essential to Progress

The young man who enters the talking machine field to-day as a clerk or a salesman has every opportunity to create a lasting success for himself if he will remember that he must work out success for the store where he is employed, if he would achieve success for himself. The stepping stone to success for the young talking machine salesman lies in making himself valuable to his employer—so valuable, in fact, that his absence from the store will be seriously felt.

The average talking machine store, employing a force of probably a half dozen clerks, offers an unusual opportunity for a young man to become thoroughly acquainted with every phase of the business, an opportunity which does not exist in many other lines of industry where large forces are employed and where the average employe can only master the details connected with his own department. The valuable clerk is the one who knows all about the store's business—he is clerk, window trimmer, card writer, ad writer, assistant manager and assistant buyer—or if he is not actually all of these things, he is possessed of the knowledge and ability to be any one or all of them upon comparatively short notice.

Probably the first position offered to the young man who is desirous of entering the talking machine business is one where his work consists largely of caring for the stock. This position, unimportant as it may seem, offers a very valuable opportunity to obtain knowledge which will be of much benefit to him as he advances in the business. Aside from seeing that the stock of records is well kept, and that missing numbers are ordered promptly in order that the stock may always be full, the young clerk should familiarize himself with the numbers and titles of the multitude of records which are in constant demand.

His work will also give him a comprehensive knowledge of the titles and composers of not only the standard classical compositions, but also of the more popular numbers, and by endeavoring to learn something concerning these compositions and the men who wrote them the stock clerk can obtain a fund of musical knowledge which will not only be of great value to him, but which also will afford him real pleasure and satisfaction.

After becoming familiar with the records—the goods which he eventually will sell, if he advances—the clerk should endeavor to master the rudiments of salesmanship. He should cultivate a neat and pleasing appearance, he should master the art of approaching prospective customers in a pleasant and affable manner. He should become thoroughly imbued with the thought that he is there to please the customer and to give the customer whatever the customer may desire. Having mastered these details his attention should be directed to creative salesmanship—to the art of creating a desire

in the mind of the customer for records which otherwise would not be sought for. Here the knowledge which he has obtained in the record department will be of inestimable value. Having once sized up the musical taste evinced by the customer, his knowledge of records and of selections will enable the clerk to suggest other records similar to the one for which the customer asks, and in this way the young salesman's order book will show figures which are greatly in excess of the amount which would be shown had the customer simply been sold only those records for which a direct inquiry was made.

Next should come a knowledge of talking machines themselves. The making of talking machines has developed into an almost exact science, and the young salesman should thoroughly ground himself in the basic principles which enter into their making. He should learn something about the construction of motors, tone arms, sound boxes, turn tables, reproducers, needles and reproducing points, and should understand their relative importance in regard to the machine as a whole.

He should not only become thoroughly familiar with the particular machine which is being handled by his firm, but he should also know something about all of the larger competing lines, so that he may talk intelligently and authoritatively to the prospective customer who may be prejudiced in favor of a machine not sold in the store. And most important of all, he should remember that the true salesman never finds it necessary to knock a competing machine. If the talking machine is a good and useful article, then all talking machines must be of at least some value. If every salesman handling a single make of machine was to claim that all machines except the one he sold were of no value, the customer, if he but made the rounds of the different salesmen, would speedily come to the conclusion that all machines were of no value, for in the course of his travels every machine on the market would have been represented to him as being of little good and practically worthless.

This brand of salesmanship belongs to a by-gone age. The modern salesman should work on the theory that all talking machines are useful, that they all are capable of furnishing enjoyment and pleasure to their owners. If the salesman will but keep this idea firmly in mind, he can speedily convince the prospective customer that a talking machine is a good thing to have, and once having clearly made this point the proficient salesman will not find it hard to point out the points of excellence contained in the particular machine which he is selling. Here is where a knowledge of the different makes of machines is absolutely essential in order that the salesman may point out, without knocking, but merely for the purpose of comparison, the differences represented by the different standard makes.

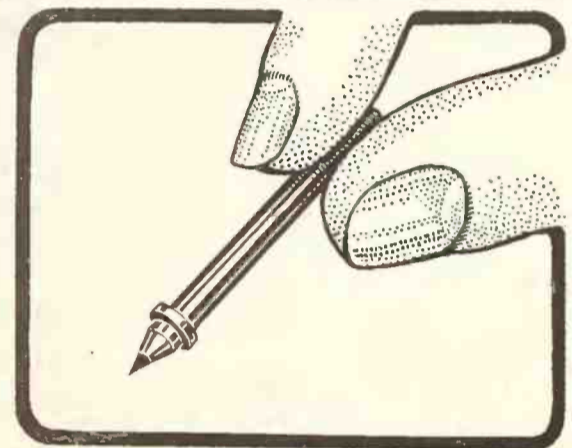
Having learned these things the young man should next direct his attention to the routine work of the store. He should keep himself posted on up-to-date follow-up methods. He should become familiar with the many ways whereby the customer may be kept interested in the new records which are constantly being produced, he should study means whereby prospective customers may be created, and he should give careful attention towards the maintenance and increasing of the idea of service to his customers, so that they will appreciate the fact that his store is seeking in every possible way to aid them to get the fullest satisfaction

and enjoyment out of the talking machines which they possess.

These briefly sketched ideas are the fundamentals which will enable the aspirant for success in the talking machine field to climb upward and onward, with increasing pleasure to himself and increasing benefit to his concern. These are the steps which have been used by those men who to-day are successful in the talking machine industry, and these same steps must be trod by the new recruits who would emulate the success of those who have preceded them.

INCORPORATED

Flemish-Lynn Phonograph Co., Hackensack, was incorporated with the Secretary of State of New Jersey on May 3, to deal in phonographs and acquire patents for same. Capital, \$2,500,000. Edward O. West, Cornelius H. Zeliff, Hackensack, and Burt C. Suydam, Woodbridge, are the incorporators.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Here is a sapphire needle that is made scientifically, with true regard for its utility as the connecting link between the record and the phonograph.

Made with a high ideal of jewel craftsmanship—pretty, durable, and exquisitely and perfectly fashioned to draw even the latent powers from the favorite compositions of your customers.

Capacity of our equipment is in the thousands daily, and we can make deliveries as agreed. These readily retail for \$1.00.

We make these in full and half tone.

WHOLESALE PRICES

Samples, 30 cents each. \$2.50 a dozen. Special discounts in hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

BUY YOUR SAPPHIRE NEEDLES WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

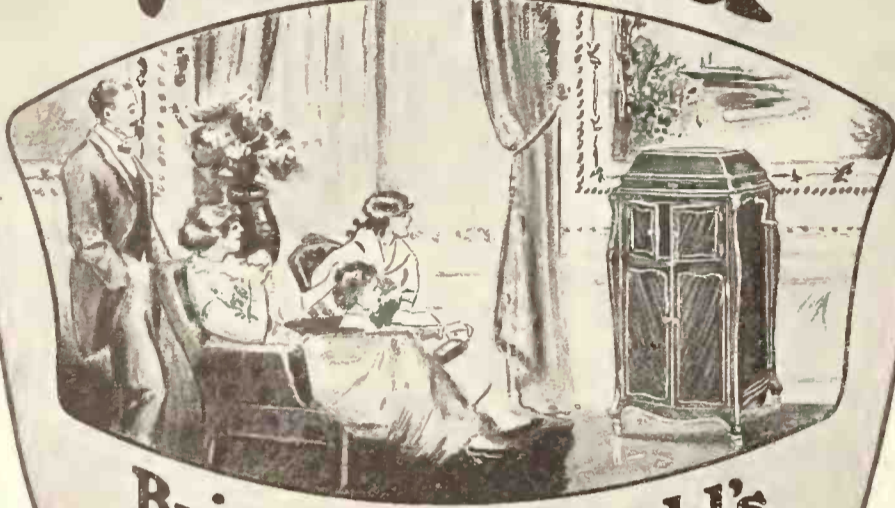
Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

VEECO
See our advertisement
PAGE 47 this **ISSUE**
May

THE Victrola



Brings the world's
best music to
your home

Outdoors
A Story of Summer
and
Summer Music

SIZE OF
BOOKLET 3¼ X 7 IN

SIZE OF FAN 7½ X 8 7/8 IN

WHISTLE

SIZE OF
WHISTLE 2½ X 4½ IN

Your Summer Business

Summer trade is getting ripe. How are you planning to pick it?

We have made plans for you. Order a quantity of art fans and Victrola whistles to be passed out at public gatherings and send our story booklet to a special list of prospects. With the filling of every order for this special literature goes advertising service for the whole summer. That means we will prepare free of charge for your use system letters, newspaper advertising, and all sorts of direct literature marked with your name and your personality. Our bureau's skillful work will make business boom for you.

The art fan is handsomely printed in five colors on the face and bears the dealer's own name on the back. The whistle appeals to young and old alike; it is shaped and colored like a Victrola XVIII and opens to display honest arguments and the dealer's name. The story folder is prepared for encouraging sales of portable Victrolas; it tells an enthusiastic story of camp life in which the hero is a Victrola VI. The dealer's name appears in tasteful type.

Offer Good Until June Fifth

The uncertainty of paper prices forces us to set a time limit on quotations for this advertising. Until June 5th you may take advantage of this offer at the following prices and be assured of prompt delivery and the service of our advertising bureau for the whole season.

PRICES: Whistles \$9.80, Fans \$7.40, Story Booklets \$1.85—lots of five hundred. These quotations are for the material at actual cost, so that for larger quantities prices may be estimated in same proportion. Prices include charge for printing a dealer's name on each piece. Order advertising now. Benefit by double offer.

Stewart Talking Machine Company
Victor Goods Exclusively
Indianapolis, Ind.

It is a significant fact that most of the popular artists of the day sing the real hits of the day for the Columbia. Witness "Where Did Robinson Crusoe Go With Friday on Saturday Night," Al Jolson's greatest hit sung by Al Jolson himself (Columbia Double-Disc Record A 1976).

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

Columbia Graphophone Co.
Woolworth Building, New York



LIVELY NEW ASSOCIATION WORKING IN PORTLAND, ORE.

Interest on Deferred Payments and a Standard of Valuation for Second-Hand Machines Some of the Subjects to Be Handled by New Organization—All Lines of Machines in Demand in Pacific Northwest—Changes Among the Managers and Salesmen—General News

PORTLAND, ORE., May 6.—Many happenings of interest have taken place in talking machine circles of Portland during the past month, many of which give indications of a great increase in the volume of this business in the immediate future.

One of the most important of these is the formation of the Portland Retail Talking Machine Dealers' Association. The first meeting of this association was held at the Portland Chamber of Commerce, at which time the following officers were elected: E. B. Hyatt, of the Hyatt Talking Machine Co., president; Perry Graves, of the Graves Music Co., secretary and treasurer. One of the chief objects of this association is to foster a spirit of business cooperation among the dealers in this vicinity. Many interesting topics were brought up for discussion, the principal one being a proposal to charge interest on installment accounts or deferred payments. However, this was not decided upon until the second meeting, which was held May 1, when it was decided after May 15 interest would be charged. L. D. Heater, manager of the Columbia Co., was elected vice-president, and an investigating committee was elected to investigate complaints among the

dealers, also the same committee was empowered to compile a list of old-type machines and the value of the various types when taken in exchange toward new machines. By this, the association hopes to correct the evil of price cutting, by an overallowance on old machines, making this allowance uniform among the dealers. It is confidently expected that all members will derive great benefits resulting from the activities of this association. J. J. Black, manager of the Wiley B. Allen Co., San Francisco, Cal., who has been in Portland for the past two weeks, was greatly instrumental in drawing the dealers together and much credit and thanks are due him for his successful efforts in this connection.

L. D. Heater, manager of the Columbia Graphophone Co., has been conducting an extensive selling campaign among the country dealers in Oregon territory, personally interviewing a number of them and to date has received some very fine orders. Mr. Heater informs us that the business shows a marked increase over the previous years and his prospects for the summer season are of the brightest.

A. Burroughs, traveling salesman for the Columbia Graphophone Co., has just returned from a successful trip in Southern Oregon and is now transferred to the Los Angeles store.

The showrooms of Messrs. Lipman Wolfe & Co. have been remodeled and several new demonstrating rooms added. This company will in the future carry a complete line of Victor and Columbia goods, under the able management of Miss F. Isaacs, thus making this department of their large store one of the most important in the city.

E. E. Deffenbaugh, late retail salesman for the Columbia Graphophone Co., has assumed the management of the talking machine department of the Bush & Lane Piano Co., who handle the Grafonola, Victrola and Sonora machines. The business of this department has already greatly increased and Mr. Deffenbaugh reports rosy prospects for the future. E. J. Borgum, who lately filled this position, has left to devote his energies to the piano business.

Mr. Hartman, formerly manager of the Meier & Frank Co.'s talking machine department, has accepted the management of the Hopper & Kelly's new department in Tacoma, Wash. This vacancy is being filled by C. D. Johnson, who formerly handled the talking machine line for the Seiberling Lucas Music Co.

The Reed-French Piano Co., which has heretofore been an exclusive Columbia dealer, has now added the full line of Edison talking machines and with both complete lines it can expect a prosperous business.

E. B. Hyatt, owner of the Hyatt Talking Machine Co., one of the largest and best established concerns in the city, who handle a complete line

of Victrolas, Grafonolas and Edisons, states that he has had a large increase in this business in the past year and prospects look good for the coming season.

The Eilers Talking Machine Co. has added a live talking machine man to its force in the person of I. E. Jessen, formerly with the Wiley B. Allen Piano Co. Mr. Jessen will act as manager, and from his past record will undoubtedly increase the business of his department. Miss Kathryn Crysler, late manager of the Eilers Talking Machine Co., was married on April 27 to Geo. Hatchkiss Street, popular singer and vocal teacher. Their many friends wish them much happiness.

The talking machine department of Graves Music Co. has made almost a complete change in their sales force with the exception of Manager Perry Graves, and they now have some good live boosters. They have also made a change in their store which gives them an entrance on Morrison street as well as Fourth street, this giving them more window space.

C. P. Little, manager of the Victor department at Sherman, Clay & Co.'s store, tells us of a steady increase in business.

The Pacific Phonograph Co., representative of the Edison line, is conducting a most successful campaign among the dealers and has added several to its list. Under the auspices of the Eilers Talking Machine Co., a most wonderful demonstration concert and tone test was held at the White Temple, Miss Elizabeth Spencer singing together with a re-creation of her voice upon the Edison phonograph. The Edison Co. has also been holding a school for the benefit of its dealers, instructing them in the assembling and repair of its machines. D. W. Schwab, manager, says that the attendance at these classes shows how greatly the dealers and their employes have appreciated this interesting innovation.

The Schwan Piano Co., handling the Columbia line exclusively, reports a fine business for the past month.

Miss Baker, in charge of the H. Jennings & Son Columbia department, reports the largest month in her department since its installation last November.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

Phonographs

Universal Tone-Arms,

Motors, Cabinets, etc.

For the Trade

R. A. Smith Mfg. Co.

26 Cortlandt Street

New York City

THE GOLDEN TONE

Revealing
A Really New
Era Musical!

SEE PAGE 46

THE GOLDEN TONE
SUPREME SALES

THE RECORDING TROUBLES OF THE OPERA STAR

In Singing for the Records, Things, Vocally, Are What They Are and Not What They Seem—Some Recording Secrets the Average Man Doesn't Appreciate—The Story of the Cuckoo

Last month Talking Machine World readers were given some inside facts regarding the experiences of the "old guard" of recording artists such as Steve Porter and Billy Murray, in the making of records, mostly of a popular nature, and herewith are presented some new and unusual facts regarding the same general subject of recording, with the grand opera artists to the fore.

With the records selling at about a dollar the purchaser is chiefly concerned with the music itself and little with the singer, beyond desiring that the singing is good. When it comes to high priced records, however, those listed at several dollars, the purchaser is deeply interested in the artist who did the recording and is therefore unusually critical regarding his work. If the dealer could understand all the difficulties of high-class recording and explain all those details to his customer, certain particular selections would take on a new interest—an interest direct from the laboratory.

When The World representative stepped into the Columbia laboratory the other day Andres DeSegurola, of operatic fame, was singing. Standing near the screen which shuts off from chance visitors the mysterious method of actual recording, the well-known singer was throwing himself entirely into this new art—an art quite different from that of the stage—that he might produce the most perfect possible rendering of a song which in record form would go out all over the world and be played before all manner of people, from the "mighty potentates of civilized Europe and the semi-barbic East," to the near-cannibal kings of those South Sea Isles. The same beautiful airs that stir a super-civilized opera audience in New York will delight the eager ear of the dusky warrior squatted beside his smouldering camp fires. The savage may not comprehend the nice shades of musical tone

that Signor DeSegurola strives so earnestly to impart to his singing, but the rendering will give a precise feeling intended by the composer.

These things artists such as DeSegurola know, and it is for the satisfaction of the keenest critic, as well as for the pleasure of the average music lover, that he works so unremittingly. With these ideas in mind—with this ideal before him as he sings into the mouth of a tin horn—is it at all remarkable that the artist can detach himself absolutely from his surroundings and put his entire musical self into the making of a record? He forgets the laboratory with its almost comical combination of high-chairs, on which the violinists, cellists, French horn artists and all the rest of the accompanying orchestra members sit. He knows subconsciously that even as he is putting his whole mind on the singing, each of these musicians is concentrating likewise on his own musical contribution; and so under the expert, even inspired guidance of the leader, the music is recorded through the half-dozen horns that convey it to the delicate surface of the wax test-record. The performance is at first sight strange; it is even laughable—until the observer considers what the result is to be and how indeterminately wide will be the effects of the finished record.

Along the line of what may be termed musical efficiency in record making, Vernon Stiles, who recently signed with the Columbia Co., expressed convictions and a purpose even more fully fitting to the new art than the average recording singers' comprehension has enabled him or her to understand.

Absolutely Perfect Singing Essential

"I used to be a scientific farmer," said Mr. Stiles. "I learned that in cultivating one vegetable or another, or one fruit or another, methods had to be adapted to circumstances.

You can't produce the same good results, in even slightly differing climates, with identical methods. Soil, water supply, sunlight, length of seasons, all have to be considered. So in singing for the recording devices so marvelously worked out by our mechanical geniuses, methods must adapt themselves to conditions and to mechanical laws. Singing that sounds perfect from a stage in such a great auditorium as that of the Metropolitan Opera House, may reproduce very imperfectly from the record. Acoustics, volume of sound, pronunciation, determine the quality of tone when the receptive process is reversed and the needle reproduces faithfully what the singer has given forth. The slurred sibilant, for instance, a final "s" left off a word in a song, is often unnoticeable in the concert hall, but let a singer slur a sibilant when recording for the talking machine and he will either have to try again or give up. The average conditions under which talking machine records are played—in relatively small rooms or halls, and in comparative quiet—necessitate the perfect enunciation of every syllable. Listening to a record in your home, you can fairly feel the personal presence of the artist himself. It is the difference between talking with a man face to face, gazing into his eyes and observing every change of expression, and sitting anywhere from twenty to two hundred feet away from him in the theatre, forum or opera house.

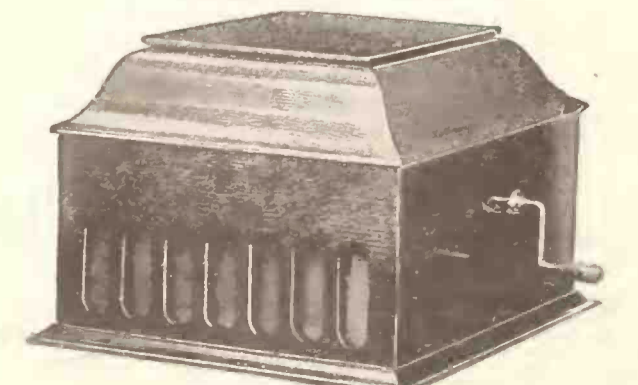
"My first records were a revelation to me. I had realized something of the difference between recording and concert singing, but lack of actual experience resulted in surprising tonal effects. At times my voice burst forth with great harshness; at other times the enunciation was imperfect, though in this latter respect I had done fairly well. It is a fascinating study for any one with patience plus a desire to achieve perfection. The theatrical value of personality in appearance, of course, has no value, just as in moving pictures the voice contributes nothing to the effect. Musical tone—faithfulness to the



STYLE 1. RETAIL PRICE, \$10.00



STYLE 2. RETAIL PRICE, \$15.00



STYLE 3. RETAIL PRICE, \$30.00

READY FOR SHIPMENT

A LEADER

Place Your Orders AT ONCE for the

Trade Sensation

A Cabinet Talking Machine with four shelves for record albums and selling for

\$35.00 Retail

PLAYS ALL RECORDS

Dealers are making real money with the Fraad "Junior"

The Fraad Line of Talking Machines includes models from \$10 to \$100. Every machine perfect in finish, construction and tonal qualities. Fully guaranteed. Exclusive territory becoming scarce. Have you reserved yours?

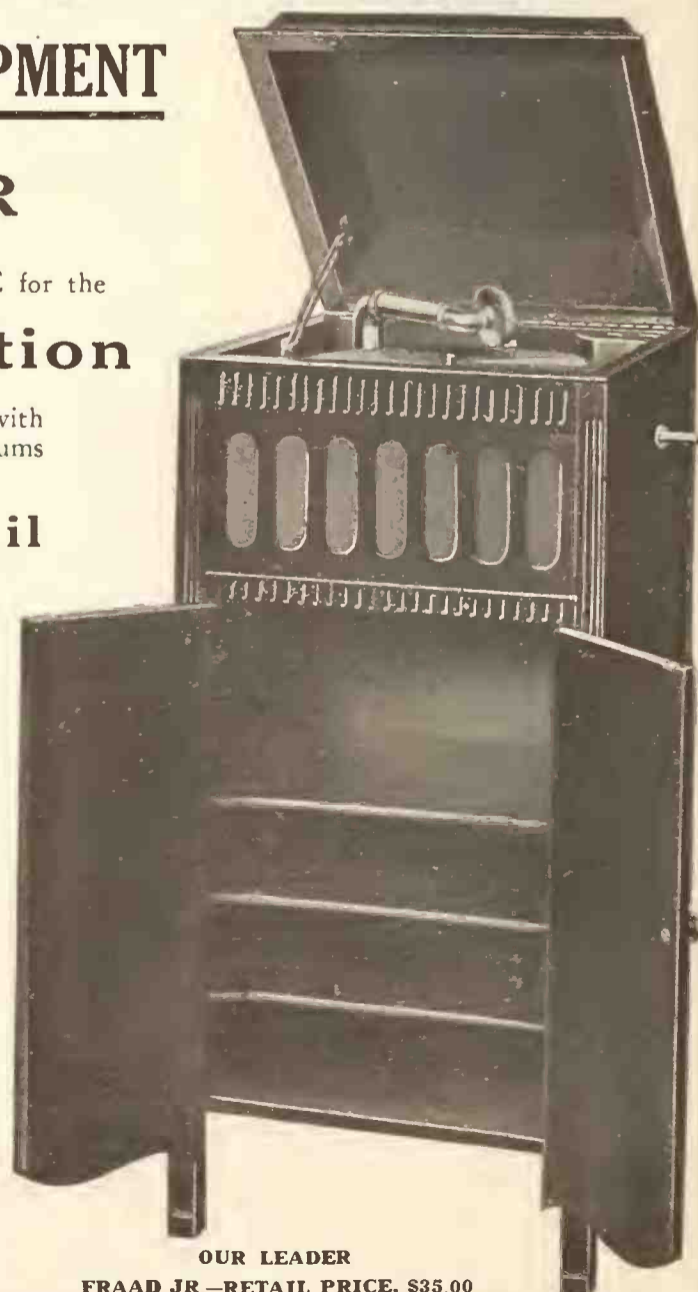
Write for Catalogs

Fraad Talking Machine Co.

225 Lexington Avenue, New York City

Phones {5106} Murray Hill
{5821}

Showrooms: 1160 Broadway



OUR LEADER
FRAAD JR.—RETAIL PRICE, \$35.00

composer's idea alone—matters. They said to me when I first stood before a recording horn, "Forget that you have sung in a dozen different lands in half a dozen languages, and concentrate so absolutely on this one song that your tones, your interpretation, may be all that you can make them."

"It is no doubt true that the artistic temperament makes trouble for the director," said another singer, whose records sell widely, "but as a matter of fact when even the extremely temperamental artist comes to realize how much depends on painstaking patience, no one is more anxious than he to work hard and to follow the suggestions which the director offers out of his experience and his knowledge of the new art."

The Adventure of the Cuckoo

A humorous side of serious recording came suddenly to light one morning when Lucy Gates was singing a little song called "The Cuckoo Clock," by G. A. Grant-Schaefer. The orchestration provided for imitations of the cuckoo's call by the piccolos, but the distribution of the orchestra made it impossible for the piccolos to approach the recording device so that the "cuckoos" would have sufficient volume in the places, where they were scheduled for solo business. So a little pneumatic cuckoo instrument shaped like two blackboard erasers fastened back to back, with a sort of accordion effect between them, was brought into play, and one of the musicians who wasn't otherwise employed stood beside the singer, and, holding the innocent-looking device in the throat of a horn, squeezed one end at the proper moment. A cuckoo in flesh, or in the feathers, lays more stress on one of its two simple notes than on the other; but the cuckoo machine did not know which note to favor, and favored the wrong one. Also it outraged its manufacturer by failing to sound like the bird, accent or no accent. Lucy Gates laughed. The record had to be made again. This time the cuckoo was still more unnatural and developed a squeak with rare burlesque possibilities. Miss Gates refused to be serious. The performance was temporarily halted while the entire orchestra offered suggestions on the proper squeezing of a cuckoo machine. One after another essayed to shame nature with the instrument—and did. Finally mechanical genius came to the aid of art, and a gentleman who sat on one side of the highest high-chairs got down and fixed the bird with a nail. Then the record-making proceeded, with the result that if this cuckoo song as finally perfected is ever played in a forest, or wherever cuckoos themselves live when not employed in popping in and out of grandfathers' clocks, no doubt a large flock of the wierd birds will come and nest in the talking machine.

COLUMBIA PUBLICITY

To Feature Prominent Artists in National Publicity—Columbia Sign for Dealers

Beginning with the advertising appearing in next month's national magazines, the Columbia Co. is inaugurating a new thought in general publicity which combines both co-operation and attractiveness. This advertising will feature two of the famous and most prominent artists who record exclusively for the Columbia library. It is planned to make the advertising in each magazine different and distinctive, and to continue this series indefinitely. Such well-known artists as Oscar Seagle, Louis Graveure, Corinne Rider-Kelsey and Felice Lynne will be featured in the first month's series.

The Columbia Co.'s advertising division has prepared for free distribution among Columbia dealers, a large muslin sign measuring two and one-half by five and one-half feet, and displaying the popular Columbia "notes" with the inscription "Columbia double-disc records." This sign is suitable for use in many ways, and is particularly adaptable for display in windows, store interiors and at fairs, carnivals, etc.

Edw. M. Baker, advertising manager of the Columbia Co., has been visiting the Columbia headquarters in near-by territory.

TALKER MUSIC BY WIRELESS

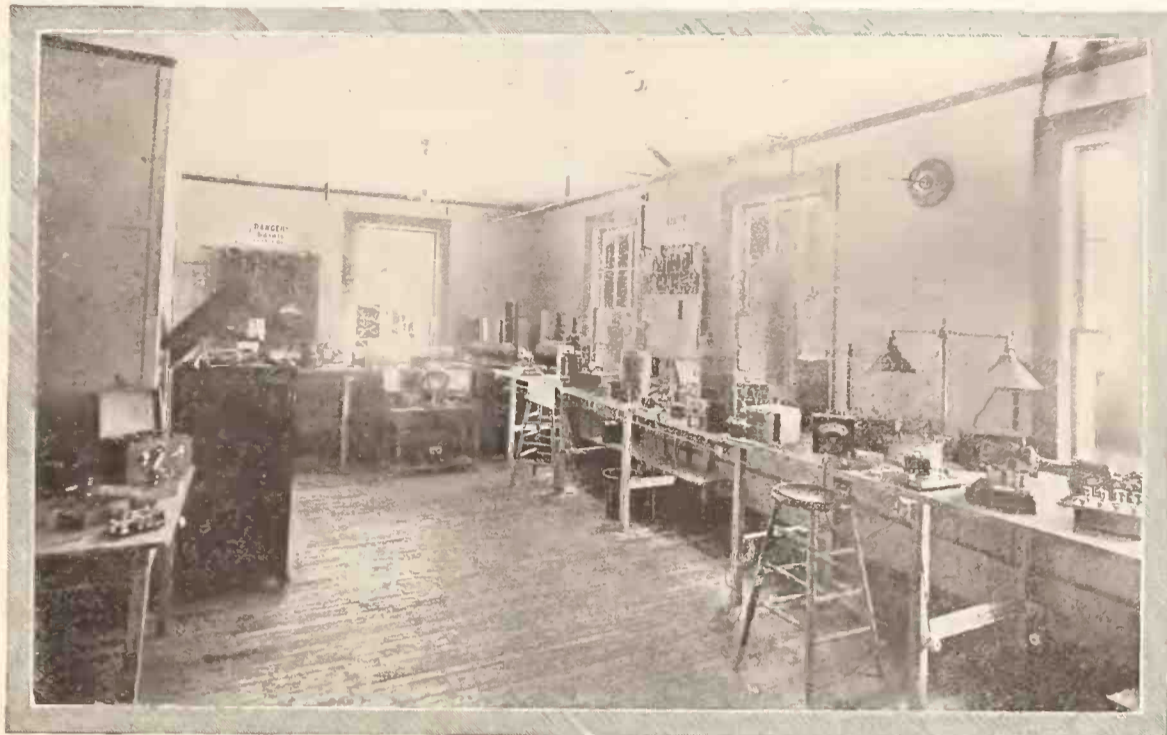
Boston Wireless Operator Sends Music Produced by Edison Diamond Disc Phonograph Over a Radius of Two Hundred Miles

BOSTON, MASS., May 10.—The sending of music through the air by wireless has become an accomplished fact and has been developed to a

Diamond Disc phonograph for the purpose of producing the music, and declares that the purity of its tones have had much to do with the success of the experiments.

Operators at various stations along Cape Cod and any number of amateur wireless operators around Boston have reported that they heard quite clearly the music in the air.

Speaking of his invention, Mr. Power declared



Edison Diamond Disc Phonograph in Use in Wireless Room at Tufts College

practical basis by Harold J. Power, of the American Radio and Research Corporation, who is in charge of the wireless station at Tufts College, this city. Mr. Power has been very successful in his experiments in this connection and music sent by his station has been picked up by steamers two hundred miles and more to sea. The most astonishing results have been secured during the past fortnight or so.

In his experiments Mr. Power uses an Edison

that he believed the time was not far distant when the experiment station at Tufts College would be able to play "The Star Spangled Banner" to the Kaiser's radio operators stationed at Berlin.

He said that soon he would try playing grand opera to wireless operators at sea and would make use of such voices as Emmy Destinn, Marie Rappold, Jacques Urlus and Anna Case for their entertainment.

Service and Success

Victor dealers who realize that the successful retail Victor store is founded on *service*, will find it profitable to let this organization assist them in developing their business.

WILLIAMS CO. SERVICE

will enable the Victor dealer to give his customers real service from every standpoint. Many a customer has been lost because of a shortage of certain records at a time when they were most needed. Perhaps our service will help you retain the good-will of some patrons.

Every member of this organization stands ready to cooperate with our dealers at all times. Our experience is at the service of Victor dealers, for we believe in the old adage "Service Spells Success."

May we not serve you?

G. T. WILLIAMS CO., *Victor Wholesale Exclusively*
217 Duffield Street :: Brooklyn, N. Y.

Frederick's
THE HOUSE OF SERVICE

Victor Distributors at Pittsburgh, Pennsylvania

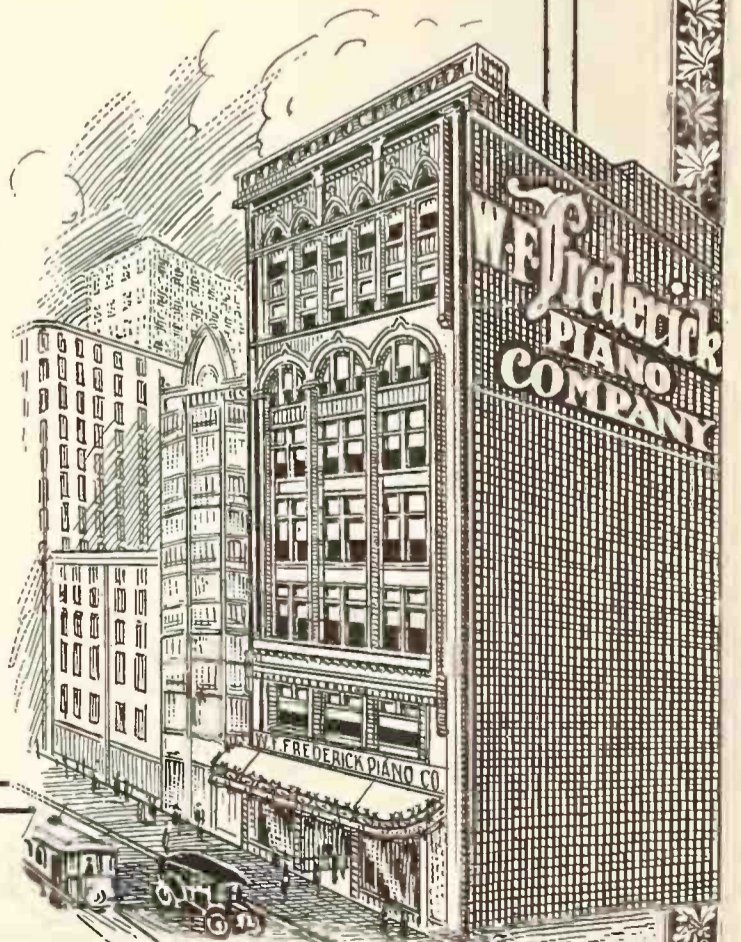
THE Victor Talking Machine Company has arranged with *Frederick's* to distribute Victor Products from Pittsburgh, thereby greatly enlarging their wholesale representation in the city. Victor dealers in Pittsburgh and District may now more nearly supply their rapidly growing demand through the home distributors without the delay and expense incident to shipments from distant points.

In keeping with our fixed policy of operating only in a large way, we have installed at Pittsburgh perhaps the most modern and commodious Victor Jobbing Department to be found in any city in the country, and have made every necessary preparation to render a service of real helpfulness to our dealers.

We solicit a personal visit and a thoughtful comparison of our facilities with the next best you know of. Meantime a mail or phone order will prove that we deliver value beyond the mere cost of merchandise billed.

W. F. FREDERICK PIANO CO.
635-637 SMITHFIELD ST.
PITTSBURGH, PENNSYLVANIA

We shall be glad to place your name upon our mailing list to receive the trade letters and service bulletins published by our Dealer Service Department.



FIRE NO HANDICAP TO MAYER

Progressive Piano Dealer of Paris, Tex., Replaces Burned Store with Corrugated Iron Headquarters for Victor Victrolas

When Ashley B. Cohn, vice-president of Hardman, Peck & Co., New York, visited Texas upon his recent trip, he spent some time at Paris, Tex., where Henry P. Mayer, head of the



Ruins of H. P. Mayer's Store

music house bearing his name, had conducted one of the most up-to-date piano and Victrola warerooms in the Lone Star State.

Mr. Cohn reached Paris just after a fire had devastated the entire business section of that city, and destroyed practically every retail store of any prominence, including Mr. Mayer's es-



The New Store—Mr. Mayer in Doorway
 tablishment. Mr. Mayer has handled the Hardman, Peck line for many years, being one of the oldest accounts on the company's books, and as he had made it a point to carry a representative stock at all times, his loss in the fire totaled approximately one hundred pianos and player-pianos, with a large amount of musical merchandise and a substantial stock of Victrolas and Victor records.

Although his warerooms were completely destroyed, Mr. Mayer with characteristic Western energy and pluck started to look about for a new store within an hour after the fire was

under control, and in the course of a day and a half was established in the warerooms shown in the accompanying photograph. The exterior of the store is constructed of corrugated iron, and although the interior hardly allows Mr. Mayer sufficient room for display purposes, he is planning to utilize it as temporary headquarters until he can arrange for the construction of a new building.

In the illustration shown, Mr. Mayer may be seen in the doorway of his new home with a violin in his hand, the latter being the only portion of his stock saved, aside from one Hardman piano which defied the fire, smoke and water.

FILING SYSTEMS FOR FOLLOW-UPS

Suggestions of Value for Those Who Have Not Paid Attention to Following Up People to Whom They Have Sold Talking Machines

The dealer who does not keep the names and addresses of the people to whom he has sold phonographs or records and who does not make every effort to induce instrument owners to maintain their interest and remain steady purchasers of records is neglecting a profitable branch of his business. To make it profitable, however, it is not sufficient merely to keep the names of those to whom you have sold machines. It is essential that you have a definite plan by which you can follow them up and, by consistently calling their attention to the activities in the talking machine world, keep their own interest in music and phonographs in a state of activity.

In order to show a customer from the very beginning that you give service it is a good plan to have a filing system by which you can keep informed as to the likes and dislikes of your various customers as far as phonograph records are concerned. The card to be used in connection with this system should contain spaces for the name and address of each person who has bought a machine or records from you. Further, it should have classifications relating to the variety of records preferred by the person whose name it contains. At one glance you should be able to learn whether the person listed prefers classical or popular music; vocal or instrumental music, and the names of his favorite singer and composer. Other useful classifications will suggest themselves as the dealer gives the subject consideration and the system may be so handled that the dealer will have at his command a complete catalog of the musical preferences of every person who has ever bought a phonograph or records at his store.

A customer, knowing that the information he has given you is on file, will expect occasional notifications from you and, when they come, he will regard them more as a personal favor on your part than as part of a scheme to keep him an active record purchaser. The notifications you send will be based on the contents of the monthly list of new records or such special lists as may be sent out from time to time. Where there are records on the lists that seem to meet the desires of certain of your customers, as these desires are indicated on the cards in your filing system, you will do well to send such customers a few lines on a postal card, calling their attention to the fact that you have received some new records by their favorite singer, composer, etc. Where customers have telephones it would be better to use this method of communication, says the Edison Phonograph Monthly, for it brings you into direct personal touch and has proven very effective wherever it has been tried.

REVENUE TAX RULING

Bank Acceptances Do Not Require Stamps, Says Commissioner Gates

WASHINGTON, D. C., May 1.—The Acting Commissioner of Internal Revenue, David A. Gates, has decided that revenue stamps are not re-

quired on bank acceptances, and the Federal Reserve Board has instructed the banks of the reserve system that stamps are no longer needed on drafts, acceptances, overdrafts and post-dated checks. The text of the decision follows:

"In view of the decision made by the Supreme Court of the United States in the case of the United States vs. Isham (17 Wall, 496), that 'the liability of an instrument to a stamp duty, as well as the amount of such duty, is determined by the form and face of the instrument, and cannot be affected by proof of facts outside of the instrument itself,' this office is of the opinion that drafts, acceptances, overdrafts and post-dated checks are not taxable under the above act as promissory notes, even though they are used in such a way as to perform some of the functions of a promissory note."

If you can make the customer feel your enthusiasm about the goods you can induce him to buy. If you have no enthusiasm you cannot make sales.

Only One Answer!



Retail Price \$17.50

If a customer should ask to have his phonograph electrified, what would be your answer?

There is only *one* answer—

The Shelton Electric Phonograph Motor

Why?

Because this motor electrifies perfectly all the leading types of machines without even changing a screw, and also preserves the spring motor.

Write our nearest office or factory for special proposition

Shelton Electric Co.

NEW YORK: 30 East 42d Street
 CHICAGO: 30 East Randolph Street
 BOSTON: 101 Tremont Street
 SAN FRANCISCO: 62 Post Street

Factory: Fort Wayne, Ind.

TRANSFER NAME-PLATES

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

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

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.

LARGEST MANUFACTURERS OF

DECALCOMANIA

TRANSFER NAME-PLATES

CHICAGO

Our New Standard List is Ready



It is a Successful Record Sales Stimulator
Are you using all our dealers' efficiency ideas?

Here's a Partial List:

Colored Letter Heads
Monthly Supplement Envelopes
Personal Monthly Letters
Monthly Window Displays
Radium Flash Window Sign
Personal Follow-up Letters

Window Record Easel Display
Farrar Week Circular
Delivery Envelopes
Ropene Stock Envelopes
Tamaco Stock Record Book
Record Classifying System
Record Code Label System
Fritz Kreissler XVIII Circular

**You put yourself among the dealers we undertake to serve—
you'll secure these helps and many others**

Chicago Talking Machine Co.

Victor Distributors

12 North Michigan Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., May 10.—The talking machine business this month has kept up its remarkable pace proportionately—that is while naturally showing some falling off due to the rapid approach of gentle summer—it still shows a big, round, whooping increase over the corresponding period of last year.

The old and established companies seem to be still pressed to the utmost to fill their orders notwithstanding the flood of new machines coming on the market, who also seem to be getting quite a lot of business. A new factor has entered the situation in that a few—it must be admitted—a very few of the debutantes are getting away from a slavish imitation of the case designs of the old companies and are striking out along lines of their own.

Lyon & Healy in New Quarters

Lyon & Healy are now installed in the company's new building at the northeast corner of Jackson boulevard and Wabash avenue, and visitors agree that it is one of the finest things that the music trade can boast of. The various departments are settling rapidly in their respective accommodations, but the department to first complete the work of removal and get back to actual business was Department H—the Victor section.

Manager L. C. Wiswell, of the talking machine department, has made his plans so well that, like a modern military body, the members of that division marched into the new building, each to his respective place, and were able to begin active work almost at once. The department occupies the entire second floor as well as considerable space upon the first floor and a large part of the ninth.

The retail machine department is on the main floor and directly to the left of the Wabash avenue entrance and, although the furnishings have not yet been entirely installed, it is plain to see that they will be very handsome when completed. The retail record department is located in the front half of the second floor. There are twenty-three private record rooms that are arranged in such a fashion as to offer easy ingress for either the patrons or the young women who sell the records. Especially constructed doors, double windows and a system of electric lights which indicate what rooms are occupied and what room desires attention from the sales force, are some of the unique features of this thoroughly modern department. There is a special service department comfortably furnished at which saleswomen explain installment contracts and how to open a regular account. There is also a credit and adjustment room, where records can be returned for credit or adjustment and repairs arranged for. Some idea of the size of the record department can be gained from the information that the record counter stretches almost sixty feet straight-away. To the east of the record department come the general offices, including Mr. Wiswell's private office, and behind that, on the Jackson boulevard side, are the wholesale sales department. Running parallel to these sections and toward the inside of the building is the record stock room, where an immense stock can be handled with a minimum of trouble and a maximum of facility. The records are kept in sectional racks which are elastic and which can be adjusted to the demand for the various sections. On the ninth floor space has been ap-

portioned, where certain of the machine stocks are kept. In addition to this space there is a special warehouse arrangement which permits of the immediate reshipment of machines and avoids the necessity of being hauled to the main building.

The concert hall, in which will be continued the Victor concerts and which drew thousands of people to the old building, is located on the ground floor and immediately off the Jackson boulevard entrance. It will accommodate over 200 people. It is beautifully decorated in delicate shades of green and white and doubtless will be patronized by even greater crowds than were always present at "Victor Hall."

"Naturally I am very much pleased with the change," said Mr. Wiswell to The World. "We have got what we have wanted for so many years—that is plenty of space. On the second floor alone we have an acre and we will now be able to work out some ideas of service which have been of necessity postponed until now."

Talking Machine Co. of America Organized

The Talking Machine Co. of America has opened offices on the eighth floor of the Steger Building, and has begun active work on the manufacture and distribution of the "America" line of talking machines. D. J. Clark is one of the prime movers in the enterprise.

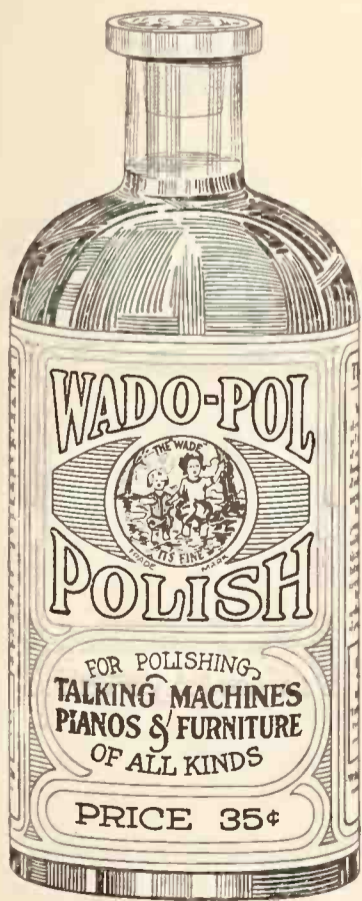
Can You Solve This Puzzle? We Have Given Up

A piano trade publication of Chicago, which recently incorporated a talking machine "section" in its columns has perpetrated the following:

"A high-class Edison Grafonola was put to extraordinary use the other night in a Buffalo motion picture house, when it was made to represent the voice of one of the movie actors, Robert Warwick, appearing in 'The Stolen

(Continued on page 37)

Wade & Wade Accessories For Talking Machines



The Wade Polish leaves a perfectly dry, hard, glossy finish.



This is the Grease for the spur gears and worm gears, and eliminates the grating and grinding noise.

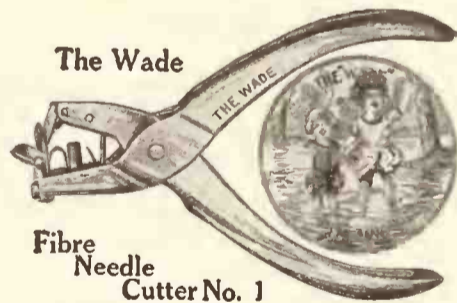
We also manufacture a light grease to be used in spring barrels to prevent the springs from sticking and releasing irregularly. This grease does not get hard or dry out.

Further information upon application.



Notice the Patent Dropper

This is the Oil for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.



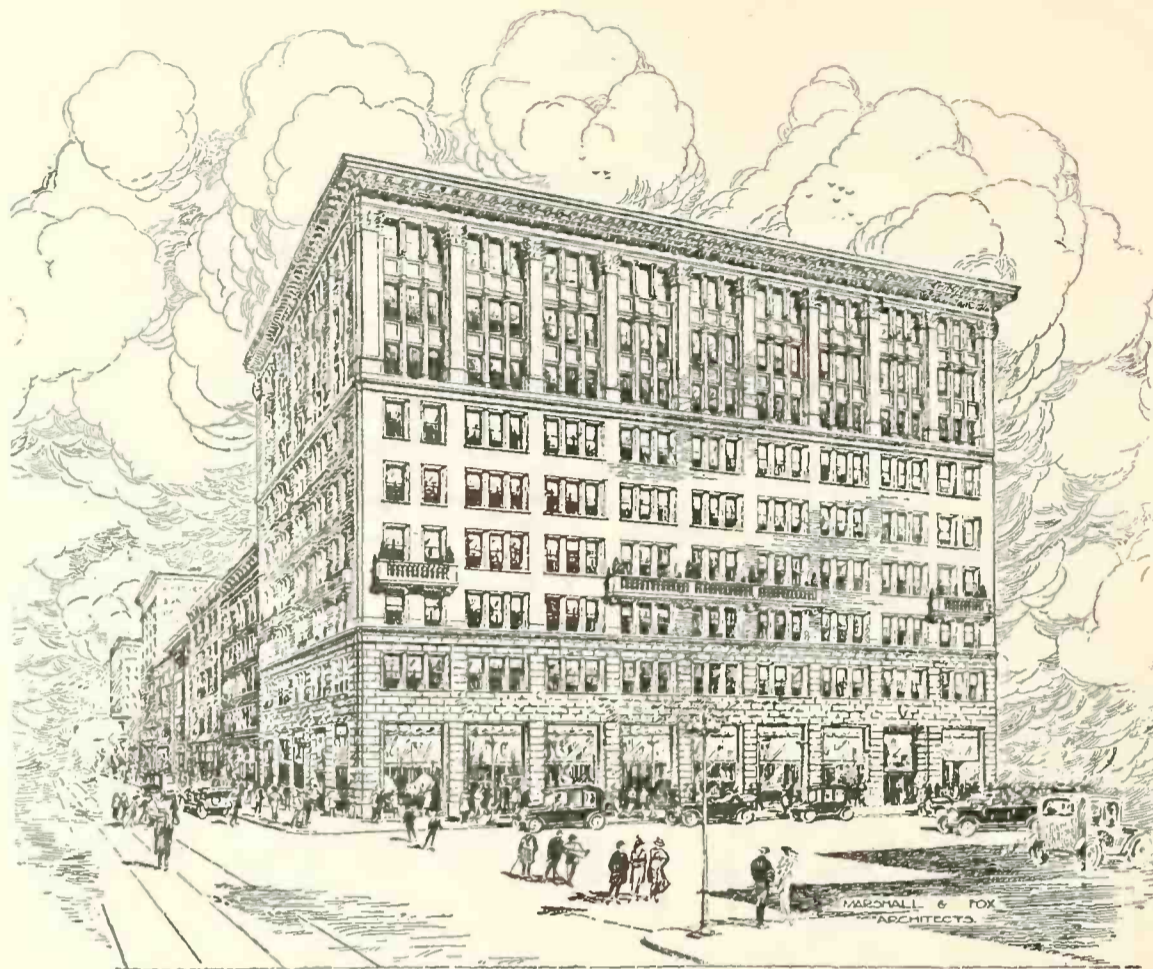
The New Improved No. 1 Wade Fibre Needle Cutter in which the upper and lower blades work parallel to each other.



The No 2 Wade Cutter is still as popular as ever and the demand for them steadily increases.

Get your orders in at once for Wade Accessories
A trial order will convince you that we have the accessories the people want

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



New Lyon & Healy Building
Wabash Avenue at Jackson Boulevard

Here is a fitting home for Victrolas and Victor Records. Here are modern, improved facilities which assure the utmost promptness and care in filling and shipping orders.

For instance, a great spiral conveyer connects all floors of the building with the shipping room; as soon as a package is made up, it is delivered almost instantly, to the waiting auto-truck and started on its way to you.

This splendid building enables us to carry larger and more complete stocks. Daylight floors, 96 x 171 ft. in size, are devoted solely to the sale and display of Victrolas and Records.

Here you find them in a perfect setting. Advanced ideas, the fruit of unequalled experience, will be found in our methods of SERVICE.

These splendid modern facilities assure SERVICE, such as you appreciate, such as will assure you of the increased patronage of the people of your community.

Lyon & Healy

Chicago

Victor Distributors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35)

Voice.' In this film there is one scene, where Mr. Warwick is supposed to be singing before a large audience. When this scene was reached the film stopped while the Victrola was quickly put in place, and the audience enthusiastically applauded the introduction of the talking machine in the picture. An aria from 'Pagliacci' was played and sung."

Perhaps it's an effort to be impartial, but in that case what about the Pathé, the Sonora and a dozen others. Perhaps they've "scooped" us and there's been a merger and we never even heard the rumors. And then again, the exchange editor may have been careless in reading his clippings. "The last theory is the most specious and I feel sure, my dear Watson, that this one will prove correct. At any rate, a most interesting case."

A Publicity Specialist

Gabriel Andre Petit has opened a studio at Room 324 Athenaeum Building, Chicago, where he will devote his time to designing trade-marks, letterheads, catalogs, transfers and case designs for the music trade. Mr. Petit has enjoyed a thorough education in the art schools of Chicago and Paris, and in addition has had practical experience in the music trade.

"Golden Tone" Needle Launched

H. L. Harris, president of the Supreme Sales Co., of South Wabash avenue, Chicago, has completed arrangements for the marketing of the company's "Golden Tone" needle and has begun active work on its promotion.

"The material of which our needle is made," said Mr. Harris, "is a mineral product, which is cut the same as a diamond, and which has practically the same degree of hardness. Its toughness and its elasticity, together with the nature of its composite material, creates a perfect tone transmission. Temperature has no effect upon it and its use permits the user to secure any degree of volume. We are offering our goods to the dealers in what we consider the most attractive form for sales and display

that has ever been witnessed in the accessory division of the talking machine industry. Each needle is packed in a small jewel box the same as a ring or any other piece of jewelry. We have made up a large supply of our goods and hope to be able to take care of all of the sample orders, at least, immediately."

Empire Talking Machine Co. Moves

The Empire Talking Machine Co., 429 South Wabash avenue, Chicago, has moved from the third floor of the same building to larger quarters upon the fourth floor. The new location provides facilities that have been much needed for several months past, for the growth of this company has been a remarkable one.

President John H. Steinmetz is busily engaged with the work of preparing a new line of case designs, each one of which has evoked a great deal of admiration from those who have been privileged to see the models.

The Talk Sing Co., Incorporated

The Talk Sing Co., of Chicago, which was recently incorporated with a capital stock of \$25,000, by E. F. Driver, John W. Hake, Erwin W. Scott, Dudley F. Dorsett and others, is a concern that will manufacture advertising novelties in which are embodied talking machine mechanisms. The novelties are in the form of dolls, etc., which call attention to cigars, etc.

Incorporated

The Chicago Hinged Cover Support & Balance Co. has been capitalized by Frank E. Levanseler, James L. Abbott, Leonard J. Hall and others, with a capital stock of \$25,000. The movement is necessitated by the rapid growth of this unique business. The company makes a hinged balance and cover support that is now being widely used by talking machine manufacturers. It has proved to be very popular and has come to be referred to in trade parlance as "the cover that needs no catch."

Announces New Motor

H. T. Schiff, president of the Vitanola Talking Machine Co., after six months of arduous

work, has announced the perfection of an electric motor that apparently solves all of the difficulties that hitherto existed in this direction.

"The theory of the device is grouped around a pivot," said Mr. Schiff, "which operates upon the rim of the turn-table. This pivot is equipped with a spring contact device that automatically absorbs any inaccuracy in the diameter of the turn-table. The device has been tried out on currents varying from eighty-five to 285 volts, and absolutely no difference has been observed in the result. The motor operates with either direct or storage battery at a remarkably small expense, so that it can be used on goods designed either for country or city trade. Although the motor runs 2,000 revolutions a minute, the speed is absorbed by the small perimeter of the pivot. The device is also equipped with a mechanical governor to take up any other possible difference in the strength of the current. The motor is very simple and durable and we anticipate a great success with it. We also have on hand a large supply of high-grade nickel-plated Swiss motors, which we have been able to secure in sufficient numbers to supply outside manufacturers."

New Interview with Farrar

In their monthly bulletin of Helpful Hints and Happy Hunches, the Chicago Talking Machine Co. includes a neat folder descriptive of an interview with "the woman of records and reels," as Geraldine Farrar is therein dubbed. Miss Farrar told Mr. Ellis, of the editorial staff of the Chicago Talking Machine Co., that she was quite infatuated with her Carmen pictures.

"They give me an opportunity to act the part of Carmen, as I think it should be acted without having to think of saving my breath and strength for singing the lines," quotes the diva.

"Did they have to take the scene of the fight in the cigarette factory more than once?" asked the interviewer.

"No, indeed!" was the reply. "Once was quite

(Continued on page 38)

Just what you are looking for

Simply Wonderful

Wonderfully Simple

Electrical Engineers Astonished

They said it could not be done

We have revolutionized some of the oldest principles of electricity. We have invented an **electric phonograph motor**, running at a **perfect, even, steady speed**, without the use of condensers or transformers, and can regulate the speed fast or slow, without the use of rheostats.

Praised by everyone who has seen it

"PLAYRITE"

Electric Phonograph Motors

7 REASONS Why You Should Use "PlayRite" Electric-Motors

BECAUSE:

1. **NO MORE SPRING TROUBLES.**
2. They are guaranteed to run perfectly, regardless of variation in electric current.
3. Practically noiseless.
4. Positively won't burn out or blow fuses, or give *any* trouble.
5. Cost less than *one cent per week* to operate.
6. **GUARANTEED against any defects for 1 year.**
7. Motors are furnished complete, with 12 inch turntable, 10 feet of extension cord, plug, speed regulator and brake, ready for installing into cases.

Furnished, either for direct or alternating current—**QUICK DELIVERY**

SPRING MOTORS

We have on hand for immediate delivery 2000 Mermod Nickel-Plated and Polished Swiss motors, style H. V. B. complete with 12-inch turntables, playing seven 10-inch records at one winding. Also 1000 cheap single spring motors for immediate delivery.

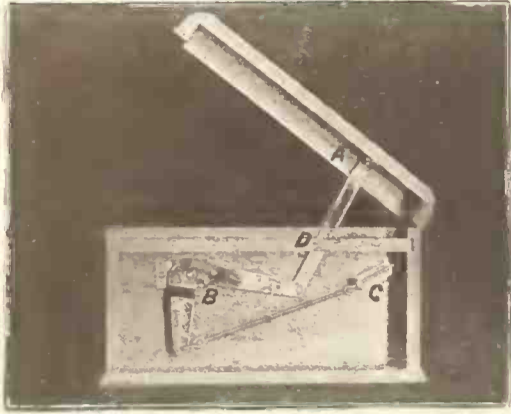
AMERICAN PHONOPARTS COMPANY

Offices and Warerooms: 208-210-212 South Wabash Avenue

CHICAGO

WE ALSO SELL COMPLETE ELECTRIC OR SPRING MOTOR PHONOGRAPHS—WHOLESALE ONLY

THE COVER WITHOUT A CATCH



Showing How It Operates

THE COVER THAT NEEDS NO CATCH

IT needs no catch simply because it catches itself. That is, it is self-controlled. Its own weight, reacting upon itself through simple mechanical principles, robs it of its weight. Thus it makes fingers, records and the top itself safe from being shattered by dropping.

Simple, safe and easily applied. An effective talking point and a great feature.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37)

sufficient, fortunately. The poor young actress who took the part of the cigarette girl was laid up for three days after my fight with her. And the scenery—well, I absolutely demolished it. They would have had to make the setting all over if they had had to retake the scene. However, they had four cameras taking this particular scene, so they secured a good picture the first time."

Then the scribe, who, by the way, was going through his novitiate with remarkable eclat, lead Geraldine out on the subject of Victor records. She averred that they had been a splendid help and inspiration to her and that she deems them wonderful reproductions of her voice. In response to a request she promised to send a list of her favorite records. This she did a few days later and here they are: Wonnevoller Mai (Come Joyous Month of May)—87,127; Annie Laurie—88,052; My Old Kentucky Home—88,238; Believe Me If All Those Endearing Young Charms—87,025. Operas: Tosca—Vissi d'arte d'amor—88,192; all records of "Carmen" and "Butterfly;" two records with Mr. Fritz Kreisler playing the violin obligato: Mignon—Connais-tu le pays?—88,538, and Mighty Lak' a Rose—88,537.

Columbia Staff Meetings

About the 18th of each month the sales staff of the Chicago branch of the Columbia Co. has a banquet at the Palmer House. Those

present include the district superintendent, the Chicago manager, the various salesmen and the heads of all departments having anything to do with the marketing of Columbia goods. They not only discuss general matters, but go over the advanced bulletin for the following month, get the ideas of the different members as to the amount of business they will do and place the order with the factory at Bridgeport accordingly. They also discuss the monthly sheet sent to all the branches in which the criticisms of the various numbers are asked for, together with any suggestions as to desirable records, etc. Manager C. F. Baer is very enthusiastic regarding the advantage of these meetings and cites many instances of the beneficial results both direct and resulting from the general spirit of co-operation and bon camaraderie.

Getts Piano House Adds Victor Goods

The Chicago Talking Machine Co. has just made an important new account in the Getts Piano House, of Grand Forks, N. D., one of the most energetic music concerns in that section. George W. Getts, head of the business, was a Chicago visitor this week.

Majestic Co. in New Quarters

The Majestic Talking Machine Co. has completed removal into its new quarters on the fourth floor of the McClurg Building, 218 South Wabash avenue. Commodious offices have been built as well as display rooms and a concert

hall. There are also sound proof rooms, where the entire line can be displayed and demonstrated. The work of factory organization has now been completed and Sales Manager Oscar J. Kloer is now taking care of the applications which the company has received.

Wade Products in Big Demand

S. O. Wade, of Wade & Wade, reports that he is very much pleased with the way that the fibre needle cutter business keeps up—also the big demand they are having for their oil, greases and furniture polish, especially the spring barrel lubricant, which is proving a wonderful success in eliminating the sticking of the springs.

Tel-A-Tone Co. Established

W. C. Beckwith and A. F. Anderson have organized the Tel-A-Tone Talking Machine Co., and have opened offices on the sixth floor of the Republic Building. The company will be incorporated for \$10,000 and will make a line of machines ranging in price from \$40 up.

Velvatone Talking Machine Co. Organized

The Velvatone Talking Machine Co. has been incorporated with a capital stock of \$100,000 to manufacture a complete line of talking machines which will range in retail price from \$50 to \$250. Offices have been opened on the fourth floor of the building at 330 South Wabash avenue, and active work on the production and the distribution of the line has already begun. C. H. Bartholomee, who has been connected with the piano and music trade all his life, has been chosen as president and treasurer. T. D. Huff, a prominent attorney, is vice-president. Paul B. Armstrong will act as secretary, a position for which he is especially fitted following his wide experience in the piano trade. Mr. Armstrong was for a long time head of the piano department of Sears, Roebuck & Co.

Columbia Items

H. A. Yerkes, recently appointed district superintendent of the Middle Western territory succeeding W. C. Fuhri, now United States manager, leaves next week on an extensive trip. Mr. Yerkes is getting well initiated into his new duties and in so far as he has been able to survey the field he has been highly satisfied not only with the volume of business coming to hand from all Columbia branches and jobbers in his division, but for the prospects of an unusually large year's business.



DEALERS

Ask for our new and unique proposition.
Of interest alike to new and present dealers.

Most
Com-
plete

Pathé

Stock in
the
United
States

Promptest Deliveries

Best Service

Heartiest Co-operation

Address the

PATHÉ PATHEPHONE COMPANY

OF ILLINOIS

17 N. Wabash Avenue, CHICAGO

REPAIR PARTS

BOUGHT AND SOLD

Charles Bryan

25 W. Lake St., Chicago

Expert Repairing a Specialty

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 38)

Edward M. Baker, advertising manager of the Columbia Co., spent several days at the Chicago office this week.

In order to care for the steadily increasing local wholesale trade and to work the city more intensively, several changes have been made in the sales force. P. G. Winters, who has formerly had the loop district, will cover the extensive North and South side territory, especially that known as the lake front territory outside of the loop. This includes some of the best dealers in the city and Mr. Winters will undoubtedly be able to do much creative work. This will render great assistance to Edward Blimke, who has had practically all the territory outside of the loop and will enable him to cover more thoroughly the great number of dealers still under his charge.

F. F. Dawson, formerly of the Lincoln Grafonola Co., Columbia jobber, of Lincoln, Neb., has been secured to look after the loop whole-

sale trade. He is a man of long and practical experience and is rapidly forming acquaintances with the big loop dealers.

Clifford Ely, who has heretofore confined himself mostly to the East, will now give the majority of his time to Chicago and the Middle Western district in selling and promotion work. He will make his headquarters at the Chicago office.

Additional space has been taken on the seventh floor of the building at 12 North Michigan avenue, by the company, giving them almost double the amount of room at present occupied by the machine stock.

A. A. Stevenson, inspector in the Dictaphone factory at Bridgeport, is now at the Chicago office in the course of a trip among the Columbia branch stores and the Dictaphone agencies. He is both giving and getting points on repair and installation matters and the Chicago office is joyfully taking advantage of his long experience and skill.

A large number of new Columbia dealers have been established the past month in the territory covered by the Chicago office. Here is a partial list: W. W. Jacobs Music House, Hoopston, Ill.; Hunt's Drug Store, Wautona, Wis.; W. W. Doyle, Beardstown, Ill.; Waldheim & Co., Milwaukee, Wis.; John T. Gill, Fairbury, Ill.; Maysville Furniture Co., Maysville, Wis.; Henry Baer, Whitewater, Wis.; F. A. Thompson, Schulzberg, Wis.; Ward Beauchamp, Andrews, Ind.; Grossman Bros., Argon, Ind.; Bruett Piano Co., Madison, Wis. Also the following new Chicago new accounts: Naples Jewelry Co., 925 South Halsted street; Griffin Music Co., 627 South State street; J. Oehl, 2305 Milwaukee avenue, and Simon Bros., South Chicago, Ill.

Personals and Visitors

Among the visiting dealers the past month were A. K. Andrews, Jr., of the J. L. Hudson Co., Detroit, Mich.; E. P. Taylor, president, and H. G. Power, manager, Taylor Carpet Co., Indianapolis, Ind.; J. S. Mitchell, secretary of L. S. Donaldson Co., Minneapolis, Minn.; J. C. Baxter, Davenport, Ia.; J. Heyman, Heyman Co., Grand Rapids, Mich.; W. Wiegand, Wiegand Bros., Racine, Wis.; J. Friederick, Friederick Music House, Grand Rapids, Mich., and W. E. Bernard, Springfield, Ill.

D. C. Preston, manager of the talking machine department of Donaldson's department store, Minneapolis, Minn., was here on his way to the East, where he expected to spend a few days at the Victor factory at Camden. Mr. Preston said that business was good and that the new baby, which recently made its advent at his home, was excellent. Continuing his conversation, he said that collections were picking up and that the new baby was also picking up everything in reach of its dainty fingers.

Arthur D. Geissler, of the New York Talking Machine Co. and the Chicago Talking Machine Co., spent several days in the city after a brief sojourn at French Lick Springs, Ind., and left for New York early this week.

A. G. Barnett has been appointed assistant to

B. H. Jefferson, advertising manager of Lyon & Healy.

Miss Young, who has also been with the advertising department of Lyon & Healy for a considerable length of time, was married recently. Her name now is Mrs. Kohler.

Orotund Progresses and Moves

Compelled by the steadily increasing amounts of business received by the Combination Attachment Co. on their Orotund sound box and attachments for playing hill and dale records, the company has moved from its old location on Michigan avenue to larger and more centrally located quarters at Suite 524, Republic Building, at Adams and State streets. General Manager William Tures says that they are daily establishing agencies and adding dealers to their lists and it appears that 1916 will prove a very memorable one for the Orotund.

Aids the Key Hitters

Chicago is encouraging the fair typists to type to the rhythm of syncopated melody, as will be observed from the following, swiped bodily from the Chicago Examiner of April 15.

"Business men, take notice. If your stenographers are slow in their typing, put some canned music in your office. For it was demonstrated yesterday before the annual conference of schools affiliated with the University of Chicago that typists can work faster to ragtime music than otherwise.

"Twelve girls of the Hyde Park High School sat at typewriters before the conference. A fast one-step was played on the phonograph.

"Rat - ta - tat-ta-tat-ta-tee-dee-dle-dum," went the music.

"Dear Sir: Your letter received, and in reply," wrote the girls in record time.

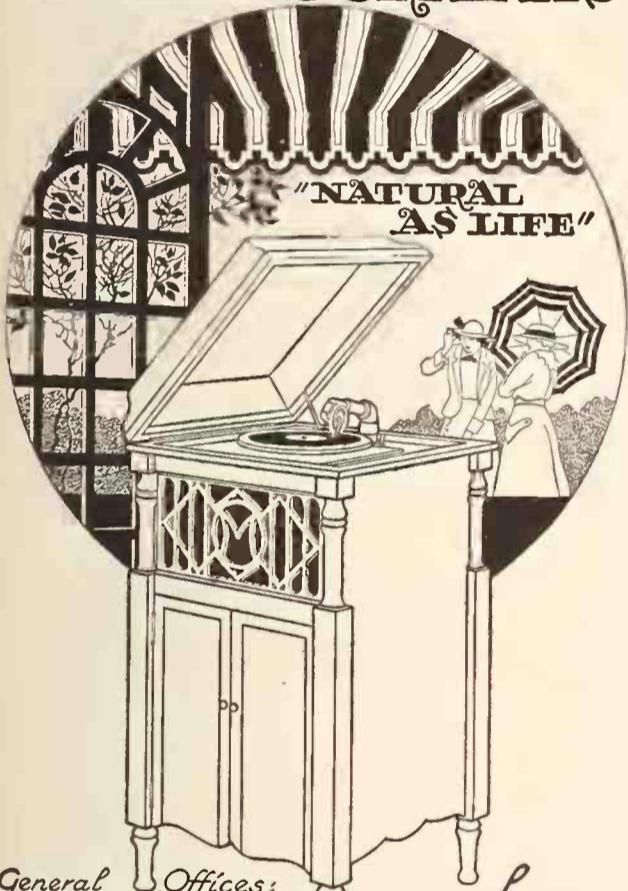
"Miss Frances Perlstein, a teacher at the school, said she had discovered the new use for ragtime music by observing a pupil seated by a window from whence strains of a hand organ floated in. The pupil wrote much faster, Miss Perlstein declared, while the music was going than when it had stopped. This led to further experiments, and now it is proposed to put a phonograph in the school room."

To Make Talking Machines

The announcement of the Brunswick-Balke-Collander Co. that they are prepared to make talking machine cabinets for the trade, is a matter of unusual interest. The great plant at Dubuque has a capacity of 400 machine cabinets a day and the factory at Muskegon, Mich., can turn out 200 a day. The Dubuque plant is devoted entirely to the manufacture of talking machine cabinets. There are four one-story buildings over 800 feet long and over 100 feet wide, giving a total floor space of about 400,000 feet. This remarkable plant is literally a daylight factory, with saw-tooth roofs, and has a remarkable equipment of the latest modern machinery and equipment, including the latest type of varnish dry kilns, varnish spraying devices, etc. The plant and its grounds cover eighty acres and 5,000,000 feet of lumber are kept constantly on hand. The plant has its individual

(Continued on page 41)

Majestic PHONOGRAPHS



General Offices: *Majestic Phonograph Co., McClurg Building, 218 So. Wabash Ave.*

"Made in CHICAGO"

With Five (5) New Patented IMPROVEMENTS

Affecting EVERY VITAL part of a Talking Machine and which reproduces all perfect disc records

"Natural as Life"

with very little or no "surface noise."

The Majestic improved features are:

- Voluminous (not tense) Tone*
- Majestic Reproducer*
- Majestic Tone Arm*
- Majestic Modulator*
- Majestic Automatic Stop*
- Majestic Double, Triple and Quadruple Tone Chamber*

PRICES

\$100 \$150 \$200 \$225 \$250 \$300

AGENT'S TERRITORIES now being allotted. Contract deliveries guaranteed.

Built by

MAJESTIC PHONOGRAPH CO.
McClurg Bldg. 218 South Wabash Ave.
CHICAGO, ILL.

The "Orotund" Sound-Box

Attention! Talking Machine Dealers, Jobbers & Mfrs.

The "Orotund" Sound-Box improves the tone of any talking machine. It positively reduces the scratching surface noise, as well as eliminates the hard, metallic, thin, nasal tones and produces mellow, rich, smooth music.

"Remember! The Sound-Box is the heart of the talking machine!"

The "Orotund" combination can be fitted to play any make of disc record on any disc talking machine, producing superior results to any other condition.

Samples to Dealers—No. 1 "Orotund" for playing lateral-cut records, nickel or gold finish \$2.50

No. 2-V or 3-C "Orotund," with jewel points and elbow, complete for playing hill and dale cut records on the high-grade machines \$3.50

IMPORTANT—Mention the make of record and machine on which you wish to use the outfit.

Attractive discounts in quantities.

Combination Attachment Co. 524 Republic Bldg. 209 So. State St. **Chicago**

"Built by Tone Specialists"

SUCCESS in the talking machine field to-day must rest on one condition alone—*definite merit*. Talking machine principles are neither mysteries nor monopolies, but their successful application rests on *scientific understanding* backed by long experience in musical instrument *building*. These truths are positively exemplified in

The MAGNOLA

the talking machine produced under the auspices of the M. SCHULZ CO. who for a quarter-century have built highest grade pianos and player-pianos and whose record is unequalled for consistent high endeavor and acknowledged success.

The MAGNOLA represents no alleged new discoveries in acoustics or physics. It is the embodiment, rather, of principles tried and proven and its excellences rest on the *perfected* application of these principles.

The Wonderful Magnola Tone Reflector

secures absolute clearness of reproduction extending to every syllable of a song or speech, every note of every instrument in a band or orchestra. The MAGNOLA plays all disc records—lateral or hill and dale cut—with equal facility.

Case Designs—The illustrations on this page plainly show the fidelity to period and beauty of appearance of our case designs. The eminent designer whom we secured to draft the architectural features of our cases has fully lived up to his reputation.

Catalog and dealer proposition are yours for the asking. Get them from

THE MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices:
711 Milwaukee Ave.



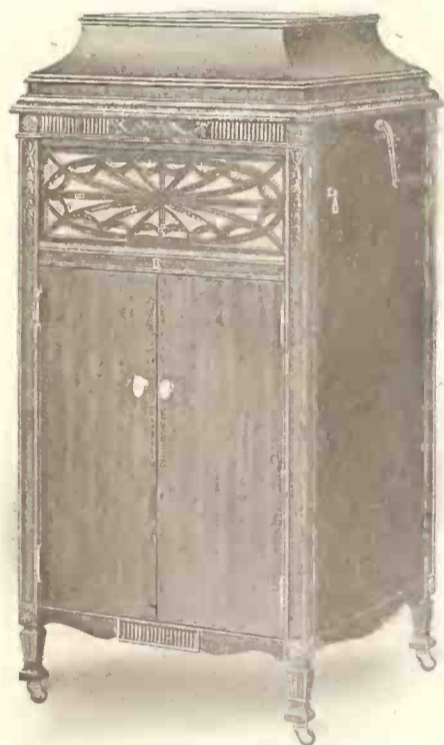
STYLE 75 (SHERATON), OPEN, PRICE \$75
May be had in Mahog. Height 43 inches
any or Oak Casing Depth 21½ inches
Width 20½ inches



STYLE 75 (SHERATON), CLOSED



STYLE 100 (QUEEN ANNE), PRICE \$100
May be had in Mahogany Height 43 inches
or Oak Casing Depth 22 inches
Width 21 inches



STYLE 200 (ADAM), PRICE \$200
Comes Cased in Mahog. Height 50 inches
any, Oak or Burlled Depth 24½ inches
Walnut as desired Width 23 inches



STYLE 150 (LOUIS XVI), PRICE \$150
Mahogany, Oak or Burlled Height 49 inches
Walnut Casings, as de- Depth 26 inches
sired Width 24 inches

CHICAGO



One of Our Helps to Dealers. Window Sign Printed in Six Colors

QUALITY—and that alone—
is winning a permanent place in this industry and making a genuine asset for the dealer of the

EMPIRE

line of talking machines.

Every bit of wood or metal that goes into our product—every design that is added to our line—is chosen from the standpoint of *quality*.

The accompanying illustration shows our window sign for Empire dealers. The public is learning that it stands for talking machine *quality*. Take the line on now—while you can get it.

EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 SOUTH WABASH AVE.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39)

electric plant. Nine hundred men are employed at the Dubuque plant alone.

Martin Nystrom, the superintendent of the talking machine cabinet and piano case department of the immense corporation, has been associated with it for eight years, and previous to that had many years' experience as superintendent for one of the leading piano factories during which he obtained a wide reputation as an artistic and original case designer.

W. J. Bristol Dies

W. J. Bristol, president of the Pathe-Pathephone Co., of Illinois, died April 15, after a short illness. Interment was at Rockford, Ill. The company will continue under the direction of the same interests as heretofore, R. E. Rundell continuing as sales manager.

Stewart Capacity Increasing

The factory output of the Stewart Phonograph Corporation is now mounting up to a tremendous figure and orders are being filled far more rapidly than ever before. The same remarkable commercial management that has built the Stewart-Warner business up to its high standing in the motoring world is making itself felt in the talking machine division of the Stewart interests. Work is now being carried on at a systematic high speed and wholesale orders, which hitherto have been obliged to

wait quite a length of time before being filled, are now being taken care of in a very few days.

Six Best Sellers

The six best sellers in the Victor library this month were: "Wake Up, America" and "Are You Half the Man Your Mother Thought You'd Be"; "Luana Lou" and "Some Sort of Somebody"; "I Can Dance with Everybody But My Wife"; "Listen to the Mocking Bird," Gluck; "The Old Refrain," John McCormack, and "Kangaroo Hop Fox Trot" and "Merry Whirl One Step."

The six best Columbia sellers were as follows: Prologue from "Pagliacci," Louis Graviere and Vision Fugitive, from "Herodiade," Louis Graviere; "Just You" and "A Little Love, a Little Kiss," Maggie Teyte; "When Cupid Calls" and "On the Shore at Le Lei Wi"; "Sweet Cider Time When You Were Mine" and "Give a Little Credit to Your Dad"; "So Long Letty" and "Cumberland" and "Ladder of Roses."

The six best sellers in the Pathé list for May were: "So Long Letty" and "Rackety Coo," from "Katinka"; "The Ladder of Roses," from "Hip, Hip, Hooray" and "Pretty Edelweiss," from "Alone at Last"; "I Hear You Calling Me" and "She's the Daughter of Mother Machree"; "You'll Always Be the Same Sweet Girl" and "Robin Adair"; "A Perfect Day" and "Underneath the Stars"; and "A Little Love, A Little Kiss" and "Kangaroo Hop."

The Edison six best sellers included, "Girl Who Smiles" and "Universal Fox Trot" "And the Great Big World Went 'Round and 'Round" and "When I Get Back to the U. S. A."; "Ai nostri monti," Il Trovatore; "Nightingale Song" and "Sleep and the Roses"; "Could the Dreams of a Dreamer Come True" and "Cohen at the Telephone."

Goodwin at Excelsior Springs

C. E. Goodwin, manager of the Phonograph Co., returned this week from a vacation spent at Excelsior Springs, Mo., where he enjoyed golf and other forms of "re-creation." While in Missouri, Mr. Goodwin took the opportunity to call on M. M. Blackman, head of the Edison jobbing interests in Kansas City.

Upon his return to Chicago Mr. Goodwin said: "I returned to find our April record showing a very nice increase over April of last year, and an especially large volume of sales on model C-250. This model is in Chippendale and one of the handsomest things we put out.

"We have re-engaged Marie Kaiser for 'tone test' demonstrations, beginning May 11." Madam Marie Rappold demonstrated the Edison in a tone re-creation concert held at the Women's Club in Evanston, recently. The affair was under the auspices of the North Shore Talking Machine Co. and was highly successful.

Hillman's Department Reorganized

The talking machine department of Hillman's department store has been reorganized and taken over by the National Talking Machine

Sales Corporation. This concern is a large Boston syndicate, which operates between seventy and eighty talking machine departments in large stores throughout the country. The concern handles the Edison, Columbia and Victor lines, but as a rule only two lines in any one department.

Hillman's department has been placed in charge of G. G. Campbell, a man of wide experience in this line of work. He is assisted by Russell Hicks. Over 1,200 square feet have been placed at his disposal and nine large sound-proof booths are being completed. The department, under Mr. Campbell's direction, will shortly institute some sale plans which will undoubtedly make it a big factor in the downtown talking machine trade.

BUY CHASE & WEST LICENSE

The Chicago Talking Machine Co., Purchases Stock and Good-Will of Victor Wholesale Business of Chase & West, Des Moines, Ia.—Will Work State Intensively

CHICAGO, May 4.—Announcement is made by the Chicago Talking Machine Co. of the purchase of the Victor jobbers' license of Chase & West, Des Moines, Ia., together with the entire wholesale stock and the good will of the business. Harry L. Woodward, who has been with Chase & West almost since the inception of the business, has gone with the Chicago Talking Machine Co. and will cover his old territory in Iowa and Illinois. Chase & West will continue as Victor retail dealers, will buy exclusively of the Chicago Talking Machine Co., and have written a strong letter to their former wholesale customers recommending them to deal with the purchasers and saying very fine things about the company's service. The deal was consummated the latter part of last month by Messrs. Dan Creed and R. J. Keith, of the Chicago Talking Machine Co., who spent practically a week in Des Moines for the purpose. Messrs. West and Linn, the proprietors of Chase & West, will greatly enlarge the retail Victor department and will add several new booths. C. N. Reindfleisch and W. O. Welker, who have traveled for Chase & West in the past, will be retained and added to the retail staff of that firm.

INCORPORATED

The Seaboard Sales Co., Cleveland, O., dealing in talking machines, has been incorporated with a capitalization of \$25,000.

VEECO
Can be installed
by anyone
in five minutes

THE GOLDEN TONE

At Last!
Re-Creation,
Not
Reproduction!

SEE PAGE 46

THE GOLDEN TONE
SUPREME SALES CO.



COLUMBIA RECORDS

For Summer

YOU would prefer to read three definite words about record deliveries right now than forty pages about demand and prestige—even if Shakespeare wrote every line of it.

We know it, and here are those three words.

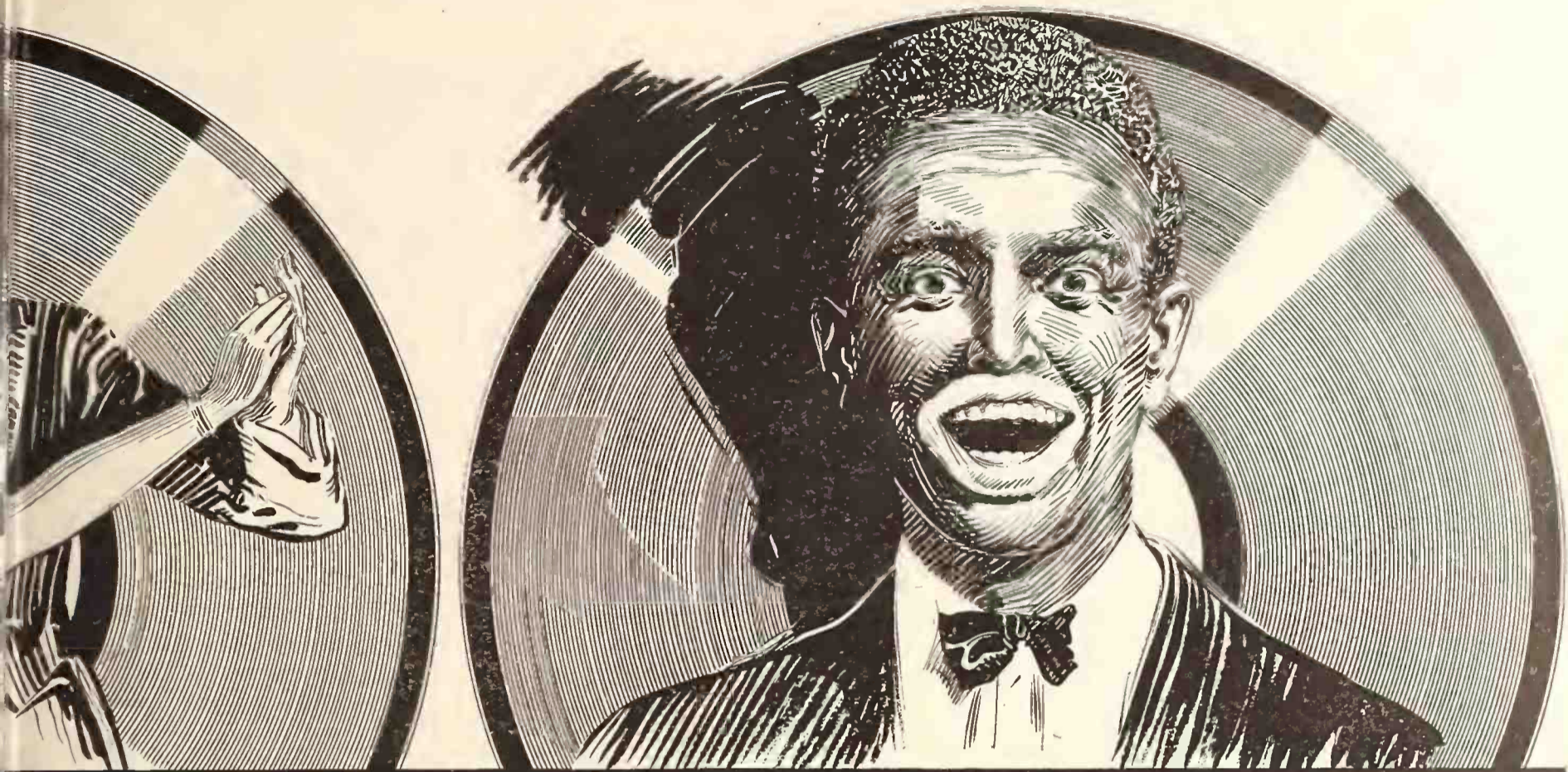
ORDERS FILLED PROMPTLY.

This is the first time in two years we could print those three words, and they look good to us.

Now please take time to read the rest of this before you begin telegraphing.

TAKE THIS PREDICTION AS DATING FROM ABOUT JUNE 5.

We wanted to make the announcement a month ago—everything looked safe and sure and every-



RD DELIVERIES

Demand

body was wanting to know. But we waited until we could discount every possible delay—and now you can go to it.

We had to turn things inside out to get this far, if you care to know. Extensions, amounting to several millions of dollars, have been made, and one entire modern factory building bought outright and turned over to record work, rather than wait for more new buildings to be completed.

This will be a fairly busy summer for Columbia dealers. You will be able to enjoy yourselves considerably better making deliveries than you have for quite some time explaining why you couldn't. Your understanding patience has been as much appreciated as your enthusiastic boosting.

Notes

e

ing

Fine Cases For the Manufacturing Trade

One of the largest manufacturers of Pianos in the Middle West, operating a large plant that is known as a model factory, will consider contracts for the making of cases for talking machine manufacturers. Wide experience, unusual buying facilities (especially with reference to lumber and veneers) and unquestioned financial standing.

Address: M.A. 10, Talking Machine World, 220 State St., Chicago

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

JUMP SPRINGS

(Continued)

There are many other causes for jump springs other than improper lubricating as outlined in my article in the April issue.

As an illustration I will select the Victor V Motor Type A. M., which has the triple spring cage in which two main springs are placed in a one-piece cage, the cage with gear being separate. The part numbers I use are those of the Victor Co. in their repair part catalog for this motor.

The spring hooks (3065) in the sleeve (1670 A) may have become forced or strained out of place to such an extent that they will bind on the spring cage shaft (3050 A) so that the springs will be prevented from unwinding freely—causing jumps. **Remedy**—File off backs of hooks with a round file.

The spring cage caps (No. 3011, No. 3012 A and No. 3048) when replaced by incompetent repairmen are very often bent inward by being hammered too hard; of course they will then press against the springs and prevent them uncoiling properly—the result is jump springs. In this particular type of motor it very often happens that the two inside caps (No. 3011-No. 3048) have become dished or bent so much that the edges of the two spring cages will touch and scrape against each other in revolving—another cause for jumps. **Remedy**—Use Victor Tool No. 1489 to replace the inside caps Nos. 3011 and 3048 and use a rawhide hammer for all the pounding necessary to replace the outside cap No. 3012 A.

The brass bushing (3026) in the barrel arbor bracket (3025) when jammed up tight against the cap (3012 A) forces the winding ratchet (3017 A) against the casting hanger and binds the entire cage—causing jumps. **Remedy**—Always allow a little end play for the cage; be sure that this little brass bushing is not set in too close to cap.

If a new gear (3006) has been put on the single cage (3005) be sure that the heads of the gear rivets (3007) do not extend above bottom level of cage so that the spring in uncoiling will catch on them—causing jumps.

If these several points are carefully taken care of and the proper lubricant is used there is no reason why you should be troubled with jump springs in this type of motor.

A Special Word of Help to all Victor Dealers

Be sure and tighten up the 1024 screw in turntable spindle gears on all new machines which you unpack. They seem to have an inclination to persist in unscrewing themselves—allowing the gear to drop until it catches on teeth of spring cage—in many cases spoiling both gears

on your first attempt to run the machine.

In my article for next month I will write a few lines on the causes of spring jumps in the motor of the present Victor Victrola 9 Type F, which seems to have been giving dealers some trouble of late.

“EDITOR, Talking Machine World:

“Dear Sir—The dealer from whom I purchased my Victrola advised me to write to you for your opinion about the way it runs. It makes a knocking noise while playing and will not play one 12-inch record through unless I rewind it. I have had this machine about two years but have never had it repaired.”—J. O., Kingston, N. Y.

ANSWER.—Knocking noise is caused by lack of graphite in spring cages. If machine has a double or triple spring motor the cause of its not playing a full record is no doubt because one spring is broken. Motor should be thoroughly cleaned and graphited at least once a

year. Advise sending same to your nearest dealer.”—A. H. Dodin.

“EDITOR, Talking Machine World:

“Dear Sir—I have recently repaired several Columbia motors, single spring type, and in two of them have replaced broken springs but cannot make them play a 12-inch record. What is the cause of this? Both new springs that I used were of Columbia make.”—D. K.

ANSWER.—Columbia springs are made in different lengths. It is very important that you always replace with the same length spring. They are always stamped on one end with a number. Put in a new spring of the same number and you should have no trouble.—A. H. D.

“EDITOR, Talking Machine World:

“Dear Sir—Can you tell me if the shape of the governor ball makes any difference in the running of a motor?”—M. B., Newark, N. J.

ANSWER.—No difference—it being understood

“THE CONQUEROR”

“LEADS THEM ALL”



Size: 17½ x 17½ x 8¼ inches Solid oak or mahogany finish

LIST PRICE, \$15

Plays all makes of records

We also make three other up-to-date styles. Prompt Deliveries guaranteed

LIBERAL TRADE DISCOUNTS

INVESTIGATE NOW

FRANZ BRÜCKNER MFG. COMPANY

105-107 EAST 29th STREET, NEW YORK

No talking machine dealer can legitimately expect to be taken seriously as such if he is not showing the Columbia Electric Grafonolas to his customers.

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

Columbia Graphophone Co.,
Woolworth Building, New York



that all the balls on governor are the same size, weight and shape. The shape of the ball in some cases will depend upon the amount of space you have in which to place governor, in relation to the casting, and should be determined at the time of designing the motor.—A. H. Dodin.

A VISITOR FROM SWITZERLAND

Frederic Hermann Thorens, a member of the firm of Hermann Thorens, Ste. Croix, Switzerland, arrived in New York last week for a short visit. Mr. Thorens will visit the firm's patrons in this country, and acquire an intimate knowledge of conditions on this side of the Atlantic. Hermann Thorens manufactures parts of talking machines, the most important item of its business being the production of talking machine motors.

The Hannah Drug Store, at Mangum, Okla., has taken on a full line of Victor Victrolas and records. Several sales have been made.

CHICAGO BRANCH FOR OPERAPHONE

Record Manufacturers Open Offices in the Insurance Building, That City

The Operaphone Manufacturing Corp., manufacturers of the Operaphone records, with headquarters at 300 Fifth avenue, New York, has opened a branch in the Insurance Building, Chicago, Ill., for the purpose of taking care of the Western trade. H. H. Brunt and D. W. Harris will be in charge of the Western office.

The Operaphone Corp. has also opened a downtown branch at 102 Chambers street, under the management of H. F. Thornell.

SECURE THE VICTOR AGENCY

Watkins Bros., Bristol, Conn., have secured the local agency for the Victor talking machines and records, having bought the stock of Quality Bassett, who will confine his efforts in future to the Edison line.

GRAFONOLAS ON SPECIAL TRAIN

Three Columbia Machines Find Place on Exhibit Train Sent Out by Government

WASHINGTON, D. C., May 9.—When the special twelve-car train of educational exhibits on preparedness, operated by the Government, left this city recently for a tour of the country, three large Columbia Grafonolas and a liberal supply of records were to be found in one of the cars, for the purpose of providing entertainment and attracting attention to the exhibit. When the President and Mrs. Wilson visited the train before it left they were greeted with an impromptu concert on the Grafonola, with "Hail to the Chief" as a feature.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!



RECORD BRUSH
Price 25 cents



What Causes That Grinding Sound?

Have you ever been asked this by a customer? Do you know that it is caused in most cases by dust and grit lodging in the record grooves? It cannot be removed by cleaning the face of

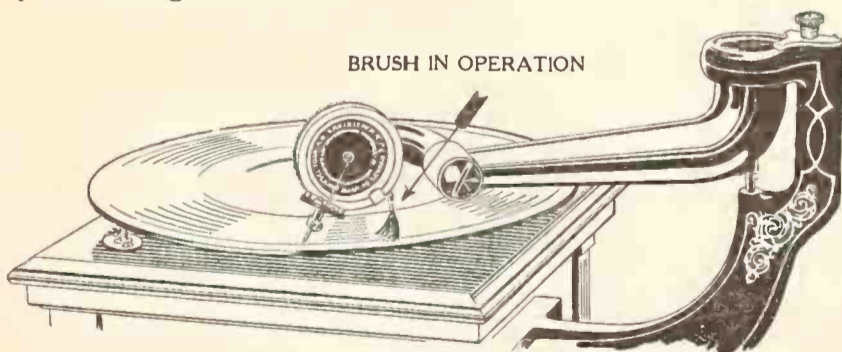
the record, as the trouble is not on the surface. The Cleanrite Brush penetrates every sound wave and thoroughly removes this disturbing element.

Easily Attached

Works Automatically

Liberal Discount to Jobbers and Dealers

Sample and Price List Mailed on Request



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





AN EPOCH—
Revealing A New Era Musical!

AT LAST—
Re-Creation, Not Reproduction!

THE GOLDEN TONE—
Noiseless and Everlasting!

NEEDLE that will play any and every record!

A needle Supreme for All machines!

A needle that means the absolute abolition of all harsh, scratchy, screechy tones, to say nothing of the annoyance caused by the troublesome necessity of changing points. A needle with which you are able to hear REAL MUSIC, such as has never before been produced by any machine in the world.

A needle paramount in every particular scheme of reproduction in that it is adaptable in fulfilling every possible requirement. Like the chameleon it becomes instantly acclimated to the color scheme—to the touch and tone of any melody or musical maneuver.

A needle that Re-Creates!

And it never wears out!

And it is sold under just that guarantee and certificate of warranty.

THE ACID TEST—
The Proof of Supremacy!

YOU can adjust the Supreme Golden Tone Needle at any time, graduating it from the softest, sweetest and most mellow tone to the full volume of a brass band.

This tone shading possibility permits of effects never before thought of, projects sound pictures never before conceived and transmits all tones unadulterated, unblemished and true to nature.

It is distinctive and remarkable. It transplants you to another sphere—another world, wherein all things are melodiously beautiful and rapturously perfect. You marvel and are enchanted.

It makes you live the music! And who knows best your desires, wishes, whims and fancies? The Golden Tone opens the way to perfect Re-creation of symphonies and other pretentious forms of music, which could never even be attempted with reproducing points known in the past.

DEALERS!

The most remarkable proposition ever offered you is the exclusive sales rights in your territory on this heaven-sent invention. Write Quick—Wire Now!

THE SUPREME GOLDEN TONE NEEDLE

\$5.00 Retail

A Musical Miracle!

DEALERS!

This sensational little instrument needs little or no sales talk. It sells itself—for the proof is in the hearing. And it plays Any Record—Any Machine!



Address all communications to the
Supreme Sales Co.
207 So. Wabash Ave.
CHICAGO
U. S. A.

THE Supreme Golden Tone Needle is a scientific miracle. It does not "ride" but Simply Floats Over The Record Without Wear—with effects so exquisite that once you have played it, you will never again be satisfied with any other needle.

ITS beautiful, faultless tone—so natural and life-like that it absorbs you—and its ability to adapt the renditions of all artists, all melodies, all everything to acoustic conditions of any room or area makes it Supreme in the field of reproduction.



BIG TRADE BODY IN PITTSBURGH

Talking Machine Men Interested in Central Mercantile Council, Organized to Eliminate Trade Abuses, Etc.—Supporting the Price Maintenance Measures—Trade Active

PITTSBURGH, Pa., May 8.—The talking machine dealers of this city have come forward with other business men's associations to form a central trade body which promises to be one of the most effective and far-reaching of its kind ever attempted here. A meeting was held recently and a temporary organization was formed under the name of the Central Mercantile Council of Pittsburgh. Among the organizations represented were the Talking Machine Dealers' Association of Pittsburgh, the Pittsburgh Credit Men's Association, the Retailers' Board of the Chamber of Commerce, and some fifteen others. The purpose of the new trade body will be to take up trade abuses, to obtain favorable legislation, local, State and national, and to remedy any troubles now existing in the various lines of business. A resolution was adopted assuring the Chamber of Commerce of the organization's support of the Ashurst-Stevens bill in Congress. The official purposes of the body are to be defined by a committee appointed with instructions to report to the different trade bodies which are represented. L. Friedl, local manager of the Columbia Graphophone Co., was appointed on the committee, to which is also entrusted the task of forming a permanent council.

The Victrola department of the W. F. Frederick Piano Co. is doing a fairly satisfactory volume of business, Manager George Hards reports. This department is pushing the record end of its business in a very aggressive manner, and the result has been a nice gain each month. One of the large windows of the Frederick store has been given over to a unique exhibit, consisting of an attractive arrangement of machines and large reproductions of records, measuring five feet in diameter. This display is one of the most striking featured here in some time.

French Nestor, manager of the wholesale department, and George Hards, manager of the retail department of the W. F. Frederick store, left on May 9 for a visit to the Victor factory and to a number of dealers and jobbers in New York City. They will remain away about a week.

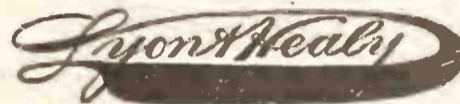
The Talking Machine Shop, in the Jenkins' Arcade Building, has furnished the latest Edison Diamond Disc phonograph to the William Penn Theatre, Northside, Pittsburgh, one of the finest motion picture houses in the city. This

Talking Machine Moving Covers Insure Safe Handling



**Khaki,
Felt Padded**

Made to fit any style Talking Machine **\$5.00**



Chicago, Ill.

Manufacturers of Talking Machine Covers

Special Inducement to Jobbers

instrument is being used in connection with momentous photo dramas, and has proven a decided success. Special records, in keeping with the action of the plays, have been supplied, thus adapting the music to the needs of the pictures in an unusually successful manner.

Manager C. Fred Newman, of the Boggs & Buhl Victrola department, reports a marked increase in business over April a year ago, and states that a steady gain is shown in both instrument and record sales. The annual "remnant sale" of Boggs & Buhl is stimulating trade in the talking machine section this week by bringing into the store an extraordinarily large number of patrons. Several new salespeople have been taken on recently.

A recent event of note was the marriage of Emil Hadd, manager of the McCreery & Co. Victrola department, to Miss Hazel Dunn, formerly associated with the talking machine section of the Schroeder Piano Co. and the McCreery department. Mr. and Mrs. Hadd have been made the recipients of the best wishes of their many friends in the trade.

May, Stern & Co., the prominent local furniture house, has opened a Columbia talking ma-

chine section in their handsome new store at 914-920 Penn avenue, Pittsburgh. An entire floor is devoted to the new department, five handsome parlors having been installed.

The Talking Machine Dealers' Association held a business session on Monday evening, May 8, which was well attended by the trade. Discussion of the question of sending records on approval was continued from the previous meeting. Among other matters brought up was the plans for the annual outing of the association, to be held in July. Several new members were taken into the organization.

SOUND-BOX THIEVES ACTIVE

Joseph H. Mayers, head of the International Phonograph Co., with stores at 196 East Houston street and 101 Essex street, New York, reports four Victor Exhibition sound-boxes used for demonstration purposes were recently stolen from machines in his stores, three of the sound-boxes being taken in one day. Unfortunately, Mr. Mayers has no record of the numbers of the boxes, but reports the thefts as a warning to other dealers in New York to be on guard.

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON
General Office, 39 Boylston Street,
Boston, Mass.

April 10, 1916.

The Victor Electrical Equipment Co.,
248 Boylston St.,
Boston, Mass.

Attention of Mr. Davis.

Dear Sirs:

For the past two weeks you have been demonstrating in our Boylston Street windows the Veeco motor, which is used for the operation of victrola and other talking machines electrically.

Our investigation of this device, made during the period of the demonstration, has proved to us that it is mechanically an excellent product and is commercially valuable. We, therefore, would like to make arrangements with you to carry this motor as a part of our regular merchandising selling plan and will request you to see Mr. C. H. Crockett, our Purchasing Agent, as soon as possible in order to make a suitable arrangement for its sale in our nineteen different offices.

This is the only electric talking machine motor which we have yet seen that has been demonstrated to us as being both mechanically and commercially successful.

Please give this matter your immediate attention in order that the sale may start as soon as possible.

Yours very truly,

[Signature]
Supt. Application Department

Dictated W.G. Stearns
LHS

STOP! LOOK! LISTEN!

Did you see our full page Advertisement in the April issue? If not, **READ THIS**



Now write for our catalogue which tells WHY you should handle

VEECO

It is the first and only practical and complete electric drive for talking machines. It completely replaces the spring motor and eliminates all its troubles.

Just press the button. VEECO does the rest.

VICTOR ELECTRICAL EQUIPMENT COMPANY
248 Boylston Street, Boston, Mass.



This Model \$200



This Model \$100



This Model \$25

The Reason Appreciation



PATHÉ

Progress

The buying public is quick to appreciate improvement in any field of endeavor and anxious to be benefited thereby. This is the reason for the sudden growth of distribution and popularity of the Pathéphone and Pathé Discs. The nation wide recognition of these improvements has been capitalized upon by many business men who have been shortsighted enough to appreciate the remunerative possibilities in selling Pathéphone and Pathé Discs.

The famous Pathéphone and Pathé Discs are the most remarkable phonograph developments since the original phonograph itself. They command a new respect for phonographic music. One of the most remarkable features of the Pathéphone is its departure from the use of the sharp metal needle. On the Pathéphone, there *no needles to change* when playing Pathé Discs.

Pathé Sapphire Ball

The highly polished Sapphire Ball which is used to reproduce Pathé music, cannot dig nor wear the disc and after being played over a thousand times, there is no wear that can be noticed even with the use of the microscope. The polished round ball and semi-circular groove in which it travels, are two of the secrets of *really natural* sound reproduction.

The source of the music is at the ball, from which it is carried to the resonant all-wood tone chamber. The Pathé Sapphire Ball and wood tone chamber are likened to the violin. The ball reproduces the music and the Pathé tone chamber or sounding board amplifies and strengthens it just as the violin string produces the music and the wood tone chamber increases and amplifies its tone.

The Pathé Tone Control allows a perfect adjustment of volume according to the will or mood of the player.

PATHÉ FRÈRES

28 WEST 38th

for Public on of the—

é



PHONE

Pathé Discs

Pathé Discs are recorded in every musical centre in the world by artists of international and American fame—such artists as Ruffo, Caruso, Cavaliere, Fitzui, De Cisneros, Slezak, Weil, Ober, Urlus, Boninsegna, Koralek, Giorgini, Constantino, Lauder, Sammarco. The enormous Pathé Disc repertoire is kept strictly up to date. Nothing is spared in the construction of these records to make them the most durable, and at the same time, the truest to the artists' original renderings. They are most practical because they never lose their musical qualities—they *never* wear out. They are the largest discs made. The large disc makes possible long sound waves. Long sound waves are the truer music. Prices 65c to \$4.00. All double-faced, including operatic selections.

Pathephone cabinets are all artistically and conservatively designed, finished in all of the popular finishes. Prices \$15 to \$225. Pathephones \$25 and up are *equipped to play all makes of disc records perfectly.*

Pathé Dealers

Many successful music dealers are selling the Pathephone and Pathé Discs, both of which are proving a source of steady income. In a very short length of time, Pathé service and co-operation have helped to develop small agencies into big Pathé distributors:

The Pathephone is a winner because it requires but little more than demonstration to sell it. Its wonderful tone and many other merits are instantly appreciated by the prospective buyer. You should lose no time in writing to learn more about the Valuable Pathé Franchise that awaits live dealers.

Write to-day and let us tell you more about the famous Pathephone and life-like Pathé Discs.

PHONOGRAPH CO.
NEW YORK



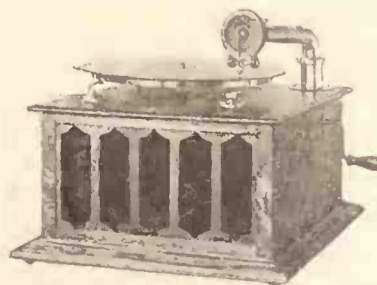
This Model \$225

Pathephones and Pathé Discs

A combination of French
inventive genius and
American Manufacturing
brains



This Model \$50



This Model \$15

NEW MANAGER FOR EDISON WORKS

C. E. Fairbanks, a Man of Wide Experience, Takes Important Post on May 1—Tells of First Experience with the Phonograph

C. E. Fairbanks, formerly works manager for the Gilbert & Barker Manufacturing Co., of Springfield, Mass., assumed a similar position with the Thomas A. Edison phonograph works on May 1, where he will have under his direct supervision over 3,500 employees.

While in Springfield, Mr. Fairbanks was president of the Executive Club and vice-president of the Aero Club, of that city, and became widely known through those connections. He leaves a host of friends in Springfield who have



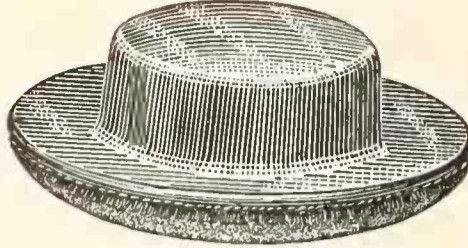
C. E. Fairbanks

extended him best wishes for success in his new position.

In reference to his connection with Thomas A. Edison, Inc., Mr. Fairbanks had the following to say:

"My coming to the Edison phonograph works is somewhat accidental in itself, and yet I cannot help but go back to a winter's night thirty-one years ago. At that time I was living on

"Standard" Record Cleaner



Price, 50 Cents, List

Patented June 2, 1914

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

a farm. Through the weekly newspapers and the talk of my elders I had heard of the wonderful talking machine. There was some division of opinion as to whether it was newspaper talk or in reality would do what was claimed for it, namely, talk. The opportunity to verify the statements came to me when an exhibitor brought one of these machines to a near-by town. I went on horseback with others to hear it. We each paid 50 cents for the privilege. Everyone was, of course, impressed with the marvelous fact that this piece of mechanism had a human voice. I stayed after the crowd left and helped pack it up, so that I might get a near view of it. Of course it was wonderful that such a machine could have been invented, but only a superman could do that. He was not of the earth, earthy; he somehow belonged, in my opinion, at least, above in the clouds. I was more interested in the mechanism—the various parts that some man had fashioned and put together, so that it might have a soul, and that night I determined to 'make things,' and now thirty-one years afterward, I find myself in this bee-hive of 'making things' under the leadership of this superman who gave a soul to a machine. Others may have chained the lightning, and made steam and other forces our obedient servants, but only a superman could

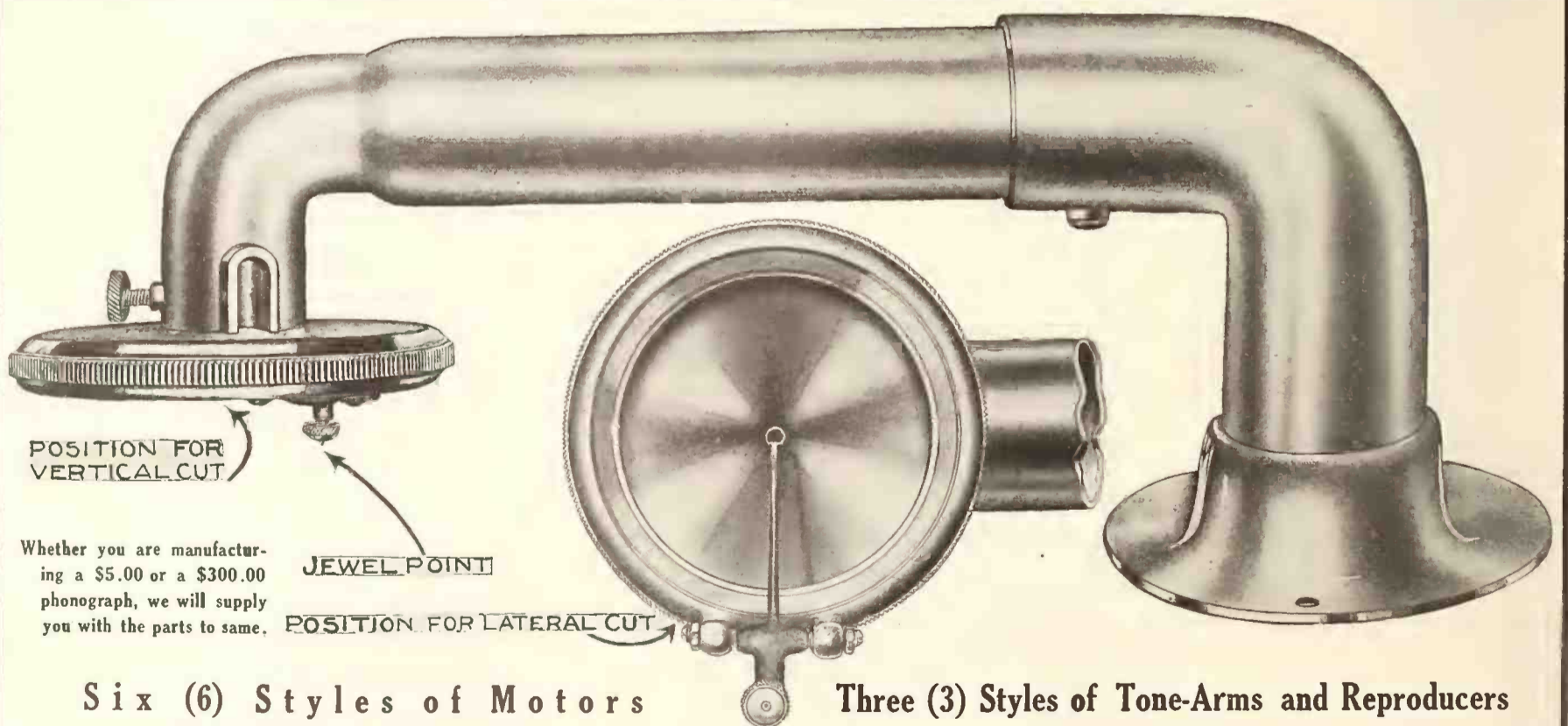
devise a means for catching and preserving forever and sending out again, that intangible individualistic expression of the soul—the human voice, and to-day the phonograph is even more wonderful than it was thirty-one years ago. Now it has not only a soul, but an educated one. It is easy to catch the spirit which prevails here, and our slogan will be 'quality first.'

FORMAL OPENING IN LANCASTER, PA.

LANCASTER, PA., May 9.—One of the interesting musical events in this city recently was the formal opening of the new store of the Home Music Co., at 9 North Queen street, which was spread over two days, Saturday and yesterday, and attracted much attention.

The new company handles the Columbia Grafonolas and records exclusively, and the store is elaborately equipped and handsomely fitted up to take care of trade of the better sort. In connection with the formal opening the Home Music Co. carried artistic full page advertisements in the daily papers.

W. F. Duffold & Co. are conducting a handsome talking machine store at 318-320 East Washington street, New Castle, Pa., handling a complete line of Columbia machines and records.



Whether you are manufacturing a \$5.00 or a \$300.00 phonograph, we will supply you with the parts to same.

JEWEL POINT

POSITION FOR LATERAL CUT


Six (6) Styles of Motors

Three (3) Styles of Tone-Arms and Reproducers

READY FOR DELIVERY



Our famous No. 1 complete outfit, consisting of motor playing nearly two 10" records with 10" turntable; reversible tone-arm, with sun-rayed diaphragm sound-box, at \$2.50, for quantity users.

Independent German-American Talking Machine Co., Inc., 56 BLEECKER ST. NEW YORK



A personally selected list of records which you should have in your home. Kindly mark any you would like to hear, and it will be a pleasure for us to play them for you.

11716	How Dimple Lays the Gold	Edison	75	16553	Adams Family	Edison	75
11722	Swing Time	Edison	75	16566	Swing Time	Edison	75
11732	Swing Time	Edison	75	16125	Swing Time	Edison	75
11737	Swing Time	Edison	75	16334	Swing Time	Edison	75
11743	Swing Time	Edison	75	16413	Swing Time	Edison	75
11771	Swing Time	Edison	75	16488	Swing Time	Edison	75
11776	Swing Time	Edison	75	16521	Swing Time	Edison	75
12723	Swing Time	Edison	75	16568	Swing Time	Edison	75
12877	Swing Time	Edison	75	16595	Swing Time	Edison	75
12911	Swing Time	Edison	75	17222	Swing Time	Edison	75
14129	Swing Time	Edison	75	17231	Swing Time	Edison	75
14131	Swing Time	Edison	75	17249	Swing Time	Edison	75
14296	Swing Time	Edison	75	17342	Swing Time	Edison	75
15342	Swing Time	Edison	75	17358	Swing Time	Edison	75
17116	Swing Time	Edison	75				


Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

"SUPREME" SONORA INTRODUCED

Recital Held on Tuesday Afternoon, April 25, to Demonstrate \$1,000 Instrument

The formal introduction of the new "Supreme" Sonora phonograph which sells at

In sending out the invitations to the demonstration, George E. Brightson, president of the Sonora Phonograph Corp., declared that the newest instrument would prove a revelation to those who heard it for the first time and before the conclusion of the program, those who attended agreed with him.

One of the particularly interesting features of the program was the exhibition of dancing given by Miss Queenie Smith, premier dancer of the Metropolitan Opera House Ballet School, to the accompaniment of music from the "Supreme" Sonora. Refreshments were served to the audience during the intermission. At the end of the Salon, a stage specially arranged with reference to its acoustic properties was set up, whereon the Sonora was placed. The novel arrangement and stage setting can be seen in the photograph shown herewith. The setting was simple, but very artistic, and won favorable comment.



Miss Queenie Smith Dancing to Music of Supreme Sonora \$1,000, took place at the Sonora Salons, 668 Fifth avenue, New York, on Tuesday afternoon, April 25, before a most select audience.

ENTER TALKING MACHINE FIELD

The Franz Bruckner Mfg. Co., 105 East Twenty-ninth street, New York, which is well known in the musical instrument industry as a violin manufacturer of many years experience,

has entered the talking machine field, and is manufacturing a line comprising four machines. At the present time, the company is specializing on the sale of a \$15 model, known as the "Conqueror."

NEW TERRITORIAL SUPERVISORS

The sales department of Thomas A. Edison, Inc., has announced the appointment of two additional territorial supervisors. Both have already left for their posts.

Lewis Albert Zollner is to supervise the Chicago, Milwaukee, Minneapolis, Des Moines and Sioux City zones. He is a graduate of the University of Wisconsin, and has had considerable sales experience, his last previous connection being with the Singer Sewing Machine Co. at Port of Spain, where he was managing salesman and auditor. Charles R. Lee for the present will supervise the Atlanta zone which was recently established by the Edison Co.

BIG OPPORTUNITY

An established Victor business for sale privately. Record sales alone \$4,000 to \$5,000 annually. Town of 10,000 people, Southern Pennsylvania. Centrally located. Low rent. Owner's failing health cause. Address "B. A. H.," care Talking Machine World, 373 Fourth avenue, New York.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

YOU NEED THIS MAN—A pioneer inventor and expert in talking machine field, who is capable of and has equipped recording laboratories, pressing plants, designed successful motors, etc., has some propositions that should interest many of those in the trade and those who plan to enter it. Knows the production end thoroughly and is in possession of some money making plans. Now connected with one of leading companies. If you are interested in a big proposition, write at once for details. Address "Box 317," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTOR STOCK FOR SALE—\$300 worth clean stock of Victor machines and records, will sell at cost price and ship anywhere. Address "Box 319," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Victor and Edison agency and general music store in best 20,000 city in Southern Wisconsin. Store in exact center of city. Town growing fast. Poor health reason for selling. Great future for live wire. Address "Box 320," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER WISHES TO COMMUNICATE—Expert talking machine department manager with seven years' successful experience in the talking machine business. Thoroughly understands mechanism of all makes of talking machines. A-1 salesman, manager or both, having road experience, now employed. My age is 27. Open June 1 for good proposition, with large retailer or jobber, willing to go anywhere. Address "Box 318," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG SALESMAN wants position selling phonographs. On the floor or canvassing. Salary and commission preferred. Address "Box 321," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. MANUFACTURER: Can you use a high-grade phonograph salesman, one who has had several years road experience? Retail store management would interest. Now employed. Address "Box 322," care The Talking Machine World, 373 Fourth Ave., New York City.

AN ALL AROUND talking machine man with a thorough knowledge, to take charge of a manufacturing talking machine plant. Desires position with reliable firm; will go anywhere. Best of references. Address "Box 323," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN, eight years experience in all branches of the Victor line, is open for reliable position. What have you? Also state salary if I fill the bill. Address "Box 324," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED: Young man, 25 years old, wishes connection with live firm as inside and outside salesman. Familiar with all the leading machines. Moderate salary and commission. At present employed but wishes to make a change. Good references. Will go anywhere. Address "Box 325," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED: A young man, 19 years old, experienced in the talking machine line, can do shipping, assembling, purchasing parts and repair motors. Address "Box 326," care The Talking Machine World, 373 Fourth Ave., New York City.



TALKING MACHINE COMPANY, INC.
380 - 382 - 384 Lafayette Street, New York

Manufacturers of reliable motors for reliable phonographs and of the Melophone and Liberty Phonographs

ANNOUNCE

The removal of their General Offices and Display Rooms to the Building at Nos. 380-382-384 Lafayette Street, at the corner of Great Jones Street, City of New York, N. Y.

ENTER TALKING MACHINE FIELD

New Talking Machines Produced Under Auspices of M. Schulz Co. Officers Show Variety in Case Designs and Some New Features

CHICAGO, ILL., May 8.—The new talking machines of the Magnola Talking Machine Co., a corporation officered by the principals of the M. Schulz Co., one of the large piano manufacturing concerns in the country, are now on exhibition at the company's general offices and wholesale warerooms at 711 Milwaukee avenue, this city. The case designs and cabinet work are excellent, as twenty-five years' experience in piano case production can not but have its effect on a product of this nature. While there will probably be other models introduced later, those at present ready for announcement include styles ranging from \$75 to \$200 in retail price—all cabinet machines. There's one in the Sheraton style, another in the Queen Anne, an Adam design and a beautiful Louis XVI. retails for \$150. It is furnished in either mahogany, oak or burl walnut.

There are a number of special features about these machines, but one on which the company puts particular stress is the "tone reflector," built in accordance with science of sound board construction. All types of Magnolas are equipped for playing both lateral cut and hill and dale records.

REPORTS GROWING DEMAND

The Fraad Junior Proving a Live Feature of the Fraad Talking Machine Co.'s Line—Lease Two Additional Floors on Broadway

The Fraad Talking Machine Co., 1160 Broadway, New York, reports that there is a steady increase in the demand for various machines manufactured by that company particularly the Fraad Junior, the small sized full cabinet machine introduced recently.

The Fraad Co. in order to handle the business properly has made arrangements to take over the two upper floors of the Broadway address, where at the present time they occupy the store and basement. The extra space will be used for the storage and assembling of machines. Daniel Fraad, president of the company, is now giving his full personal attention to the business with excellent results.

Recently a fire in the basement of the Fraad store threatened for a time to wipe out a large part of the stock on hand, but by quick work the flames were confined to one section of the basement and the loss limited to a few hundred dollars.

INCREASE INSTRUCTING STAFF

The mechanical instructing staff maintained by Thomas A. Edison, Inc., for the benefit of Edison dealers has been increased by the addition of two new instructors. George A. Cummings has been assigned to territory on the Coast, and E. E. Bedford will care for the dealers in the Atlanta zone. Both are skilled phonograph mechanics, and their work will be very advantageous to dealers who appreciate the importance of understanding how to handle the mechanical difficulties that arise in their business.

The members of the staff of the Edison mechanical instructors are now distributed as follows: Edward Trautwein, Bangor, Boston, New Haven, Albany and Syracuse zones; J. E. Knipper, New York, Philadelphia, Williamsport and Richmond zones; James Finlayson, Cleveland, Cincinnati, De-

troit, Indianapolis and Pittsburgh zones; E. B. Bedford, Atlanta zone; A. E. Schiller, Chicago, Milwaukee, Minneapolis, Des Moines and Sioux City zones; D. Lawson, St. Louis, Kansas City, Omaha, Denver, Ogden and Helena zones; Joseph McCloskey, New Orleans, Dallas and El Paso zones; George A. Cummings, Los Angeles, San Francisco, Portland, Seattle and Spokane zones.

FOR XMAS. VICTOR BUSINESS

Along with the widespread Victor activity comes an interesting new enterprise in the nature of a specially designed wrap for paper boxes in which records for Christmas trade are sold. Holly-decorated boxes for this purpose have already been used, but the special wrap, showing the design reproduced herewith, will interest enterprising dealers, particularly as it is said that they have official approval. These novel box-wraps are manufactured by Augur.



Artistic Christmas Box

Keeping Pace With the Times

Requires alertness and an occasional jump. Both are necessary in the long run for success.

Lack of alertness on the part of the Distributor, sometimes causes the Dealer to fall behind.

Have you been able to hold the pace? If not, now is the time for you to jump.

The going has never been so hard or the pace so fast as during the past year. Notwithstanding this fact, our dealers have been able to keep abreast of it.

There must be a reason. There is, and a good one.

We are always on the alert



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



Swyers & Machold, Printing Arts Building, New York City, and sold either direct to the dealer or to the box-maker.

The Pettit Jewelry Store, of Downs, Kans., has added the Pathé Pathephone to its stock.

THE
GOLDEN
TONE

The
Musical Miracle!
The Heaven-sent
Invention!

THE GOLDEN TONE
SUPREME SALES

SEE PAGE 46

Just Received

Big lot of Swiss Motors, tone arms, and sound boxes. Also handle U.S.A. motors. Complete stock. Orders filled same day received.

B. OLSHANSKY

1216-1222 So. Jefferson Street

CHICAGO, ILLINOIS

VICTOR CO. ANNOUNCES 10% WAGE INCREASE

All Factory Employes of the Company, with Exception of Executives, to Participate in Increase—Generous Action Entirely Voluntary on Part of the Company

CAMDEN, N. J., May 12.—Not so very long ago the Victor Talking Machine Co. voluntarily put into effect a new working schedule which served to reduce the hours of the employes without change in the wage scale. This act resulted in an increase of considerably over a million dollars annually in the payroll of the company. Hardly had the favorable comments over this generous action of the Victor Co. died down, however, than there was issued, under date of May 11, a notice of a general 10 per cent. increase in the wages of all factory employes, with the exception of certain executives, and which became effective on May 8. The increase was an entirely voluntary act on the part of the Victor Co., and was made without solicitation. It simply reflects, to a marked degree, the spirit with which the Victor Co. has always dealt with its employes and the success of which is indicated by the loyalty of those employed by the company and the practical absence of the usual labor troubles that frequently bother large manufacturers. The notice sent out by the company, and which explains in detail the reasons for the increase, is as follows:

NOTICE

After a thorough and lengthy consideration of the subject the Victor Co. has found it practicable to decide upon an increase of 10 per cent. in wage rates of all factory employes except in the offices, the superintendents, foremen and straight time employes.

Change effective May 8, 1916.

This increase is made possible by the increase in demand for Victor goods and the splendid response to the company's appeal for efficient co-operation by its employes upon the occasion of the recent change to an eight-hour day. It must be borne in mind, however, that the Victor Co.'s products are not among the commodities that rise in retail price when the cost of manufacturing increases. Owing to the general increase in the cost of materials, the cost of manufacturing has been greatly increased during the past year, but the company does not receive any more money for its goods.

VICTOR TALKING MACHINE CO.

RIGHT TO TRADE MARK ABSOLUTE

B. V. D. Co. Wins Friendly Suit Over Label—Judge Hand Decides Issue Placed Before Him by Agreement with New York Merchandise Co.—Decides Advertisements of Other Goods Must Not Refer to Branded Article

Judge Learned Hand, in the United States District Court, last week handed down a decree that the use of the "B. V. D." label in any manner in advertising other merchandise of a similar character was contrary to the rights in the trade-mark of the B. V. D. Co., a decision of interest to the talking machine trade.

The decree was made after a hearing in the Federal Court Building on April 28, on a motion by Briensen & Schrenk, solicitors for the

complainant New York Merchandise Co., composed of Philip Waslansky, Victor Price and Joseph Hattenbach. The case was placed before Judge Hand for final adjudication by the mutual consent of both companies, and without the formalities of a court procedure.

It was stated at the hearing that the New York Merchandise Co. had advertised its goods in catalogs, placards and other mediums as being similar to the B. V. D. article, of having the same style as the B. V. D. Complaint against this practice was made by the B. V. D. Co. and the matter was carried before the court.

Judge Hand said: "The B. V. D. Co. is the sole and exclusive owner of the trade mark 'B. V. D.' and as owner thereof it is entitled to be protected against the use by others of expressions such 'B. V. D. Styles,' or 'Same Style as B. V. D.' or other like or similar expressions when used in catalogs, announcements, advertisements or placards in referring to underwear bearing other labels than 'B. V. D.'"

"The defendants having heretofore issued a catalog in the name of the New York Merchandise Co., in which underwear not bearing the B. V. D. label and not made by the B. V. D. Co. was offered for sale as 'Men's Crossbar Nainsook Drawers: same style as 'B. V. D.,' two dozen of a size in a box. Special,' shall not hereafter issue any other or further catalogs or circulars containing said expression, 'Same style as B. V. D.,' or any similar expression.

"Further decreed that the defendants notify every person or concern to whom said catalogs have heretofore been sent or issued to the effect that the phrase 'Same style as B. V. D.' is withdrawn with respect to the men's crossbar nainsook drawers offered on page thirty-three of the original catalog, and that dealers having heretofore purchased such merchandise are cautioned not to use the trade-mark 'B. V. D.,' either alone or in such phrases as 'B. V. D. style,' 'Same style as B. V. D.,' or similar expressions as representing merchandise purchased from the New York Merchandise Co."

Philip Waslansky said this week that the adjudication made by Judge Hand was a result of a friendly suit agreed to by both companies in an effort to settle the controversy without recourse to litigation. The company would withdraw its advertisements of such nature and would notify its customers of the change, he said.

EDISON PUBLICITY IN THE HERALD

The New York Herald in its anniversary number, published May 7, contained a full page devoted to Thomas A. Edison and the many products which his factories in West Orange are producing. A full history of the experiments necessary to perfect the Edison Diamond Disc phonograph was given, besides a general description of the phonograph and its ability to re-create music. Other Edison products such as the Edison dictating machine, and Edison motion pictures, were described.

OPEN VICTOR DEPARTMENT

M. Friedman & Co., located on Post street, San Francisco, have opened a Victor talking machine department, half of the first floor being devoted to a display of Victor machines and records.

Your Best Customer

Buys liberally when you provide

A SIMPLE FILING SYSTEM

which files and finds

THE RECORDS Wanted, Instantly

It adds to the enjoyment of his Record Library

This Unit

Holds 600—10 or 12 inch Records in 2 sections. Music Folios, Player Rolls, etc., in one section. Records, Needles, Catalogs, etc., in Base Drawer. Every number is visible, therefore filing and finding is instantaneous. Special Guides and Index Numbers make it as simple as A. B. C. A sample Unit will prove these facts.

ORDER TO-DAY

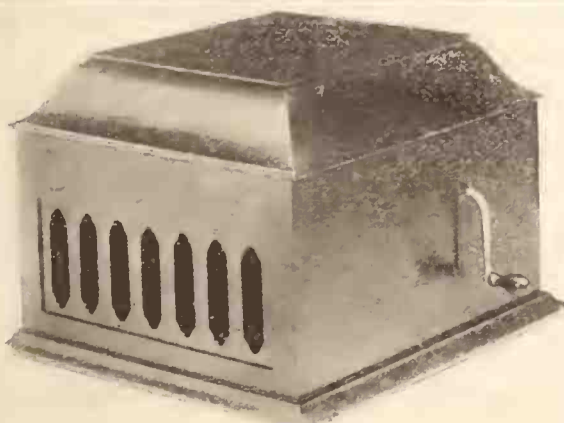
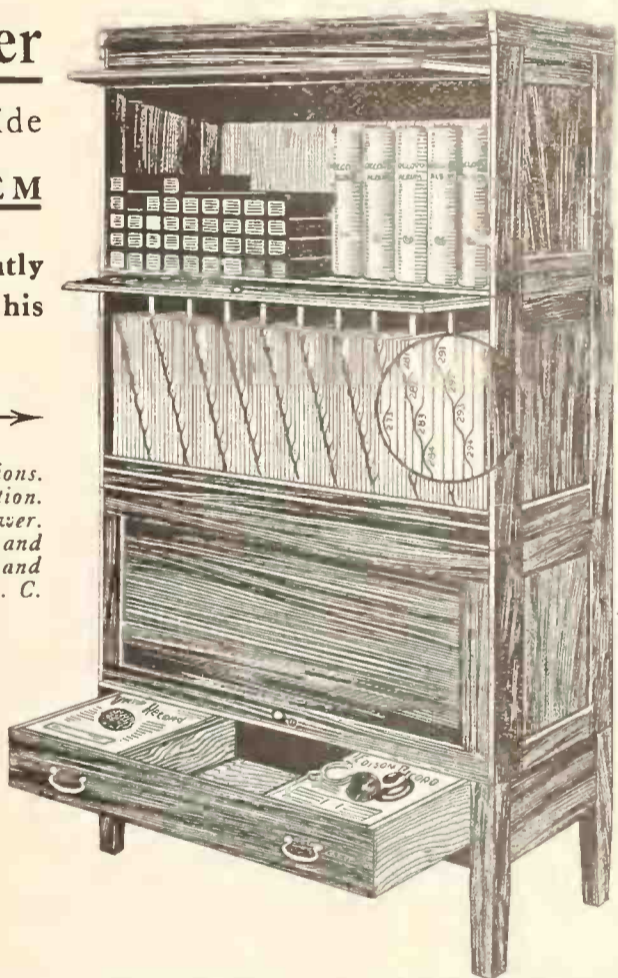
A Special Model for Dealers' Stock (All makes of Records)

Guaranteed to increase your sales, save your time and space

Write for Special Proposition

Ogden Sectional Record Cabinet Company

LYNCHBURG, VA.



One of our most successful sellers

The machine that is guaranteed to play any record without any special attachments or special needles.

Write for illustrated catalog and best dealer discounts

We make a complete line of high-grade machines retailing from \$7.50 to \$50.

MUTUAL TALKING MACHINE CO.
47 West 42nd Street New York

MUTUAL No.3--\$25.00 Retail
Width, 15½ inches, depth, 17½ inches, height, 13¼ inches

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

ENCOURAGING TRADE.

Methods of the Australian Commission Prove Satisfactory

Trade commissions for junketing purposes are largely things of the past. The dominating idea now is to put into the field men who know how to study markets and bring or send back home knowledge that may be of direct value to those interested. One of the most satisfactory efforts made by foreign countries to develop trade with the United States has come about through the Government of New South Wales, Australia. A special commissioner was first sent to America some twenty years ago. Following this a trade commission was appointed and an office established in San Francisco. The past two years have proved to be so satisfactory, as demonstrated by the San Francisco office, that the Government has given that office authority to establish branches in any of the States of this country or Canada in which they deem it wise to do so. The work of these offices is described as follows:

1. To generally supply information about all matters regarding Australia.
2. To do whatever seems advisable in the direction of securing sale for Australian products in this country.
3. To put American business men in touch with Australian business men so that mutually beneficial trading may be brought about.

The cost of the San Francisco office and the New York branch is about £7,000 a year, but the trade results have been so far in excess of the cost that the policy of the Government is to extend the commission's operations.

ELECTRIC BULBS FOR NEEDLES

An ingenious substitute for a talking machine needle was discovered recently by some sailors in the United States Naval Station at Guantanamo Bay, Cuba. A group of the seamen had ordered a machine from the United States, but

SCHLOSS BROS. LATEST CREATION

The "Cabinetmatch"



Ready for Immediate Delivery

SCHLOSS BROTHERS

637-645 West 55th St.
New York

Phone:
Columbus 7947



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

800

Showing interior shelf-construction, with removable moulding so machine can easily slide in, giving a perfect "Cabinetmatch" appearance. Finished shelves. Average weight crated, 80 pounds.

Same cabinet, without moulding. Matches Columbia Favorite. All finishes.

when it arrived, found that no needles had been sent with it. They were bemoaning their inability to play the records which came with the machine when a sailor appeared carrying a number of electric light bulbs. Out of curiosity he started the machine and pressed the tip of one of the bulbs against the record. The record began to play very distinctly and the machine was operated for several days in this manner, until some needles were secured. What happened to the records after they had been sub-

jected to this "electric light" form of playing is not stated. Necessity has been the mother of some strange children, but it is doubtful if tungsten bulbs will ever successfully rival 'Tungs-tone needles!

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

THREE NEW TRITON MODELS

New Standards of Talking Machine Values



Style 2—Retail price \$10.00. Dimensions, 16 1/2 x 16 1/2 x 7 1/4. Mahogany finish. Strong single spring Triton motor.



Style C—Retail price \$17.50. Dimensions 16x16x11. Mahogany finish. Strong single spring Triton motor.



Style D—Retail price \$30.00. Dimensions 18x22x14. Mahogany finish. Strong worm drive, double spring motor.

All TRITONS are equipped with reversible tone-arms, playing *all* makes of disc records with a mere turn—without any attachment.

Cabinet work of standard grade, well finished.

BETTER DISCOUNT TO DEALERS
Exclusive territorial arrangements
for dealers and jobbers

TRITON PHONOGRAPH CO.
41 UNION SQUARE NEW YORK

UNUSUAL ACTIVITY IN CLEVELAND

Electric Grafonolas in Great Demand—Prospects for Summer Business Very Good—Mme. Rappold Gives Edison Diamond Disc Tone-Test—Other News of the Month

CLEVELAND, OHIO, May 8.—The unusual activity prevalent in the talking machine industry in this city has not waned during the past month; in fact, from the various reports there are many methods used to keep the industry alive. Many industries have voted a wage increase to their employes and the city is in a very prosperous condition.

Many dealers and jobbers report a shortage in goods and, in view of the fact that many dealers are already placing orders, the jobbers are very optimistic.

The Grafonola department of the Wm. Taylor & Sons Co. enjoyed another excellent month's business during April, and Manager T. A. Davies says that there was an enormous increase over the same month last year.

Manager G. E. Norton, of the Grafonola de-

partment of the G. M. Ott Piano Mfg Co., says that the electric Grafonolas have been in great demand during the past month. He says that he expects a heavy summer business.

The Columbia Graphophone Co., under Manager Madson, had the second largest month's business in the history of the company. Many merchants have already placed their fall orders and but for the shortage in goods a most phenomenal business would have been consummated. Manager Madson in his short history with the Columbia Graphophone Co., of this city, has built the business until it is in the front rank. The Home Furniture Co., of Toledo, is about to open a new Grafonola department and H. R. Goldy, formerly with the Columbia Graphophone Co., will be in active charge.

H. Fraiberg, the prosperous Columbia dealer, has opened a new store in the east end.

The Phonograph Co., of this city, Edison Diamond Disc distributor, reports a very good month's business. Many tone tests have been given recently, the most prominent being by Mme. Marie Rappold, Metropolitan Opera star, at Columbus May 3.

During the past month four special mechanics, of the White Auto Co., of this city, purchased Style C 250 Edison Diamond Disc phonographs from the Phonograph Co.

The Starr Piano Co. is building a new phonograph factory in Richmond, Ind., a beautiful structure 255 feet long and 55 feet wide and six stories high.

The Collister & Sayle Co., of this city, Victor distributor, reports business very good, although there has been a marked shortage in goods. Manager H. A. Dorn says that the record business is exceptionally good.

The Eclipse Musical Co., extensive Victor distributor, reports an enormous increase over the same month last year. General Manager C. K. Bennett took a business trip to Akron, and E. B. Lyons attended to important business in Toledo and Detroit. All the dealers throughout the territory report satisfaction with the excellent service extended them.

The Hueter Jewelry Co., Victor dealer, is planning to increase the space for the Victrola business. Manager Hueter says that he anticipates increased business and since he believes in "preparedness" will be ready for the increasing demands.

SOME HISTORIC RECORDS

Are Those Made by Edwin Booth Now the Property of His Son-in-Law

Ignatius Grossman, the son-in-law of Edwin Booth, has in his possession one of the most valuable sets of phonographic records in the world, for they contain the voice of the great actor himself. Not very long before his death Booth recorded Hamlet's soliloquy, one of Iago's great speeches, and Richelieu's famous "Curse of Rome."

An endeavor was made by an official of Thos. A. Edison, Inc., to induce Mr. Grossman to take the records out of the storage warehouse in which they are carefully preserved, and to play them in his presence. The object of the experiment was to determine whether or not these original records could be used to make new reproductions—whether the voice could be transferred to the regular master records. But it was found that the voice, though wonderfully clear and distinct was too faint for recording purposes. There was, however, the same magnificent quality which has made countless numbers sit breathless and spellbound until the last echo had rolled away. What a wonderful thing it would have been if the public could once more have heard perhaps the greatest Hamlet of them all moralize upon the evils of inaction, the villainous Iago uttering his poisonous sentences and the great Cardinal defying the mandates of his king.

THE UNITED TALKING MACHINE CO.

The Secretary of State at Trenton, N. J., issued a certificate of incorporation to the United Talking Machine Co., of Newark, on May 6. The capitalization of the concern, which will manufacture and deal in talking machines, is \$125,000. The incorporators are W. L. Glorieux, T. Frederick Crane, Leopold Singer and Irvington and Andrew Martin, of Newark.

VICTOR CO ISSUES ANNUAL REPORT

CAMDEN, N. J., May 1.—According to the annual report of President Johnson, made public at the recent annual meeting of the Victor Talking Machine Co., the undivided profits of that concern for the year ending December 31, 1915, amounted to \$14,605,483, an increase of \$4,713,045 over the undivided profits for the previous year. This increase is almost equal to the capitalization of the concern, which is approximately \$5,000,000.

MELOPHONE CO. LEASES LOFT

The Melophone Talking Machine Co. leased a loft at 380 Lafayette street, this city, from the L. J. Carpenter Co., for a term of years, the deal being closed last Saturday.

"Music for Everybody"

Operaphone Records

The only popular priced records on the market.

Retail at 35 cents.

Are 8 inches in diameter.

Are double sided.

Play only with a *tapering* or *Operatone steel needle*.

Have more music than the 10 inch records of other makes.

These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.

Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.

Our catalogue is up to date; has 72 numbers, 144 different selections.

Twelve new numbers, 24 selections, are added each month.

The records are of unusual quality; and merit attention from a musical and artistic standpoint.

The songs are by popular and well-known artists.

The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.

Operaphone Manufacturing Corporation

Office: Fifth Avenue Building, Madison Square, New York

Trade Ann Extrao

A Remarkable Triumph In Talking Machine Production

There's something new just starting in the talking machine business and it's so big that everybody—both old and new in the trade—will sit up and rub their eyes.

Next month—June, 1916,—The Domestic Talking Machine Corporation will put out a brand new line of talking machines. This line is not only new, but it is distinctly *different* from anything heretofore shown.

We are making this announcement to the trade so that live dealers will be advised what's what when they see our big consumer advertising which has already been placed with several big national magazines.

A Different Sound-Box

The sound box of the Domestic is nothing less than a talking machine triumph. Made in our own plant, under our own patents, the **Mozart**, we believe, reproduces clearer and more musically than any other, absolutely irrespective of price.

The Wonderful Motor

The domestic will be equipped with the Silent-Service Motor, a masterpiece of our own design and construction. It operates quietly, evenly and with the smoothness of a fine watch.

Large ALL WOOD Cabinets

The cabinets will be made entirely of wood, inside and out—sound chambers and all.

There is no tin, steel, cast iron, or other metal employed in the Domestic Cabinet to rattle or rasp.

Strictly High-Class Finish

There is nothing cheap or ordinary-looking about the Domestic. High polished selected oak or mahogany, to harmonize with the finest furniture, heavy nicked trimmings, every detail perfect throughout.

6 Reasons for the Assured Success of This Unbeatable Line

1. The men back of the Domestic are men who are known by their accomplishments and who are experienced talking machine people. They know the business absolutely.
2. The Domestic plant is strictly modern in all departments. Ideal conditions prevail where workmen are encouraged to do their utmost.
3. Everything entering into the Domestic is manufactured complete in our own plant (except woodwork which can be obtained more advantageously from specialists in this line.)
4. The Domestic plant is equipped with the most modern machinery, tools and dies that money can buy, much of it having been designed exclusively for the production of the Domestic.
5. The Domestic plans and equipment contemplate the largest output yet attempted in the low-priced field.
6. The Domestic merchandising methods are so perfected that everybody in any way associated with our product is assured of close cooperation, big returns and an absolutely square deal.

Domestic

TALKING MACHINE

Announcement Extraordinary!

The Low Prices and Great Values of the Domestic Will Startle Everybody

The biggest surprise of the year will be the retail prices of the Domestic line. They play and look, even down to the minutest detail, like machines costing 150% to 300% more. Nothing so attractive has ever been offered, and unless there is a manufacturing revolution, it will never be surpassed. And the consumer will not get it all either. The profit will come quickly and easily and will be such as to make it more than a winning line for any live dealer.

Music lovers who have expensive machines will take a Domestic down to camp with them this summer.

People who can't afford a luxury-priced machine and who wouldn't have a toy will buy a Domestic on sight and sound.

Everyone who hears the Domestic side by side with other machines will buy the Domestic on merit.

Big Advertising Campaign Is Starting

We are not asking dealers to stock up on our promises to advertise—we're advertising *first*. The contracts have already been placed.

The first big Broadside will appear in June—it will be an ad with a wallop.

Other big magazines will follow. It will be big display, and results should be correspondingly big.

Proposition to Dealers

Well-established, reputable dealers can make a very profitable connection by acting immediately. Our contract will prove a very valuable franchise, as we anticipate limiting the number of our dealers so that each will harvest by returns. We urge immediate action.

DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, *President*

33rd AND ARCH STREETS, PHILADELPHIA

Domestic

TALKING MACHINE

EDISON TONE TEST AT CARNEGIE

Over 2,500 Invited Guests Hear Marie Rappold and Arthur Walsh Demonstrate the Re-Creation of the Tones of the Voice and the Violin—Audience Proves Enthusiastic

One of the most elaborate tone tests of the Edison Diamond Disc phonograph and records yet held in New York occurred on Friday afternoon, April 28, at Carnegie Hall, under the auspices of the Phonograph Corporation of Manhattan. Invitations were sent out to a select list of people and the result was that the large auditorium was filled with between 2,500 and 3,000 people, a number of prominent society members occupying the various boxes.

The artists who took part in the tone test were Marie Rappold, soprano, and Arthur Walsh, violinist, and a demonstration of the re-creation of the voice and the violin tone by Thos. A. Edison aroused the enthusiasm of the audience, which was offered numerous opportunities for making strict comparisons between the tones as developed by the artist and as reproduced by the Diamond Disc phonograph. A large number of Edison Diamond Disc dealers in the metropolitan district were also present at the tone test.

EDISON DISC DEALERS DINED

Guests of Phonograph Corporation of Manhattan at Banquet at Hotel McAlpin—Messrs. Wilson and Maxwell Speak

On Friday evening, April 28, the Phonograph Corporation of Manhattan entertained about one hundred and fifty of its dealers in the metropolitan district at a banquet at the Hotel McAlpin, where in addition to a number of interesting addresses a motion picture film "The Voice of the Violin" was shown. Among those who made speeches during the evening were Wm. Maxwell, vice-president, and C. H. Wilson, general manager of Thos. A. Edison, Inc. Several dealers present also made short speeches, every one of them of a most enthusiastic nature.

**THORPE ELECTRIC MOTORS**

FOR TALKING MACHINES (Operates on all currents)

29 West 34th Street

New York City

FOLK AND COUNTRY DANCES

Special List of Music for Such Dances Just Announced by Victor Talking Machine Co.

The Victor Talking Machine Co. announced this week a special list of folk and country dances played by the Victor Military Band. These new records consist of a collection of old English country dances, collected by, arranged and recorded under the direction of Cecil J. Sharp, England's well-known authority upon old English dances, and a new list of folk dances by Elizabeth Burchenal, one of America's leading exponents of folk dancing. A special order blank listing these new records was sent out to Victor dealers this week.

WILLIAMS WITH ACKERMAN & CO.

The business of the late G. L. Ackerman, conducted at 537 Linden street, Scranton, under the name of Ackerman & Co., Edison jobbers, is to be continued under the management of Alfred V. Williams, formerly manager of the phonograph department of Stoehr & Fister, Scranton.

INSTALL SOUNDPROOF ROOM

The warerooms of the Christman Piano Co., 753 Sixth avenue, New York, were considerably enhanced in attractiveness this week by the construction of four soundproof demonstration rooms which will be used for both player-pianos and talking machines. Three of the rooms will be used for demonstrating the Edison Diamond Disc phonographs and records and Columbia Graphophones and records, and the fourth room will display the new Christman player-grand.

ARRANGE FOR NEW WINDOW DISPLAY

The Victor Talking Machine Co. will shortly announce to the trade a new store or window display, consisting of a mammoth "Victor Dog," which will be most attractively designed. The size and appearance of this "dog" will make it a welcome addition to the Victor dealer's establishment.

TAYLOR TO HANDLE EDISON LINE

E. E. Taylor & Co., of Olympia, Wash., who have conducted a piano business in that city for the past twenty-five years, recently disposed of their entire stock of pianos at special sale and made arrangements to handle Edison Diamond Disc and Diamond Amberola phonographs and records exclusively at the old stand.

RECOVERING FROM OPERATION

CAMDEN, N. J., May 1.—M. H. Holden, head of the employment department of the Victor Talking Machine Co., who underwent an operation for appendicitis last week, is on the road to a speedy recovery. The operation was performed by Dr. Paul M. Mecray, chief surgeon of the Cooper Hospital, who states that it was entirely successful.

RETURNS FROM WESTERN TRIP

Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York, Victor distributor, returned last week from a trip through the Middle West. Mr. Geissler, who spent some time at Chicago, commented upon the healthy condition of the Victor business throughout the country, which is reflected in the tremendous demand for all Victor products.



Artophone Success

The Consequence of Exceptional Tone Quality

- ☞ The ARTOPHONE plays all makes of records.
- ☞ The ARTOPHONE is sold direct to the dealer by mail. Are you taking advantage of this saving?
- ☞ We have valuable, exclusive territory available for live dealers. Write today for literature and our very attractive dealers' proposition.
- ☞ It is advisable to use ARTOPHONE quality, soft, medium and loud steel needles; also ARTOPHONE Sapphire Points, ARTOPHONE Sapphire Balls and ARTOPHONE permanent Diamond Point Needles.

THE ARTOPHONE COMPANY

452-454 N. Boyle Avenue

ST. LOUIS, MO.

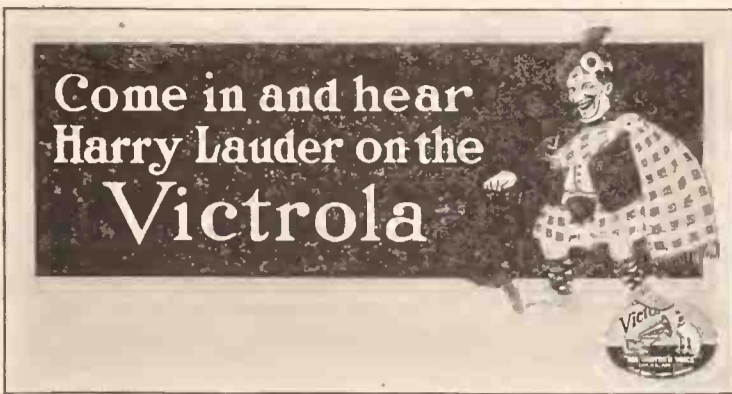
MODEL 55—RETAIL PRICE, \$55.00

DIMENSIONS:

Width, 18½ inches. Depth, 24½ inches. Height, 45½ inches.

VICTOR CO. ISSUES NEW SERIES OF STREET CAR ADVERTISING CARDS

In order that the millions of people who travel daily on the street cars of the country may be duly impressed with the importance of the Victrola, whether or not they see the big Victor announcements in the many magazines, the Victor Talking Machine Co. has prepared a series of four new street car cards printed in brilliant colors for the use of the dealers. The four cards, which are illustrated herewith, divide interest between machines and records, and where twenty-five or more cards are used by a dealer they will be supplied with his imprint prominently featured on them.



2960



2962



2961



2963

Four New Victor Cards for Street Car Advertising

UNIQUE EDISON DEMONSTRATION

Some Clever Ideas Used by Local Dealers to Demonstrate the Edison Diamond Disc

For uniqueness in demonstrating the New Edison Diamond Disc phonograph and presenting its possibilities to the public, James O. Thornton, Edison dealer at Hamilton, Mo., seems to take the prize.

Just recently this progressive town of Hamilton held its winter Chautauqua in the Knights of Pythias Hall. Mr. Thornton was called upon to furnish some of the program. How he complied with the request is best stated in his own words:

"At the back of the platform we hung a large American flag behind which we put a C-250. For the band number on the program we had about twenty young fellows, all Hamiltonians, so arranged on the platform that the Edison could play freely. Each fellow had his real instrument, his music rack and his music, and to all appearances it was a real musical organization about to begin its program. As conductor, I took my place after the band had assembled, made a brief announcement to the audience, turned to my band, tapped the music rack for attention, raised my baton and off we went. We used Record No. 50145—'The American Patrol March.' Many in the audience confessed afterwards that they would not have known but that it was a real band. During the rendition every member of the band, with serious face and demeanor, imitated as best he could the action required to play his particular instrument. It

was a distinct hit. Every one thought it was a real band playing.

"After this we gave a violin solo, using the recreation of 'Ave Maria,' by Carl Flesch. This was posed and acted by one of the boys with a violin with twine strings. The lights were dim, the young fellow entered into the spirit of the selection, and in the dim light it was impossible to believe anything else than there was a real artist performing on a priceless Strad for our delectation. The illusion was perfect. Many in the audience said that they were deceived. It takes gravity and serious attention to make the action a success. We are going to use this stunt in our demonstration visits to other towns in the near future.

"Then we gave what might be called an old playlet. It was 'An Old Sweetheart of Mine.' We used Record No. 50211, by Harry E. Humphrey. For this we hung portieres for a background, in front of which was a small table bearing an old-fashioned oil lamp with a shade, the lamp lighted, the auditorium in darkness. When the lines 'Turn it low to rest me of' were reached, the young fellow who sat smoking at the table turned out the oil lamp. At the same instant a spotlight was turned upon him, remaining until the close. Then the portieres were parted to admit the wife, who stood still until the words 'To greet the living presence of that old sweetheart' were reached, when he extended his arms to her and she flew into them. Then all lights were instantly extinguished for about five seconds to give them time to leave the stage, after which the full light was again turned on. It took splendidly. The Edison certainly did itself proud and I advise other Edison dealers to try something of the kind. Everybody in Hamilton is talking about the New Edison."

It's better to believe all you say than all you hear.

SUCH IS FAME

One of the Parsons picture houses showed a current-event picture last week. Among the events was a glimpse of Caruso, the noted tenor, leaving America. When the smiling face of Caruso was thrown on the screen a young woman turned to her father and said: "Father, who is Caruso?" The father scratched his head and thought at length and finally said: "Why, don't you know? He was shipwrecked and cast up on an island." "Oh, yes, I do remember reading about that," said the daughter.—Kansas City Star.

The Boston Book Co., manufacturer of talking machine record albums, has been granted a certificate of incorporation by the Secretary of State at Albany, N. Y.; the incorporators being Henry and Lillie Gelbspan and Julius Alter, of Brooklyn, N. Y. The capitalization of the concern is \$2,500.

DECALCOMANIE
 NAME PLATES
 FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
 GLOBE DECALCOMANIE CO.
 JERSEY CITY, N. J.

THE PREMIER CABINET CO.
 Makers and Distributors of the
Premier
 TALKING MACHINES and CABINETS
 Williamsport, Pa.

CHICAGO, ILL.
 WILLIAMSPORT, PA.
 GOSHEN, IND.

THE GOLDEN TONE

A Harvest Golden and Glorious for all Music Dealers!

SEE PAGE 46



**The Emerson Record
is a Universal Record**

*because it plays
with the sound
box in either
position.*

(No attachments necessary except on
one position feed machine)



VICTOR H. EMERSON

**Music
Both
Sides**

**Actual
Size**

25c

Made under U. S. Patent 639452. Other patents pending.

**When Victor H. Emerson Says He Will Solve a
Phonographic Problem—He Does It**

In the Phonograph Industry he speaks with the voice of authority. His rare inventive genius backed by 17 years experience as General Manager of the Recording Department of one of the largest phonograph companies has made his achievements possible.

Some months ago he promised that he would produce a record which could be played on any type of Phonograph, vertical or lateral. He said, "I will produce a universal record."

He has done exactly that thing. It is no longer a theory, it's a fact. We are producing these records in increasing volume. Our production is not a promise, it's a reality.

The possibilities of this 25-cent record business are tremendous. Small investment, satisfactory profits, quick turnover are the merchandising advantages of the Emerson proposition.

The Emerson 25 cent Records, full 7 inch, music both sides, are in a class by themselves. Playing three-fourths the time of a standard 10-inch record. Never before has such a record value been offered the public at such a price.

Remember, the Emerson Records are universal and can be played on all types of machines without an attachment (except one with a positive feed). They produce equal tone volume whether the sound box is in the vertical or the horizontal position.

This, Mr. Dealer, is your opportunity to add a line of popular-priced records on which you make a quick turnover and a liberal profit. Order from the list on the opposite page—it includes the very selections the public are waiting to buy. Be the first to feature Emerson Records in your locality. Order to-day and we will deliver immediately. There are no attachments needed with Emerson Records.

The Emerson 10c Record
(Universal Type)
**The greatest of all 10 cent
phonograph records. List
of 50 numbers ready.**

Emerson 25c Records; Dealers' Prices

16 cents each in broken packages; 15 cents each in standard packages of 25 records of one number. F. O. B. New York

THE EMERSON PHONOGRAP

Emerson 25c Double-Disc Records

8 inches, Music Both Sides—can be played with sound box in either position

Playing three-fourths the time of a standard 10-inch record

POPULAR SONGS

- 720 SHADES OF NIGHT.....Henry Burr
(Gilbert & Friedland.) Tenor Solo with orch. accompaniment.
- M-O-T-H-E-R.....Henry Burr
(Johnson & Morse.) Tenor Solo with orch. accompaniment.
- 744 SHE'S THE DAUGHTER OF MOTHER MACHREE,
(Ernest Ball.) Tenor Solo with orch. accompaniment.
Manuel Romaine
- I MISS YOU MISS AMERICA.....Manuel Romaine
(Gilbert-Roberts) Tenor Solo with orch. accompaniment.
- 743 ARE YOU FROM DIXIE.....Burr & Campbell
(George L. Cobb.) Tenor Duet with orch. accompaniment.
- IT'S ALL A DREAM.....Burr & Campbell
(George L. Cobb.) Tenor Duet with orch. accompaniment.
- 735 MY OWN IONA.....Manuel Romaine
(Gilbert-Friedland-Morgan.) Tenor Solo with orch. accompaniment.
- EVELYN from "Pom-Pom".....Henry Burr
(Hugo Felix.) Tenor Solo with orch. accompaniment.
- 738 WAKE UP AMERICA.....H. James
(Jack Glogau.) Baritone Solo with orch. accompaniment.
- DIXIE.....H. James
(Dan. Emmett.) Baritone Solo with orch. accompaniment.
- I LOVE YOU, THAT'S ONE THING I KNOW,
Henry Burr
(Gilbert & Friedland.) Tenor Solo with orch. accompaniment.
- 725 NO ONE BUT YOUR DEAR OLD DAD,
Manuel Romaine
(Murphy & Marshall.) Tenor Solo with orch. accompaniment.
- 742 LET'S BE READY.....Henry James
(Ruby Cowan.) Baritone Solo with orch. accompaniment.
- MARCHING THROUGH GEORGIA.....Henry James
(Henry C. Work.) Baritone Solo with orch. accompaniment.
- 722 I LOVE A PIANO.....M. J. O'Connell
(Irving Berlin.) Tenor Solo with orch. accompaniment.
- ONE STEP MAN.....Metropolitan Military Band
(L. Bennett.)

DANCE RECORDS

- 740 MY OWN IONA (Fox Trot).Metropolitan Military Band
(Gilbert-Friedland-Morgan.)
- ALOHA OE (Waltz).....Metropolitan Military Band
"Farewell to Thee"—Hawaiian Love Song, Liliuokalani.
- 730 I LOVE YOU, THAT'S ONE THING I KNOW
(One Step).....Metropolitan Military Band
(Gilbert & Friedland.)
- OLD FOLK'S RAG (One Step),
Metropolitan Military Band
(Wilbur Sweatman.)
- 727 TICKING LOVE TAPS (Fox Trot from "Suzi"),
Metropolitan Military Band
- IDA FOX TROT.....Metropolitan Military Band
(L. Bennett.)
- CASTLE WALK (One Step).Metropolitan Military Band
(Europe & Dabney.)
- 712 CASTLE VALSE CLASSIQUE,
Metropolitan Military Band
Arranged by Ford Dabney from the famous Humoresque by Dvorak.

- 719 OMAR KHAYYAM (One Step),
Metropolitan Military Band
(S. Romberg.)
- SHAKESPERIAN LOVE (Fox Trot),
Metropolitan Military Band
(Hugo Frey.)

HUMOROUS SONGS AND SKETCHES

- 737 MATRIMONIAL DIFFICULTIES....Golden & Marlowe
Darkey Comedy, orch. accompaniment.
- PREACHER AND THE BEAR.....Arthur Collins
(Joe Arzonja.) Darkey Comedy, orch. accompaniment.
- 731 JOHNNY GET A GIRL.....Collins & Harlan
Comedy Duet, orch. accompaniment.
- BAKE DAT CHICKEN PIE.....Collins & Harlan
(Frank Dumont.) Darkey Comedy, orch. accompaniment.
- 729 TURKEY IN DE STRAW.....Billy Golden
Darkey Comedy, banjo accompaniment.
- RABBIT HASH.....Billy Golden
Darkey Comedy.

STANDARD AND PATRIOTIC SONGS

- 732 THE ROSARY.....Henry Burr
(Ethelbert Nevin.) Tenor Solo with orch. accompaniment.
- BEN BOLT.....Henry Burr
(Nelson Kneass.) Tenor Solo with orch. accompaniment.
- 739 A PERFECT DAY.....Henry James
(Carrie Jacobs-Bond.) Baritone Solo with orch. accompaniment.
- LOVE'S OLD SWEET SONG.....Henry James
(James L. Molloy.) Baritone Solo with orch. accompaniment.
- 733 LAST ROSE OF SUMMER.....Henry Burr
(Thos. Moore.) Tenor Solo with orch. accompaniment.
- DRINK TO ME ONLY WITH THINE EYES,
Henry Burr
(Ben Jonson.) Tenor Solo with orch. accompaniment.
- 728 AMERICA, MY COUNTRY, 'TIS OF THEE,
Henry James
(Henry Shaw.) Baritone Solo with orch. accompaniment.
- COLUMBIA, GEM OF THE OCEAN.....Henry James
(David T. Shaw.) Baritone Solo with orch. accompaniment.
- 734 COME BACK TO ERIN.....Henry James
(Claribel.) Baritone Solo with orch. accompaniment.
- BONNIE WEE THING.....Henry Burr
(Robert Burns.) Tenor Solo with orch. accompaniment.

STANDARD INSTRUMENTAL RECORDS

- 715 LA CZARINA, Mazurka Russe,
Metropolitan Military Band
(Ganne.)
- LA SERENATA.....Metropolitan Military Band
(Braga.)
- 717 OVER THE WAVES WALTZ,
Metropolitan Military Band
"Sobra las Olas." (Rosas.)
- BLUE DANUBE WALTZ....Metropolitan Military Band
(Johann Strauss.)
- 741 DIE WACHT AM RHEIN...Metropolitan Military Band
(Wilhelm.)
- SOLDATENLIEDER MARSCH,
Metropolitan Military Band

New Selections Added Monthly to Our List

COMPANY—3 West 35th St., New York

THE VICTROLA UTILIZED IN REST-ROOM OF CHALMERS CO.

Proves a Great Source of Pleasure and Education to the Employes of This Prominent Automobile Manufacturing Concern Located in Detroit

DETROIT, MICH., May 6.—The Victrola is being used to good advantage in the rest room of the Chalmers Motor Co., of this city. The accompanying photograph shows the Victrola in this

A number of the leading local manufacturers have purchased Victrolas for use in rest or recreation rooms, and they state that the instruments not only provide unlimited entertainment but



Showing the Victrola in Use in the Rest Room of the Chalmers Motor Co., Detroit, Mich.

rest room, and judging from the interest which is being manifested in the selection of the next Victor record, the instrument is a source of considerable enjoyment.

the wide diversity of the Victor record library is being reflected in the growing appreciation of music which is apparent in many instances among the employes.

Leroy Wedd and Fred C. Windmayer have opened a talking machine store in Atlanta, Ga., handling the Victor and Edison machines. Sheet music will also be carried.

Don't use big advertising space just so people will consider you a big advertiser. Use the amount of space you can afford to use and stop there.

NEW CREDIT MEN'S ASSOCIATION

Organization for the Protection of Conditional Credit Men Incorporated

The Conditional Credit Men, Inc., was granted a certificate of incorporation recently by the Secretary of State, Albany, N. Y. This association was formed for the protection of all conditional credit men, regardless of whether they do business under conditional sales agreements, chattel mortgages or lease contracts. It will take care of all legislative matters. Retail dealers in all lines will be asked to join the new association, including piano and talking machine dealers.

The attorney for the Conditional Credit Men, Inc., is Clarence M. Davis, a New York lawyer, who spent some time last month at Albany opposing obnoxious legislation which would injure and inconvenience retailers selling under conditional sales agreements.

The incorporators are George Farrar, representing the Brunswick - Balke - Collender Co.; Alexander H. Babcock, who is a temporary incorporator and will be replaced by a representative of the Herring-Hall-Marvin

Safe Co.; Stuart H. Walker, representing Hall's Safe Co.; Charles A. Spencer, representing the Hobart Manufacturing Co., Troy, O., and Frank J. Shetter, of the U. S. Slicing Machine Co., Laporte, Ind.

Mr. Davis states that while it has not been definitely decided, it is the opinion that the membership fee will be \$15 per year.

MME. RAPPOLD TOURING FOR EDISON

Prima Donna Giving Series of Tone Tests With Edison Diamond Disc Phonograph

Madam Marie Rappold, prima donna soprano of the Metropolitan Opera Co., has been giving a series of tone tests in connection with the Edison Diamond Disc Phonograph. On April 25 she appeared at Carnegie Hall, New York City; on the 26th at Rochester, Philadelphia on the 27th, Newark on the 28th, at Cincinnati on the 1st of May, Chicago on the 4th, Minneapolis on the 5th, and her further itinerary included St. Paul on May 8, Birmingham on May 10, with Dallas, San Francisco, Denver and Toronto to follow. Her demonstrations have been received with great interest and enthusiasm and have been a decided boost for the Edison Diamond Disc phonographs everywhere.

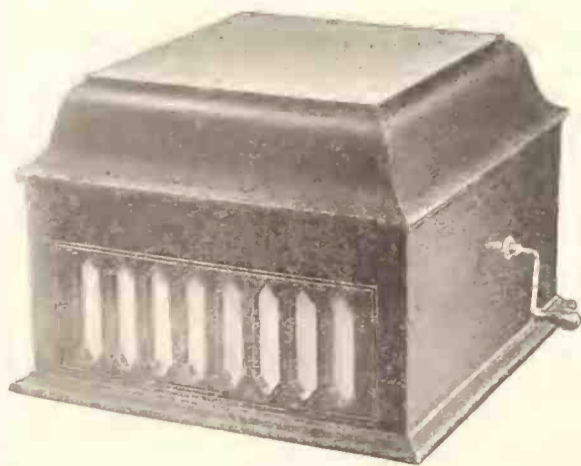
The Columbia advertising department has just prepared for the use of Columbia dealers a new series of attractive car cards of unique and original design. These cards present an artistic set of illustrations which, by reason of their distinctiveness, are well calculated to attract the favorable attention of passengers.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

MECHANICALLY PERFECT
Castle
THE INSTRUMENT WITH
THE CRYSTAL TONE

Talking Machines

Now Sold by Leading Dealers



Style E

RETAIL PRICE, \$25.00

Elegant mahogany finished cabinet; perfect in style and finish. Dimensions, height, 13 inches; width, 18 inches; depth, 19 inches. Double spring worm gear, noiseless motor; plays four ten-inch records with one winding. The Castle Universal Tone Arm and Reproducer play any and all makes of records without extra attachment. Equipped with twelve-inch turn table, speed regulator, speed indicator and brake.

"There is a reason for everything" is an old adage. But there are many reasons why Castle Talking Machines should appeal to you.

A "Castle" agency solves the "heavy investment" problem. The profits are unusually attractive; the investment required is small; the instruments are fully guaranteed. Castle Talking Machines sell every day in the year, because the demand for them is well established. Castle Talking Machines play all styles of records without extra attachments. Leading dealers are reaping the benefits of being "Castle" agents. Why not you?

Choice territory is still open. Write at once for full information, including agency plan.

CASTLE PHONOGRAPH COMPANY

Fifty-three Maiden Lane

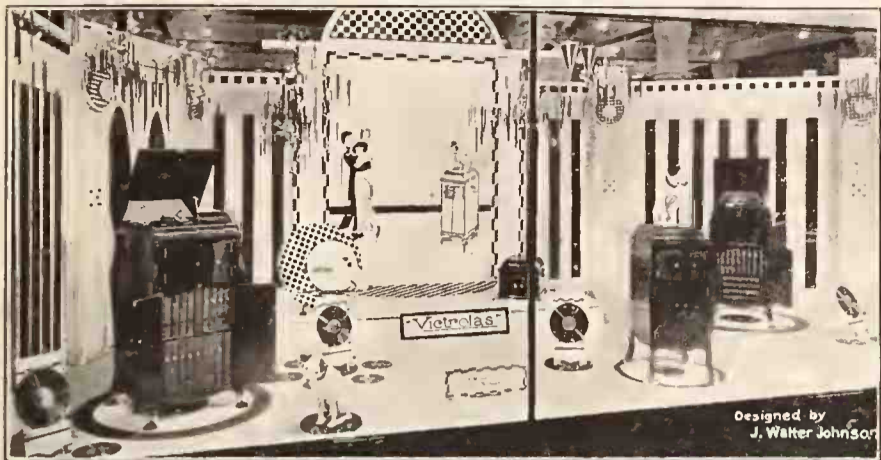
General Offices

New York

ARTISTIC WINDOW DISPLAY MADE BY PORTLAND HOUSE

PORTLAND, ORE., May 5.—This is a black and white window display installed a short time ago

which attracted a good deal of attention and proved a big ad for their Victrola department.



Black and White Window Display of the W. F. Powers Furniture Co. by J. Walter Johnson, display manager of the Wm. F. Powers Furniture Co., of this city,

The background was ideal for showing merchandise of this kind. Notice how the machines stand out—and the picture doesn't do the display justice either. The W. F. Powers Co. has only been in the Victrola business since Christmas, but has had a good many attractive displays which reflect credit on the creative ability of Mr. Johnson, who is a firm believer in the value of window displays to increase sales.

TO DISTRIBUTE STARR PHONOGRAPH

Starr Phonograph Sales Co. to Open Offices at 56 West Forty-fifth Street, New York—Will Cover Large Territory—Officers of the Company Are Men of Wide Experience

The Starr Phonograph Sales Co. has leased a loft on the fourteenth floor of the building at 56 West Forty-fifth street, New York, and will act as distributors for the territory embracing New Jersey, New York and New England, with the Starr phonographs and records manufactured by the Starr Phonograph Co., of Richmond, Ind. Henry Gennett, president of the Starr Piano Co., is also president of the Starr Phonograph Sales Co., of which F. W. Abend-schein will be vice-president and manager, and F. Elliott Wood, secretary and traveling representative. The new quarters will be opened about May 20. An active selling campaign will be started as soon as the new offices are opened.

GRAFONOLA VANQUISHES HARMONICA

Lisbonites Now Trip the Light Fantastic to the Strains of a Columbia Grafonola

From a dealer in Lisbon, O., C. W. Ourant, comes this excellent story:

"Lisbon boasts of a small social club, where the swains and benedicts took their sweethearts and wives once or twice a week for an impromptu dance. The music for these affairs was furnished by a one-piece orchestra made up of the common or garden variety of harmonica known as the mouth organ. On state occasions the town band officiated.

"Weekly and semi-weekly dances stretching over a period of years is more than the constitution of an ordinary mouth organ can bear. One night, in the middle of a dance, with a last despairing A sharp squeak played in B flat, it gave up the ghost. Great sorrow on the part of the club and business of appointing a committee to go down to Ourant's next day and purchase a new mouth organ.

"The committee duly waited on Mr. Ourant, told him of their sorrow and that they wanted to adopt another mouth organ to take the place of the defunct one. Mr. Ourant immediately scented a Columbia prospect. He told the committee that he did not carry harmonicas, but he had something which was infinitely better, a Columbia Grafonola and an ample supply of Columbia dance records. While the committee went into conference, Mr. Ourant put a catchy dance tune on one of his machines, says the Columbia Record. The conference ended there because you can't confer when your feet insist upon waltzing.

"Our friend Ourant explained to the club members the advantages of a Columbia over a harmonica, and showed them just how much they could save by dispensing with the band entirely. Five minutes' talk ended with the purchase of a \$35 Grafonola, and \$15 worth of records. Enthusiasm reigned supreme. The committee insisted upon carrying the machine along with them and toting the records as well.

"Result, \$50 rung up on Mr. Ourant's cash register and a live addition to his mailing list of an actively dancing club and Columbia enthusiasts."

TO MAKE TALKING MACHINES

MARION, O., May 10.—A new concern, which has been incorporated by T. J. Hartle, W. W. Klinefelter and C. G. Smith, has been organized here and will manufacture talking machines. The company will operate under the name of the Eclipse Mfg. Co., and has been capitalized at \$10,000.

The Victorlina Phono. Co., formerly located at 261 Broadway, New York, has changed its name to the Mascot Talking Machine Manufacturing Co., and has moved to new quarters at 66 West Thirty-seventh street.



Balance Sound Box

The NEW No.2M Balance Sound Box, with the IMPROVED Metalloy Diaphragm is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Send for Sample

List Prices

Nickel Plated - - \$3.50

24-k. Gold Plated, \$4.00

Substantial discount to the trade

We also manufacture in addition to

SOUND BOXES

SAPPHIRE NEEDLES

(for hill and dale cut records, samples 30 cents each)

TONE ARMS MOTORS

A. F. Meisselbach & Bro.

Factories: Prospect Street and Congress Street

Office: 29 Congress St., Newark, N. J.

SOSS Invisible Hinges



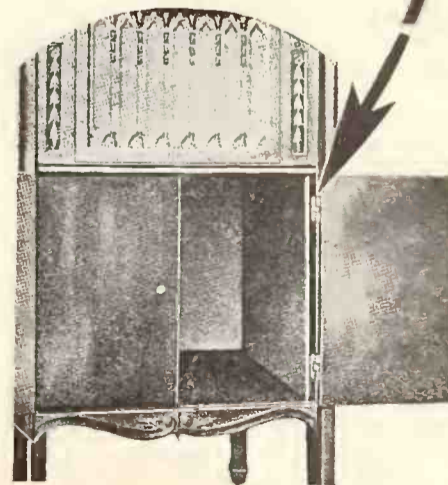
emphasize beautiful wood finishes on

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

They are simple, strong and durable and an improvement on any class of cabinet work.

When you fail to see an unsightly Hinge protruding you know **SOSS** is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.

435-443 Atlantic Avenue, Brooklyn, N. Y.

BRANCH OFFICES:

Chicago—160 North Fifth Avenue.

Los Angeles—224 Central Bldg.

San Francisco—164 Hansford Bldg.

Minneapolis—3416 2nd Ave. So.

Detroit—922 David Whitney Bldg



The Columbia Folk Dance Records issued by the Columbia Educational Department are played by full military band, not merely on a solo instrument. No wonder they are getting Columbia into the schools!

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

Columbia Graphophone Co.
Woolworth Building, New York

HOW THE BIG MONEY IS MADE

Some Interesting and Pertinent Facts on Business Development Offered in the "Voice of the Victor"—No Such Thing as a Dull Season for the Really Live Dealer

"How the 'Big Money' Is Made" is the title of the following interesting and pertinent editorial, which appeared in a recent issue of the "Voice of the Victor," and which is well worth the careful consideration of all talking machine dealers:

"You will help a child on a climb, but on a level stretch you don't need to. Your business is the child of your brain and the way to climb a hill is not to sit down and think about how steep or how long it is, but to throw out your chest and 'beat it' at a good lively clip. It's a lot more fun to get to the top and then sit down for a few minutes to enjoy the view, than it is to waste those few minutes in dawdling up the road.

"Everything is relative in this world—including hills. On the prairie a fifty-foot elevation looks like quite a hill, but out among the Rockies a fifty-foot elevation isn't a hill—it's only a bump.

"Everything is relative. The Victor dealer has learned that there is no such thing as a dull season, but it would be idle to deny that there is less business done some months than others. That's the time to help your 'child.'

"April and May are not summer months by

any means, but they're near enough to it so that they afford the best possible opportunity for maturing summer plans and setting them in motion; but don't overlook the fact that spring is here now.

"'Christmas comes but once a year' is true enough; but so do taxes, birthdays and the good old summer-time. You can make this summer or this spring most anything you please, but once it's gone by you can't make anything of it.

"It can be the best and most successful summer or spring you have ever known, provided you wish to make it so. When a man wants a thing badly enough he will get it. When he doesn't, he won't—and shouldn't.

"That may sound rather like a platitude, but it's worse than that—it's a fact. Every man is a sort of idea factory, and no factory produces anything if the machinery stands idle. One 'factory' may be less well equipped than another and the thing to do then is not to be scared at the other fellow's equipment, but to get busy and work overtime.

"What's more, no factory can deliver the goods until it has spent time, effort and money in preparing the goods for delivery; after that it's easy to cash in.

"There was an exceedingly wide-awake dealer in talking to us just now. Jerome Ack-erly, of Patchogue, N. Y. A live wire. It was a pleasure to quit writing for a few minutes and talk to him.

"'You know,' he said, 'in retail business, if there's something that ought to be done to-day,

but doesn't get done—it's gone—lost! You never will get around to it again.'

"That's precisely the point. If you don't make the most of this summer or this spring, while it's here, there will be no chance to make up the loss. The year's fat profits can be pulled down quite considerably if May, June, July and August is loafing time in your store.

"This will be the most wonderful year in the history of the trade. Look around. The conditions are right for a world-beater. There are probably fewer idle men to-day than there have ever been before. You will see smiling faces to-day, where a year ago you were greeted with a frown. Prosperity is in the air as, indeed, it ought to be, for this country has received a most extraordinary influx of wealth, the effects of which are just becoming apparent. Given such conditions, together with a greatly increased output on our part, and it is evident that the Victor dealer's cash register will be playing the liveliest tunes that ever were heard.

"It won't be safe to assume that you'll be able to get everything you want in the line of goods. It takes time to build new buildings and equip them with machinery, and here at the factory we can watch the steady piling-up of business so that we can make a very accurate forecast.

"Victor dealers will have a lot more goods to do business with; trade conditions are vastly better than they have been in years. We know almost to a dollar how much business each individual dealer does. We see and know so many hundreds—or thousands—of our dealers who have made the Victor line a source of rich profit. We know their methods. We know that if an opportunity ever gets by them it's an accident, and that is why it is that we urge every dealer to make the most of every season, every month, every hour, every day. There's big money in it, and we want every single dealer to get his full share."

EDWIN G. SCHLOSS HAS GOOD TRIP

Finds Trade Conditions Very Satisfactory in the Middle West

Edwin G. Schloss, the general manager of Schloss Bros., well-known talking machine cabinet manufacturers, returned recently from an extended trip through the Middle West, going as far as Chicago, St. Louis and Louisville and visiting intermediate cities. In addition to placing large orders for supplies, Mr. Schloss has considerable occasion to use his own order book for he found things very active, despite the upset condition in certain cities due to strikes or impending strikes. Last week Mr. Schloss made a flying trip through the New England States.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

Mr. Manufacturer. Why Not You?

The other fellow is equipping his machines with the

VICSONIA

Increasing their selling value by giving the trade the BEST medium for reproducing Edison Disc Records on other machines.

Rich, Full, Natural Tones that are unequalled.

Get Busy—Write or send your representative to see us—We can give you the BEST.

Prompt quantity deliveries.

Best Tones and Right Prices.

Do It Now.

VICSONIA MANUFACTURING CO.

W. M. SEYMOUR, *Sole Agent*

313 East 134th Street

New York City

THE TRADE IN THE SOUTH

The continued progress which the Southern States have made both in agricultural and industrial affairs is strikingly reflected in the increased activity which is shown in the talking machine trade all through the Southern section of the country. In Kentucky the crop outlook, while not as good as might be wished, will be overcome somewhat by the increased acreage which was planted. More stock is being raised in this section than hitherto, which is a helpful factor.

Manufacturing activity in Tennessee continues strong. The corn planting season is about over, and nearly 15 per cent. more land has been planted this year than ever before, the land being unusually well prepared. The small fruit crop is excellent and wheat and clover promise big results.

In Alabama the mining industry is active, a larger cotton acreage is in sight, and the handicap of a diminished fertilizer supply is being rapidly overcome. The strawberry crop is abundant and early vegetables are growing nicely.

Rain is badly needed in Georgia, though long staple cotton is doing well. The boll weevil has made its appearance, but no serious damage is expected; in fact, the general outlook is steadily bettering.

Crop conditions in Florida are good, though lack of rain has cut down the vegetable and strawberry output. The citrus harvest was good, the citrus canker now being under control. More attention is being given all the time to the raising of cattle, with very favorable prospects in this direction.

Ninety per cent. of the cotton has been planted in North Carolina, though lack of fertilizer will cut down the yield of crops. The tobacco crop is not exceptional, due to lack of rain. The Texas wheat crop is looking well, though the weather is rather cool for corn and cotton, most of the latter being planted by now.

The lumber industry in Mississippi has had a decided boom and the excellent showing in pedigreed live stock and the cotton and corn crop, have resulted in prosperous times in this section. The cane crop in Louisiana is good and the growers are jubilant over the prospects of a tariff on sugar. There has been plenty of rain in this section, which has benefitted everything except strawberries, which have been rendered unfit for shipment thereby.

Conditions in northern Virginia are good.

Wheat is making good progress, the corn planting is well under way, and the live stock has come through the winter in good condition. The potato crop in the east shore section was started late and is not above the average. The lack of potash is being felt and rain is needed badly. Backward weather will delay the crops somewhat.

The diversification of crops is becoming apparent more and more throughout the entire South, and the experiences of recent years have taught planters the inadvisability of depending

solely on the cotton crop. The general industrial conditions are much better than they have been for some years and the talking machine trade is profiting directly and materially thereby. The love for good music is firmly inculcated in the Southern mind, and the people generally have been quick to appreciate the opportunity which the talking machine affords for a fuller indulgence in the pleasure of musical entertainment, all of which seems to assure the permanency and prosperity of the talking machine trade in the Southland.

WHY SOUTHERN VICTOR DEALERS SHOULD ORDER NOW

By Frank W. Corley, General Manager, The Corley Co., Inc., Richmond, Va.

Your experience as a Victor dealer insures the knowledge that this product is over-sold during most every month of the year, but particularly are you aware of the very acute shortage that exists during the fall months. With the country in its present prosperous state, you can appreciate that this condition will be more in evidence this year than heretofore, and therefore you can expect the largest trade in the history of your business during the coming fall months.

With this in view, the question resolves itself into a problem, and if you expect to profit by this general trade condition, it is obvious that the problem of obtaining the goods must be solved. In our opinion, the only solution to this is to place your orders now for June, July and August deliveries, and although we cannot promise or guarantee a definite delivery of these orders, especially on certain styles, it is certainly more probable that you will obtain the goods in time for fall trade, than if you waited

and placed the orders at a somewhat later date.

At the same time that your order is placed for machines, attention should also be given the record stock and equipment. It should be remembered that the standard records are equally as salable stock as machines, in fact, from 50 per cent. to 70 per cent. of the talking machine business to-day is in records and this percentage is increasing constantly, hence, these standard selections should be ordered in advance for this trade, in proportion to the machines. Thousands of dollars are lost every year by the dealers' inability to supply records of this character. Your foresight in having them in stock, will mean extra profit in your business.

The profit on records is the same as on machines. Our opinion, based on a careful study of the business in the past and at the present time, leads us to believe that from now on, the record department will be the key on which the success or failure of the talking machine dealer hinges.

CONDITIONS IN SAVANNAH

Manager of Talking Machine Department of Lindsay & Morgan Co. Tells of Fifty Per Cent. Increase in Business

SAVANNAH, GA., May 7.—Chatting about business B. F. Reusing, manager Victor department, Lindsay & Morgan Co., this city, says: "Our business for the twelve months prior to March 31, 1916, was about 50 per cent. ahead of the same period of the previous year. The sale of Victrolas seemed to run to \$100, \$150 and \$200 styles of machine, though we did sell a number of the smaller types, and, taken alto-

gether we feel that we had a satisfactory year.

"The Victor business at the present time in Savannah is a little bit slow, because this is just between seasons, and it is slow in all mercantile lines in the city at the present time. However, present indications are that the month of May, 1916, will greatly exceed that of 1915, and we are laying our plans for a much larger year than the one we just closed."

The Houston Music Co., of Houston, Tex., carrying the Victor and Edison lines, reports a constantly increasing trade. The store is in charge of Harry H. Houston, general manager, assisted by P. H. Lamb.

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find **O**UR VICTOR **SERVICE** **QUICK** **K** and satisfactory in every way

LOW FREIGHT RATES, FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries, enable us to replenish your stock QUICKER—and at LESS SHIPPING COST to you.

Proof on the First Order



The Corley Company

The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.



RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

THOS. EGAN TO RECORD FOR PATHE

Popular Irish Tenor Signs Contract to Make Records Exclusively for Pathé Frères

The Pathé Frères Phonograph Co., New York, has received many gratifying letters from its dealers throughout the country relative to the company's addition to its lists of artists of Thomas Egan, the popular Irish tenor. Mr.



Thomas Egan

Egan signed a contract recently to record exclusively for the Pathé library, and his first records will be ready in the near future.

The name of Thomas Egan is well and favorably known throughout Europe, as he appeared at the leading opera houses on the Continent and in Great Britain, where he achieved unusual success.

HERMAN HELPING SONORA DEALERS

Assistant Sales Manager of the Sonora Corp. Helping to Create Better Business

One of the younger generation of talking machine men is A. J. Herman, who has been with the Sonora Phonograph Corp. almost since its inception. He is assistant sales manager of this organization and believes that much of his ability is the result of coaching on the part of Geo. E. Brightson, president, and Jos. Wolff, secretary.



A. J. Herman

Mr. Herman makes a specialty of giving service to dealers, cooperating with them in every way to assist them in securing the greatest profit from their sales.

Although a comparatively young man, Mr. Herman has witnessed the recent tremendous development in the talking machine industry. He is of the opinion that the surface of the market is just about being scratched, and that possibilities for the future are unlimited.

Chancey Glenn, proprietor of a piano store on Scioto street, Urbana, O., and who also has the Edison Diamond Disc agency for this section, has added a sheet music department to his store.

What was good enough for our fathers may be good enough for the present generation, but we are not satisfied with it.

SALES AIDS FOR COLUMBIA DEALERS

Interesting and Valuable Volume, Compiled by the Columbia Co.'s Advertising Department, Featured Window Displays Prominently

The Columbia Graphophone Co.'s advertising department has just issued a number of selling helps for its dealers which can be used to excellent advantage. These include a handsome window display featuring special records from the latest list, a new window transparency and music on Columbia records. The new window display is intended to last from two to three months, and new cards featuring monthly records will be sent to the dealers for insertion in the display cut-out. The new window transparency is designed in gold and blue, and its striking conception makes it of distinct value from an advertising standpoint.

The employes of the American Graphophone Co.'s factory at Bridgeport, Conn., were the guests of the company at a complimentary dance tendered them as a house-warming incidental to the occupancy of the new addition to the Columbia factories in that city. The dance was a signal success, the factory fire department having charge of all the arrangements, and paying careful attention to every detail. The guests included the employes, their wives and friends.

The Bureau of Foreign and Domestic Commerce reports that an inquiry has come in from Siberia from a dealer who desires samples and price lists of talking machine disc records used to teach the English language to Russians. Full information may be obtained by addressing the Department at the district office, Room 409 Custom House, New York City, mentioning foreign trade opportunity No. 20,844.

WANTED—Thoroughly competent phonograph man to take charge of assembling. Must have a technical and practical knowledge of all phonograph parts and be fully acquainted with and able to detect imperfections. Only those who can fill these requirements need apply, stating age, experience, references and salary expected. Address "A," The Talking Machine World, 373 Fourth Ave., New York City.

Triton Supplies for Manufacturers

We are manufacturers of motors, tone arms, sound boxes and other accessories for Talking Machines.

Herewith are shown two types of *Triton Motors*, No 1, a single spring motor, and No. 3 motor, a double spring worm drive. Both are well made, and are good value for their respective uses.

Tone Arms, two styles, No. 1 and No. 3, both UNIVERSAL tone arms, playing any type of record with a mere turn without attachments. Tone Arm No. 3 works on swivel and can be turned up after record is finished playing.

Immediate deliveries on quantity orders. Write for quotations.

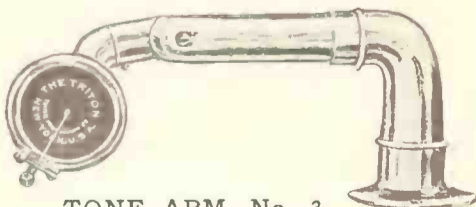
Triton Phonograph Co.

41 Union Square

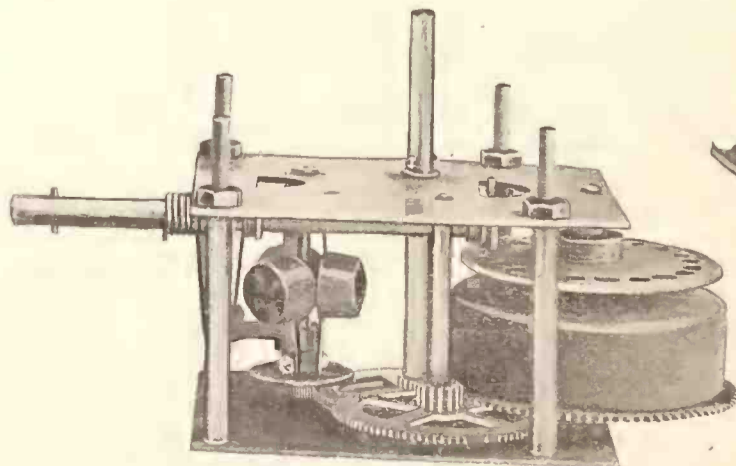
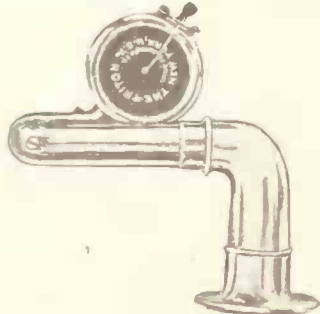
New York



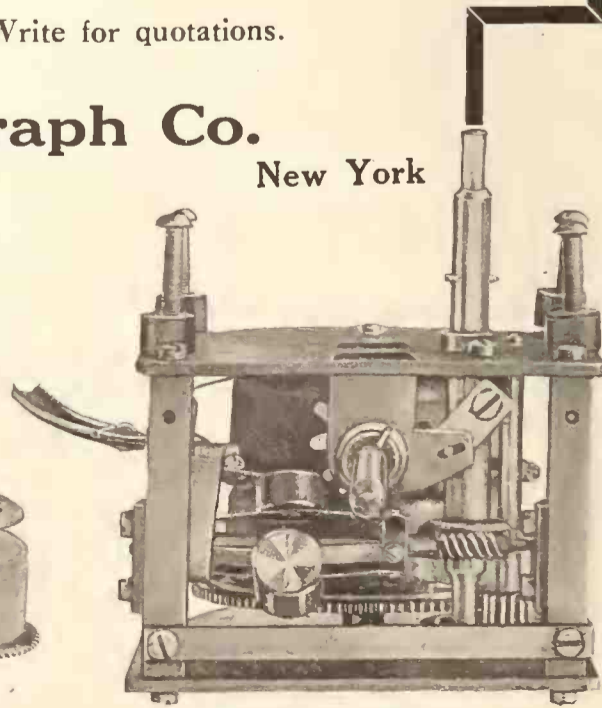
TONE ARM, No. 1



TONE ARM, No. 3



TRITON MOTOR, No. 1



TRITON MOTOR, No. 3
Double Spring Worm Drive

TALKING MACHINE TRADE IN ST. LOUIS IN FINE SHAPE

Increasing Demand for Better Class of Machines and Records—The Musical Standing of the Talking Machine Appreciated—New Columbia Managers—Many Dealers Visiting Jobbers—New Pathé Accounts Opened—Victor Repair Service—Edison Publicity

St. Louis, Mo., May 7.—The talking machine business in St. Louis is in better shape at this writing than for many months. Supplies of both machines and records are coming through in excellent shape, trade is increasing in leaps and bounds and the selling situation is very generally satisfactory. Collections, too, are very good, in fact seldom have they been better. There also is an increasing demand for the better class records, the kinds that people become attached to and which make for the continued use of the talking machines instead of the craze while a popular song lasts.

There are fewer complaints this month. There is said to be something of a shortage of the small machines, such as are in demand at this season for club houses and summer homes, but this need is not serious.

The most interesting development of this year has been the acceptance of the talking machine as a musical instrument by musicians and a willingness to accept it for concert numbers where excellent, human talent was not obtainable. This was noted last month in the concert of Profs. Kunkel and Kroeger, two of the best known pianists and teachers in this city. This entertainment was given according to program and Mark Silverstone was on the program for a talk on the Edison Diamond Disc phonograph which was used. These two ultra-ethical musicians praised the machine's part in their program. This recital, because of the standing of the two chief performers, was properly reviewed in the musical columns and the phonograph was mentioned.

In this connection might be mentioned the advertising for the Aeolian-Vocalion, which is attracting considerable attention in this section. This advertising is placed squarely on the musical qualities of the machine. The control of the tone also is strongly mentioned.

The announcement by Manager Irby Reid, of the Columbia warerooms, recently, that Ben F. Philipps had been made retail manager, was a welcome one to the talking machine circle, for the trade likes to see a man rewarded for exceptional performances. Mr. Philipps long ago made his reputation as an outside



B. F. Philipps



C. R. Salmon

salesman and for years has maintained a pace that few others, if any, have equaled in this town. Mr. Philipps has been with the Columbia Co. for eleven years. He came to St. Louis from New York during World's Fair year, when just a boy, and has been making his way since. He was the first talking machine salesman in this community to buy an automobile for his own use in his business, and he says that he found this a very profitable venture. He would bring his prospects into the warerooms at his or the customer's convenience and when immediate delivery was demanded he would take both customer and machine back home at the same trip and stop long enough to start the machine going. On clean-up days, he could visit all of his kickers in a few hours, iron out the troubles and still have time to sell a few machines in addition.

Another Columbia hustler is C. R. Salmon, manager of the wholesale department, who has been with Manager Reid for several years. He traveled for a while but recently has devoted his

time entirely to the office work and looking after the chief city customers. Mr. Salmon has won for himself a place as one of the well qualified machine men of this jobbing center.

Manager Reid, of the Columbia Co. is much pleased with his new territory, Memphis and vicinity. This territory formerly bought in Atlanta, which was not at all satisfactory to the trade, which is naturally St. Louis trade territory. The first month's dealings with the Memphis dealers has been entirely satisfactory. Practically all of the shipments so far have been by river, which saves the Memphis dealers more than half of the freight cost on these shipments.

Miss Margaret Suddendorf, recently with the Aeolian Co.'s music roll department, is a new

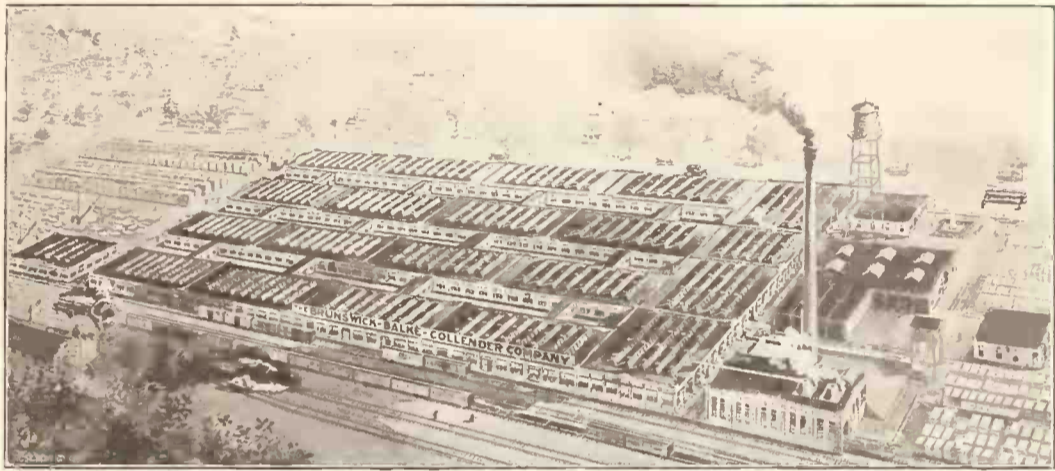
floor saleswoman at the Columbia warerooms. Miss Suddendorf is familiar with the Columbia line, having sold the machines and records in Minneapolis.

Kleekamp Bros. Piano Co., Grand avenue and Arsenal street, is a new Columbia dealer. This firm recently has sold Victors exclusively. Another new dealer is Luther T. Adams, of Herrick, Ill., a piano dealer.

Samuel Fields, manager of the talking machine department of the Gus Blas Dry Goods Co., at Little Rock, Ark., was here for several days the first of the month, buying Victor and Columbia machines for his store. The company has found the Arkansas capital an excellent point for retail trade and has been doing a heavy business for several years.

Mark Silverstone, president of the Silverstone Music Co., Edison jobbers, is planning a trip to the Edison factories late this month. He had planned to leave the first, but was delayed through changes being made at the store. Following the changes in the office force through

(Continued on page 66b)



This enormous factory devoted exclusively to the making of

Talking Machine Cases

We guarantee the highest class cabinet work and prompt deliveries.

Let us figure on your requirements

The Brunswick-Balke-Collender Co.

623 Wabash Avenue, CHICAGO

Largest Manufacturers of CABINETS in the World

TALKING MACHINE TRADE IN ST. LOUIS IN FINE SHAPE

(Continued from page 66a)

which R. L. Wilson was placed in charge of the office and selling floor, and Mr. Peden made wholesale manager, some material changes were found necessary. The last of these is the entire rearrangement of the record stock rooms on the third floor to make room for the rapidly increasing library. By the time this is completed Mr. Silverstone believes that he will have an organization that will continue to run smoothly regardless of his daily presence.

The Edison machine recently appeared on the street placards. The advertisement is placed by the Silverstone Co., but it does not say so. Sales Representative Mitchell, of the Silverstone Co., arranged the first of the month to give a musical recital on the Edison before the Illinois School Teachers' convention at Jacksonville.

The Concordia Music House on Pine street, this city, recently advanced themselves into Class A as Edison dealers. Zwick & Bro., of West Frankfort, Ill., are new dealers.

Wholesale Manager Peden reports a letter from an Illinois dealer who had just concluded a cash sale of an Edison disc and a cylinder machine to the same customer.

Lawrence Lucker, an Edison jobber at Minneapolis, recently was a caller at the Silverstone warerooms. He was talking when one of the salesmen entered the room and the latter recognized his voice from having heard it on the Edison jobbers' record and called him by name. Mr. Lucker was making a social call, being anxious to see how other Edison jobbers conducted their business.

The Victor repair expert was a visitor to local dealers last month and his calls were very welcome. Speaking of this branch of the Victor service, Val Reis, of the Smith-Reis Piano Co., said: "We found the presence of this mechanical expert of benefit to every person in our talking machine department. Practically

every employe had questions that the expert was needed to decide definitely and authoritatively. The clear understanding of these points has put new life into every one of the force. It really surprised me to see how many questions the record department could raise and I realize fully how much better the machine salesmen must feel, now that they are qualified to answer fully some questions over which they had doubts themselves."

J. W. Medairy is in charge of the talking machine department at the Stix, Baer & Fuller Dry Goods Co., since the retirement of C. B. Noon. Mr. Medairy is a talking machine enthusiast and is endeavoring to push his department to the front. He sells Victors and Edison Diamond Disc machines.

R. H. Gordon, of the Pathephone Co., says that his company is more than satisfied with the new accounts being opened in the St. Louis trade territory. He says that most of the accounts are opened by request of the prospective dealer and that he and his force of salesmen have had little time to search for prospective retailers. In many instances the new dealers are merchants who have been persuaded to stock a few cheap machines and have become tired of these and at the same time have realized the possibilities of selling standard machines.

The growth of the record business, in this trade district, Mr. Gordon says, is a continual surprise and now that the factory shipments are more liberal, he is meeting all demands of this sort and the office and shipping room force is kept going at top speed.

Charles Balmer, one of the best known piano salesmen in the city, and one of the veterans, has transferred his energies to the talking machine field and is a floor salesman at Nugents' Dry Goods Co. talking machine department, where Columbia and Edison disc machines are sold.

WARNING NOTICE

Mr. Harry J. Watson is reported to have recently been in Toledo soliciting subscriptions for The Talking Machine World. We hereby give notice that Mr. Harry J. Watson is not and never has in any way been associated with our journal.
The Talking Machine World.

EMERSON PHONOGRAPH CO. CHANGES

Transfers Manufacture and Sale of \$3 Phonograph to Another Company—Will Concentrate on Record Business in Future

The Emerson Phonograph Co. announces that it has discontinued the manufacture and sale of the \$3 phonographs direct, but has turned over this proposition to the Flemish Phonograph Co., Brooklyn, N. Y., whom it has licensed to manufacture and sell a similar machine at the \$3 price. The Emerson Co. will in the future devote its energies to the making and merchandising of its ten and twenty-five cent records and will also bring out the Emerson Electrolier Phonograph, which was recently demonstrated publicly for the first time.

VICTOR CO. PAYS EXTRA DIVIDEND

Common Stock Is Given Dividend of 25 Per Cent. in Addition to Regular Dividend

CAMDEN, N. J., May 1.—The Victor Talking Machine Co. declared an extra dividend of 25 per cent. on its common stock last week. This dividend is an extra one, and is in addition to the regular quarterly dividend of five per cent. An extra ten per cent. dividend was declared in January, this last dividend being the largest one ever paid by the concern. Dividends on the common stock so far this year amount to 45 per cent. The last reported bid for the stock is \$1,025 per share, with no stock offered.

Kalder & Scattergood, of Sturgis, Mich., has been incorporated to manufacture talking machine accessories, with a capitalization of \$1,000.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets



D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO., HANOVER, PA.

The time has gone when the public would buy a record by the name of the artist. Absolutely, the tone is what tells now—which is a condition peculiarly satisfactory to us.



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

Columbia Graphophone Co.
Woolworth Building, New York

WELL-EQUIPPED FOR BUSINESS

Domestic Talking Machine Corporation Has a Modern and Well-Equipped Plant in Philadelphia for Producing New Line of Talking Machines—Backed by Men of Wide Experience in the Trade and Its Development

PHILADELPHIA, PA., May 8.—The Domestic Talking Machine Corporation, the organization of which was referred to in The World recently, announces that it is now ready to market the first of the machines from its factory in this city.

The company begins business under most favorable auspices, for in addition to a well-equipped plant, the men directing the affairs of the corporation have been large factors in the talking machine trade in the past and understand what is required and how to produce it.

Evidence of the fact that the Domestic Talking Machine Corp. has come to stay, and grow as it stays, is found in the large modern plant of fire-proof construction, fully equipped and designed to promote manufacturing efficiency to a high point. The machinery now installed has been especially designed and is believed to represent the last word in that line.

The business has been thoroughly departmentized, both in manufacturing and selling, and each division is under the personal direction of men who have spent years in the various divisions of the trade. All parts of the Domestic machines, except the cabinets, will be made under one roof, thus assuring the maintenance

of a specified fixed standard in construction. The Domestic Corp. also announces that plans

of large proportions which will start in the magazines for June, the advertising being of

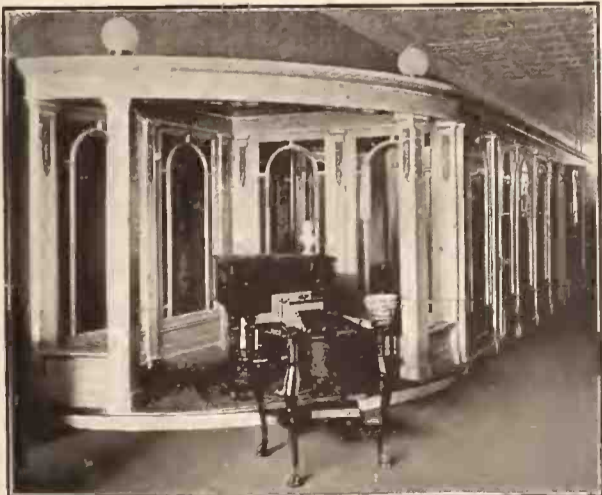


Factory of the Domestic Talking Machine Corporation

have been made for a national advertising cam-

the sort calculated to bring business direct to the dealer.

Van Veen Sectional Bed-Set Demonstration Booths



A Recent Van Veen Installation for Columbia Graphophone Co., N. Y.

Any one can erect booths as easily as a bed (no skilled labor required). One of our leading designs shown herewith. Booths shipped on short notice *anywhere*. Room sizes, any multiple of 3 feet, one of our standard section sizes. High-grade finish, will match your sample if desired.

A department is devoted to specially designed booths to match the architecture of showroom interiors,

and will furnish designs and quote prices promptly if furnished with elevation drawing or photograph of interior. Sound-proof construction. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO., Marbridge Building Broadway and 34th Street, New York

A. H. MAYERS OPENS NEW STORE

Adolph H. Mayers, the well-known local talking machine dealer, held the formal opening of his new store at 783 Ninth avenue, near Fifty-third street, on Wednesday of this week, Mr. Mayers having removed recently from 790 Ninth avenue, where he had been located for a number of years, to the new address. Mr. Mayers, who specializes on the Victor line, also conducts a retail store at 1983 Broadway

CONGRATULATIONS

Max Landay, of Landay Bros., New York, Victor distributors, is receiving the congratulations of his many friends in the trade upon the arrival at his home on Easter Sunday of a baby boy, who has been christened Robert Bruce Landay. Mr. Landay is now the proud father of two sons, Donald Malcolm Landay already giving indications of rivaling some of the Victor Co.'s world-famous vocal talent.

The shortest and best rule for the achievement of success is this: "Get results!"

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

GATELY-HAIRE HOUSE-WARMING

Recently Opened Warerooms of Albany Victor Jobbers Are Commodious and Up-to-Date

The Gately-Haire Co., Inc., the energetic Victor distributor, in Albany, N. Y., of which John



New Quarters of Gately-Haire Co.

L. Gately is president, recently house-warmed its new quarters, located near the Albany station of the New York Central. The accompanying illustration shows the beauty of the exterior of these warerooms and wholesale quarters, this being taken at the time when an Easter window display was showing.

Two floors and basement are occupied by this concern, the first floor being the general retail warerooms; the basement, the wholesale department, where are stored the machines and records, the second floor being devoted to the general offices, ladies' rest room and several private offices. No idea as to the length of these quarters can be gleaned from this picture, the length being nearly two hundred feet, thus giving the company all the elbow room it needs at present.

A NEW VICTORY FOR FIXED PRICES

Welch Grape Juice Co. Wins Out in Suit Brought Against It for Refusing to Supply Product to Price Cutting Concern

The principal of price maintenance in retail sales has again been upheld by the Courts and although the decision will be appealed as it stands, it is a most interesting one. The case was that of Frey & Co., wholesale grocers of Baltimore, Md., who brought suit against the Welch Grape Juice Co., under the Clayton act and the Sherman anti-trust law, based on the refusal of the Welch Co. to supply its products to the jobbing house, which cuts prices on its goods. The case was tried twice, the jury disagreeing on the first occasion and finding for the Welch Co. in every particular at the second trial.

The case was submitted on two counts. The first rested on the question of whether or not there existed, in the light of the first clause of the Sherman anti-trust law, an agreement, understanding or combination, between the Welch Grape Juice Co. and its jobbing distributors, by which the resale price of its product was fixed; and if such were the fact, whether the grape juice company cut off Frey because he cut the resale price and refused to enter into such illegal combination, agreement or understanding.

The second count was under the Clayton act and referred to the jury the question of whether or not the Welch Co. had discriminated against Frey by returning a certified check accompanying its demand for grape juice in January, 1915, accompanied by a letter in which the company not only refused to sell him at the jobbing price, but offered to let him have goods if he wished them at the retail price. This letter, it was contended by the Welch Co., was simply a polite way of refusing to deal with Frey as a jobber.

The Frey Co. has always insisted that it means to test the merits of this case to the finish. It still has two similar cases pending, respectively, against the Beechnut Packing Co. and Cudahy & Co., and whether it will rest its fate on the trial of those cases or carry an appeal in the Welch case to the Supreme Court is not yet stated.

All of the stock in the Des Moines Talking Machine Co. has been bought by B. Van Stight and J. L. Heilsing, who have formed a partnership in its ownership.

What Do You Need?

Universal Tone Arms

Special Metal Parts to order

First Class Nickelplating

We assemble metal parts of all descriptions.

Our plant is prepared to handle *quantity* orders for the above. Capacity of nickelplating plant 1200 pieces per hour. All work guaranteed.

Let us figure on your requirements

Phonograph Appliance Company

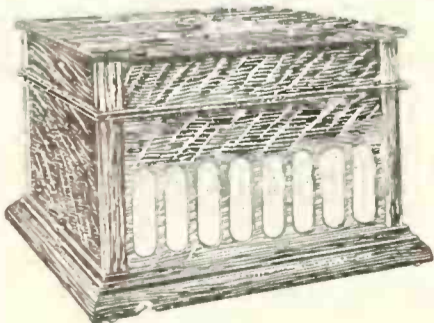
30 Church Street, New York

TO RECORD FOR THE PATHE CO.

The Pathé Frères Phonograph Co., New York, announced last week the consummation of arrangements whereby the Stanley Quartet will record exclusively in the future for the Pathé record library. The first records by this quartet will appear shortly.

The Stanley Quartet is well known in musical circles, and recently appeared at a dinner of the Music Club, given at Delmonico's, before a distinguished gathering of famous artists, including Kreisler, Gadski and others. James Stanley is the leader of the Stanley Quartet, the other members being Joseph Mathieu, Louis MacMahan and Flora Hardie.

James P. Bradt, general sales manager of the Columbia Co., returned to his desk last week after a fortnight's stay at Old Point Comfort, Va. Mr. Bradt is in the best of health and spirits, and apparently benefited considerably from his stay in the Sunny South.



\$15.00
to
\$200.00

Rich Cabinet Work, Built
To Suit the Most
Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line
That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE

RHODE ISLAND

35c.

is the Price of the most
popular Double-faced
Record on the Market.

"The Crescent"

plays longer than any
75c. Record.

24 New Selections
Just Out



No. 404 Udell Cabinet
With Columbia Eclipse

Height 32 inches. Width 17 inches. Depth 17 inches. Quartered Oak Front. Mahogany Front. Holds 208 Records.

This style is also fine with
Victrola VI

UDELL
RECORD
Cabinets

play a leading part in the sale of a Talking Machine outfit. This is true because a portable machine and a library of records without a Udell Record Cabinet is *not* complete.

Put it up to your customer and ask him where he is going to file his records and where will the machine set. Of course, people buy what they see—so have your machines on *Udell* cabinets. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a *Udell Record Cabinet* makes a consumer want to fill it up.

Yes, it's a mighty good proposition for you to push *Udell* cabinets.

You can get pictures and prices by writing to

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

TRADE IN SOUTHERN CALIFORNIA

Shortage of Stock Being Rapidly Remedied—Near Approach of Vacations Will Increase Demand for Outing Machines—Recent Sales of Importance—Some Staff Changes

LOS ANGELES, CAL., April 29.—April has been a very successful month for all local talking machine dealers, although hardly up to the standard set by the preceding months.

Nearly all dealers are now supplied with all models and all finishes of talking machines, something they have not had for over six months. There is still a shortage, however, in their record stocks, as it seems nearly impossible to obtain some of the best of the standard sellers. All of the jobbers are promising full stocks by June 1, and on account of the diminishing of business during the summer months, the dealers should all be ready for the fall rush with full catalogs.

The vacation months are drawing near, and already has the demand begun for the outing machines. The absolute certainty of fine weather in Southern California from now until October makes this district the most popular one of the country for the "talkers" as an outside amusement and it is a common sight to see an auto party making for the beach or mountains with a talking machine as an entertainer.

J. W. Boothe, manager of the piano and talking machine departments for Barker Bros., is in the East, where he is visiting the piano factories whose lines he handles, as well as the talking machine factories and also some of the larger retail stores. Mr. Boothe will return about May 10.

Jack Reeves, formerly with Sherman, Clay & Co., Victor jobber, in Los Angeles, has returned from a trip around the world, and is making a short stay in our city.

One of the recent notable musical events was the appearance of the celebrated Italian tenor, Guido Ciccolini, at the Orpheum during the last two weeks. He is making records for the Edison Diamond Disc at present.

Miss Alice Brown, who has been with the Columbia Co. for the last fifteen years as manager of their retail department, is now with the Southern California Music Co.

The Wiley B. Allen Music Co. has been doing a fine business this last month, especially in the XI. and XIV., fumed oak.

FEATURING LATEST SONORA MODEL

An unusual and elaborate catalog has been issued by the Sonora Phonograph Corp., of 57 Reade street, New York, which is exclusively devoted to the latest achievement of this house, the thousand-dollar Supreme model. No expense has been spared in the creation of this volume, the printing being of the most artistic quality. The work was planned by the officers of the Sonora Corp. and created by the Redfield Advertising Agency, of New York, which is co-operating with the Sonora Corp. in the promotion of publicity. Some striking paragraphs from this volume follow:

"With any type needle—sapphire, diamond, steel or multi-playing—the Sonora Supreme will play any disc record with the living warmth and the human tone of the original harmony. The range of melody it opens is boundless.

"The parts of the Sonora Supreme are perfectly co-ordinated, for only by flawless arrangement of the parts can perfection of the whole be attained. The art of phonography is based on the art of mechanics. A machine capable of reproducing the lightest tone-shade and the most vigorous harmony must be a machine with a supreme mechanism.

"Such is the Sonora Supreme. In its devices for tone-rendition and tone-control it is unique, a masterpiece of the new phonography."

The Durable Phonograph Co., manufacturer of phonographs, talking machines, etc., has been incorporated by J. O. Murphy, Russell Goldman and A. G. Thaanum, of New York City.

Sonora

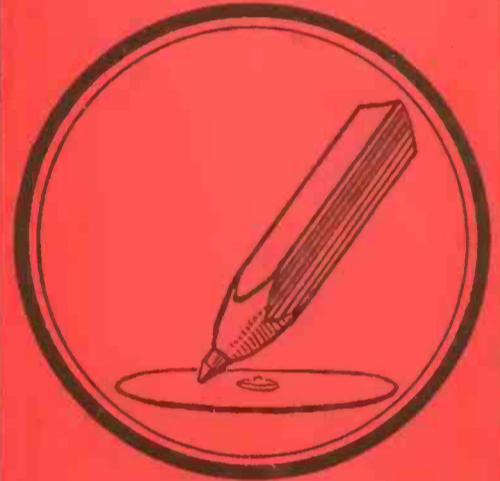
Multi-Playing Jewel

Needle

GIVE the record a chance!

Don't complain about the scratchy sound when it is the needle that is at fault.

The Sonora multi-playing jewel needle lengthens the life of the record. It saves the bother of constantly changing needles.



FAR harder than steel is this jewel needle. Without losing its effectiveness it can be used over and over. The beauty of the sound is materially improved by its use, because it fits the record exactly and this is essential for accurate sound reproduction.

Sells readily for \$1. It is guaranteed to give thorough satisfaction in daily service for three months. This is a profitable article for you to handle.

Write in today for dealers' prices and information

Sonora Phonograph Corporation

GEORGE F. BRIGHTSON, President

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

57 READE STREET NEW YORK



Since the Columbia line of Electric Grafonolas were introduced their steady increase of popularity has been one of the healthiest features of the industry. Write for the circular featuring these instruments.

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

Columbia Graphophone Co.
Woolworth Building, New York

HOW PRICE MAINTENANCE SAVES MONEY FOR RETAILERS

Chas. B. Klein, in Live Article in Support of Stevens Bill, Explains That the Juggling of Prices on Machines Would Necessitate Hiring of More Expensive Salesmen

The effect on the talking machine trade if the Stevens bill or a similar measure fails to pass and the price cutter becomes the dominating power, has been ably set forth in an interesting article on price maintenance written by Chas. B. Klein, of the Klein & Heffelman Co., Canton, O., the prominent piano and talking machine dealers. Mr. Klein states that he has had twenty years' experience in selling pianos under the "any old price plan," and he therefore appreciates the maintenance of prices on talking machines.

Mr. Klein's article, which in its entirety is too lengthy to be used, is being run in instalments in the Sunday edition of the Canton Repository. He sums up the situation which would prevail in the talking machine field were fixed prices eliminated, in the following excerpt:

"The leading makes of talking machines are now sold to the consumer by the retailer at a uniform price all over the country. You can send a ten-year-old boy into any store in the country, who are authorized agents for the best-known makes of talking machines, with \$200 cash in his pocket to buy a machine and he will do as well as you could yourself. He will pay neither more or less than \$200 for a \$200 phonograph or talking machine. The price and models being standardized, no dealer could vary the price or substitute other models without detection.

"But who would think of sending a ten-year-old boy to buy a \$200 article not standardized, and which had no uniform fixed price?, such, as for instance, a piano. If the uniform fixed price was removed from Victor and other talking machines, the bars let down and each dealer privileged to fix his own price and the price cutter given full play, what would happen? What would be the effect on the consumer and on the dealer and on the sales people? If the

manufacturer could not devise some plan to control the resale price by special contract with the retailer or by establishing his own selling agencies in every selling center, this is what would happen and would be necessary if the retailer was to get the same net margin on sales he is now getting.

"First, the manufacturer would have to destroy all means of identifying the present models and the prices now attaching to them. The, at present, \$200 model, for example, would be given a different shape or appearance in the case design, and the dealer would then mark it to sell at, say, \$250.

"Then when Mr. Shrewd Buyer came in and asked for a price reduction because he is a prominent citizen or because of the prestige added to the establishment by having such a substantial citizen as a customer, he gets it for, say, \$190, but only on his sacred promise not to tell any one; then when Mr. Plain Citizen or Working Man came in to buy the same model, and not being an adept in the noble art of dickering, he pays \$225 or \$240, and in some cases \$250.

"After a while the Plain Citizen discovers that he has paid \$20, \$30 or \$40 more for the same machine than did the other citizen.

"He goes back to the store in just rage and the poor talking machine salesman, who is perhaps a mere boy, and has had no other experience than selling at a uniform price, his sales methods being heretofore as free from subterfuge as that of a postage stamp salesman, trembles and makes a feeble attempt to explain and fix up matters, but fails utterly.

"The customer goes out storming, denouncing the whole concern as a crooked bunch, and vowing never again to buy another cent's worth at that store, and proceeds to advertise the fact and to tell his friends all about it.

"Then the dealer sees a great light; he now

realizes that the cut-price game requires different handling than does the fixed and uniform price plan. He now realizes that while he has heretofore under the uniform price plan run his phonograph or talking machine department profitably with the aid of a young, inexperienced and low-price salesman, he now requires a veteran, and one who is experienced with this particular method of salesmanship, one who has the qualities of a Hannibal ready at all times to meet the surprises of any sudden exigency or situation. His salary will be more than he has been paying the inexperienced salesman, but he must have him; he figures that he will get enough extra price over and above what the young and inexperienced salesman would get to more than make up for his extra cost. He finds and hires his man and gives him full charge.

"Mr. Jones comes in and buys the same type of machine sold to the prominent citizen, but Jones pays \$200 with a promise not to tell any one about the cut-price. Later on Brown comes in and also buys a machine of the same type and pays \$240, with a promise not to tell any one about the cut price. Later on Brown discovers that he paid \$40 more for the same machine than did Jones. He, like the plain citizen, gets angry, and justly so, as he thinks, for did not that lying salesman tell him that \$240 was a very special and confidential price, not made to everybody? He goes back intending to clean up that store and to denounce that salesman as a liar to his face, and make him own up and confess his perfidy.

"But Jones is not dealing with the boy salesman as did the plain citizen, he is now against the real thing, a product of the cut-price system. The conversation runs something like this:

Brown (trembling with rage)—"Say, didn't you tell me that \$240 was a very special and confidential price for that machine I bought?"

Salesman (in a soft, musical voice)—"I did."

Brown—"And didn't you tell me that no one ever bought that same machine for less than \$240?"

Salesman (pleasantly)—"That's exactly what I said."

Away with the Winding Crank!

"If only we didn't have to wind all the time."

How many times your customers have said this!

The Motrola does away with winding by hand—makes complete the enjoyment of every selection.

Simple to attach—just unscrew the winding crank and put the Motrola in its place. Connected with electric current it winds automatically, insuring true tone and even time. Costs practically nothing to run. It can't get out of order.

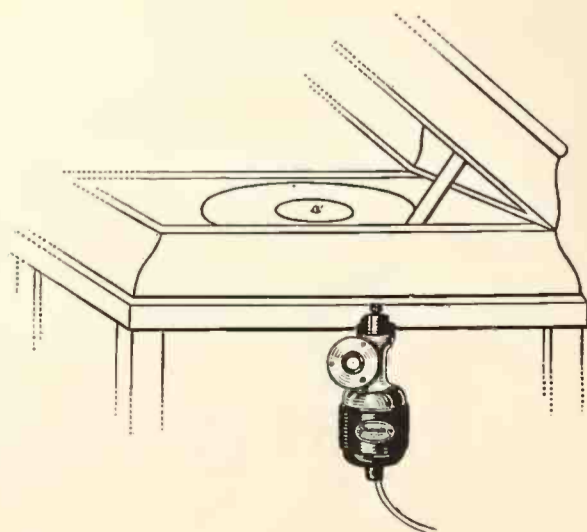
Be one of the first to have a Motrola for demonstrating purposes.

Prices and all other information sent on request

JONES-MOTROLA, Inc.

171 Madison Avenue

New York, N. Y.



Brown—"Didn't you sell Jones that same identical d—d machine for \$200?"

Salesman (looking at Brown like a fond mother looks at her baby)—"No. I didn't."

Brown (screaming with rage)—"WHAT?"

Salesman—"Now look here, Brown, I didn't think you were that kind of a man. I liked you because I thought you intelligent and a gentleman, and when I learned that your father and my father used to go to school together, I just went the limit on price and gave you a \$250 machine for \$240, and I was called down good and proper by the head of the house for doing it—and now that is all the thanks I get from you for doing it."

Brown (puzzled)—"But didn't you sell Jones this same machine for \$200?"

Salesman (looking at Brown triumphantly)—"No, I didn't sell Jones the same machine for \$200, but I did sell Jones a second-hand machine of the same type for \$200."

Brown (weakening)—"But I saw the machine and it looked as new as mine does."

Salesman—"Yes, exactly so; you see we used it for demonstration purposes, besides it was out on trial several times. I had the case all polished up and made to look like new, but the works are badly worn. Jones didn't notice that, and he thinks it is new, but for heaven's sake, Brown, don't tell Jones about it. He is not cheated, for he has his money's worth."

Brown (apologetically)—"Well, I just told my wife that you didn't look like a man who would take any unfair advantage of me, but just to keep her satisfied I promised her I would come in and see you about it the next time I was uptown."

Salesman—"I am glad you came in and gave me a chance to explain."

Brown—"I didn't intend to ever spend another dollar in this store, but I see that I was mistaken, and by the way, my neighbor is going to buy a machine and I am going to tell him not to buy it of anyone but you, because I know you will treat him right."

Salesman—"I appreciate your kindness, but for heaven's sake you didn't tell him what you paid for your machine, did you?"

Brown—"No, I didn't."

Salesman—"Well, don't tell him. Just say to him that you paid \$250 and when I sell him I will just hand you a 'five spot' for your trouble."

Brown—"Thanks, I am glad I came. I will caution my wife not to tell anybody about Jones' machine."

"But later on Brown's wife told a dear friend in strict confidence about Jones' second-hand machine, that friend told another in strict confidence, that friend another, and finally some friend told Mrs. Jones in confidence, because she felt that it was her duty to do so.

"Jones hears of it and is furious, like Brown. he goes back to the store to clean up things and make that salesman look like 30 cents, but he is also reckoning without his host. Here is the way Jones cleans up things:

Jones—"Did you sell me that machine for new?"

Salesman (gaining time to marshal his wits)—"That is a funny question. What makes you ask that?"

Jones (angrily)—"There is nothing funny about it. You sold me a second-hand machine for new, didn't you?"

Salesman—"Who told you that?"

Jones—"I didn't intend to tell you, but I found out that you said to Brown that mine was a second-hand machine."

Salesman—"I am glad you came in and gave me a chance to explain. You know, Jones, you promised not to tell anyone how much you paid for your machine; besides I had trouble with the head of the house. He didn't want to let your sale go through because we were losing money on it, but I got him to consent when I explained that your good-will and influence was valuable to the house, but that's what I get for trying to treat you right. You see, it was like this: When Brown came in with blood in his eye, kind-of-sudden like, I had to do something, and do it darned quick, so I just told him that your machine was second-hand to keep him satisfied. What else could I tell him? But I am surprised at you. I thought you had more confidence in my honesty than that; besides you have the reputation of being an expert mechanic. Can't you see that your machine is new, absolutely new?"

Jones—"I didn't tell a soul about the price. If anyone told it, it must have been my wife. I said to her I didn't believe that it was a second-hand machine, but just to keep her satisfied I promised her I would come up and see you about it. I see your position and don't blame you for saying what you did, but I will keep this confidential, and say, by the way, I am going to bring up a friend who wants to buy a machine like mine. My wife didn't want me to bring him up until I saw you about that second-hand business. She was afraid you would cheat him, but I will explain it to her and it will be all right."

"Jones and Brown are fooled. If any more talk of their being cheated reaches them they will just 'say nothing and look wise,' each one feels a secret satisfaction in having received a better deal than did the other and each one feels grateful to that salesman and will recommend him to their friends and maybe after many years they will make up and spend their remaining days trying to figure out who was the goat. Under the Stevens bill this salesman could not sell a \$200 model for \$240, and neither could

he represent and sell a second-hand machine for a new one, thus the consumer is protected.

"This kind of salesmanship talent is rare and costs the dealer more than the other kind, but the dealer adds the extra cost to the average price he receives for his machine, and again the consumer pays the retailer the retailers' cost plus a fair profit and plus the cost of the waste or lost motion resulting from price cutting.

"To prove that this kind of salesmanship is rare and in great demand, I need only cite the notorious fact that all over this country there is a crying demand by piano dealers for salesmen, real salesmen, who can make good in the cut-price system. Did any one ever hear of a crying demand for salesmen who could make good in the sale of standardized articles, with uniform price, such, as for instance, talking machines?"

"The result is that when the average consumer buys a \$200 article under the cut-price plan he pays the dealer a larger average gross margin of profit than he pays to the dealer when he buys under the present uniform price system. In

other words, the expense per cent. of selling a \$200 non-protected article is much greater than the expense per cent. of selling a \$200 talking machine under the uniform price plan.

CONTRACT FOR NEW PATHE FACTORY

Large Seven-Story Building to be Erected on Grand Avenue, Brooklyn, N. Y.

The Pathé Frères Phonograph Co., New York, has awarded the contract for the erection of a seven-story factory building, one hundred feet by eighty-five feet, on Grand avenue, Brooklyn, N. Y. Work is already under way, and the contractors have received instructions to rush the building to completion.

This additional manufacturing plant was made necessary by the remarkable strides which the Pathé Frères Phonograph Co. has made in the past year. The new building will be up to date in every particular, and will afford the company an opportunity to materially increase its production in every department.

KNOWLEDGE to guide you is the basis of our service. All theories have been eliminated and when you have the co-operation of Gately-Haire Service, you get the essence of what has been secured by close contact with retail merchandising for many years.

Just specialize in records for a month, as a test, and note the big jump in your sales. By using

**GATELY-HAIRE
Victor Record Service**

you get an assistance that can be measured by the yard stick of actual results. We believe that G-H Service is the best; we believe that you can order anything from us and it will be delivered, if it is obtainable anywhere; and you will share our belief after we fill your FIRST order. Our service is extending over a big radius, for Albany is ideally located as the hub of one of the best business worlds in the country.

Repeat our slogan: "Albany—for capital service"—and remember that we'll back it up.

The Gately-Haire Co., Inc.

John L. Gately, President Claude B. Haire

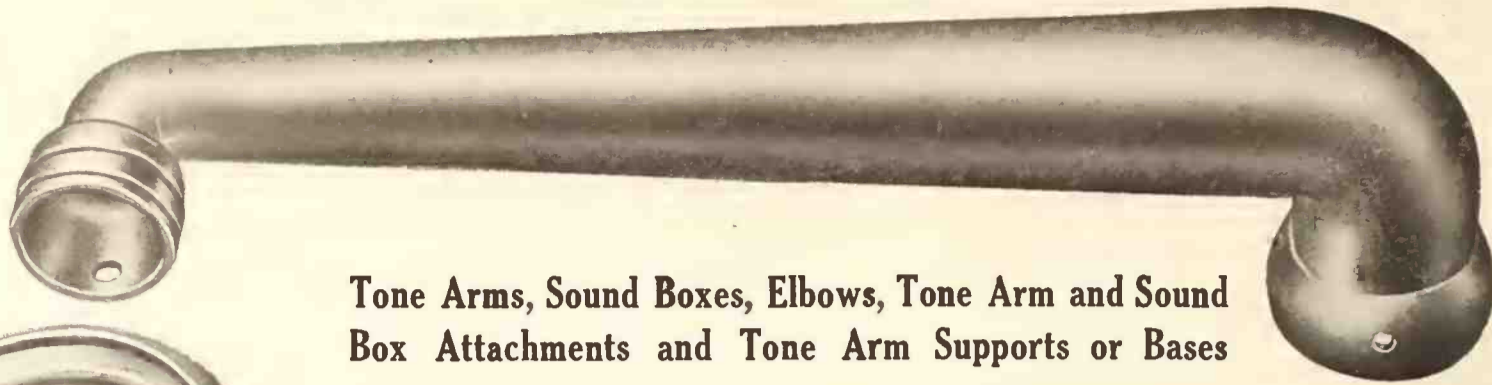
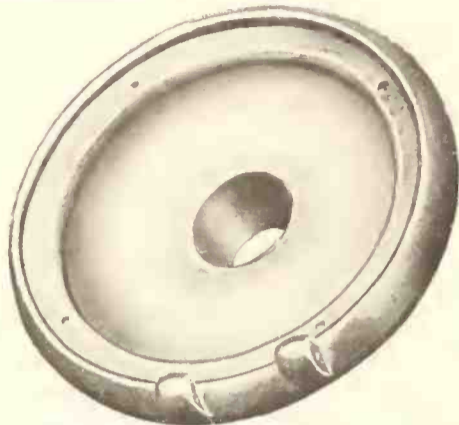
ALBANY

(That's enough)





TRADE MARK



Tone Arms, Sound Boxes, Elbows, Tone Arm and Sound Box Attachments and Tone Arm Supports or Bases

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

ACME DIE CASTING CORPORATION

Bush Terminal Building 5, 35th Street and 3rd Avenue

Brooklyn, N. Y.

KANSAS CITY PROVING BUSY TALKING MACHINE CENTER

Using Victrola for Concert Work—Smith, Barnes & Strohber Has the Columbia Line—Featuring Billy Sunday Records—Means & Pearson Co. Makes Change—Other Items

KANSAS CITY, MO., May 6.—Conditions in the local talking machine field continue to be excellent. The Easter trade was very good, notwithstanding the demands of the fair sex for new apparel. Practically every dealer in town declared that the business was holding up in great shape. While other industries seem to be affected by the late spring which this territory is experiencing, the talking machine folks are doing volumes of business. The cry now is that of the past five months—"We want more stock!"

E. J. Scheusler, who has been connected with the Nowlin Music Co. for some time, is now located in Des Moines, Ia., connected with Davidson Bros.

S. R. Holdren, formerly connected with the Wells Music Co., of Paola, Kans., has returned there after an absence of some time in North Dakota, and has opened a store handling Victrolas.

The Means & Pearson Piano Co., 1217 Grand avenue, has sold its rooms at that place to the E. B. Guild Music Co., of Topeka, Kans., and that firm is now located there. The Victrola franchise, which Messrs. Means and Pearson

had at that place has been retained by the Guild Co. The room has been altered and redecorated and is now one of the most attractive piano and talking machine rooms in the city. Messrs. Means and Pearson immediately opened a store at 205 East Tenth street, and have taken on a Columbia franchise.

When the announcement was made that the Smith, Barnes & Strohber Piano Co. was to make Kansas City a distributing point for the Southwest territory, much interest was aroused as to whether or not they would carry talking machines. The curiosity was satisfied when two classy little booths were installed on the first floor, which are to be devoted to demonstrations of the Columbia machine. In addition to this there are two more on the second floor. George T. Johnston, who is the local manager, will have charge of this department, pending the appointment of a manager.

John F. Ditzell, manager of the talking machine department of George B. Peck's Co., is very much gratified with the results his department is receiving from the invitations sent out urging the broader use of the Victrola for concert work. And to Mr. Ditzell, one exceptional

point is the fact that many are coming in unsolicited, which leads him to believe that the Peck Co.'s offer is appreciated by the public.

The Wunderlich Piano Co., which handles the Victor machine, recently presented one of the most novel window displays seen here for some time. The entire exhibition was built on Indian relics. The floor was covered with striped red and black blankets, familiar to every squaw. Pictures of Indian maidens were set on dark brown pedestals in the window. Large Indian shields, eight old Indian flutes and an old ceremonial drum composed the unique part of the display. A brown Victrola XVI. was in the background.

The Starr Piano Co. at Kansas City has been invited by a group of manufacturers to participate in a series of demonstrations that will continue until all grocery and food stores of Kansas City are visited, the piano company to supply the entertainment feature of the program with phonographic music. The other members of the group are food manufacturers; the demonstrations will be given in the afternoons, 2 to 9, and each grocer will send out invitations to his own patrons. There will be four a week.

D. W. McKenzie, president of the Playerphone Talking Machine Co., Chicago, Ill., recently paid a visit to the local field. He was placing agents in the Southwest territory.

With the addition of a large piano department to the Jones store Co., immediately adjoining the Victrola department of that company, much needed room was gained, for when the piano department was built, four new booths were put in for Victrola and record demonstrations. Harry Bibb, manager, has been pleading for more space ever since Christmas, but on May 1 got the first additional inch. This will make seven booths for use, and allows more floor space for exhibition purposes. The week preceding Easter was, according to Mr. Bibb, "The best since the holidays."

Two local talking machine houses which are featuring the Billy Sunday records are the George B. Peck Dry Goods Co., and the Schmelzer Arms Co., both Victrola dealers. The famous evangelist came to Kansas City on May 1 for a visit of seven weeks, and no sooner had he landed here than these two firms began exploiting the records of the songs made famous by Mr. Rodeheaver, the Billy Sunday songster.

When Billy Sunday came to Kansas City on May 1, the Schmelzer Arms Co. packed up a Victrola XVIII., and sent it out to the mansion where the Sunday party is staying. The first record played for Mr. Sunday was "An Old Country Fiddler Hears Billy Sunday," and the athlete evangelist enjoyed it so much that he requested another hearing of it immediately. Along with the machine, which will remain at the Sunday residence until the party departs, was sent a large selection of records.



Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for \$1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY



Highest Grade
Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

FREIGHT EMBARGO HITS MILWAUKEE

Talking Machine Men Suffer Greatly Through Holding Up of Shipments from the Factories—Big Real Estate Boom in Progress—Opera Season Helps the Record Trade

MILWAUKEE, Wis., May 10.—The ever-increasing difficulty experienced by Milwaukee talking machine dealers in getting stocks of machines and records from the East, because of the acuteness of the freight embargo and car shortage situation, is the only unfavorable feature of an exceedingly good business condition. For a time the embargo resulted only in delaying deliveries, but instances have come to notice where deliveries are not being made at all. The express lines have been resorted to by dealers to get immediate delivery of the goods needed most, but it is obvious that profits are rather short when express bills are considered.

The Railroad Commission of Wisconsin has interested itself in the car shortage situation and a few days ago issued an appeal to the railroads, shippers and receivers, to co-operate more closely with a view to making the best of the conditions brought on by embargoes at Eastern terminals. The commission says there is much waste by reason of the failure of shippers to load cars up to the maximum weights. Small loading actually amounts to the loss of services of many cars, and cars are precious.

"Business is fine and getting better" is the report from every talking machine dealer. The buoyant spirit in business generally is reflected in the large increase in sales. Competition is keen and with the entrance of new manufacturers into the field, competition will grow even keener. The business done by representatives of the low-priced machines does not seem to have affected the business of the regular dealers to an appreciable extent. It is figured that people who buy the cheap boxes probably would never buy a regular machine. However, the effect of the cheap goods may turn to good advantage, for each purchaser is a future prospect for a real talking machine.

Milwaukee's prosperity may be noted from the building inspector's report showing that building operations during the first four months of 1916 were \$2,000,000, or nearly 100 per cent. in excess of the volume of the same period of 1915. Talking machine dealers see a prospect in every new home that is built. Likewise, the numerous large hotels, clubs and similar buildings being erected this year furnish plenty of prospects, for to-day no institution of this kind is complete without a battery of talking machines.

The two-day engagement of the Boston Grand Opera Company in Milwaukee, May 1 and 2, created fine business in Columbia records, many of which are made by artists of this company. Artists who had been little known previously were brought into the public eye, and Columbia dealers used newspaper display space to good advantage in connecting up the Boston singers with Columbia records.



PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING MACHINE CO.

135 Second Street
MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

The Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, Edison jobber, has added two salesmen to its local staff and is greatly extending its retail business. The new men are H. Fuerstenau and Walter Junkerman, young men of the "live wire" type who have lost no time in getting things under way.

James Schoonmaker has been appointed manager of the talking machine department of the Boston Store, in this city, under the policy of the management to make a feature of the music departments. About \$5,000 is being expended for remodeling the space occupied by the department, and for new demonstrating booths, record cabinets and other accessories. It is planned to make the department one of the most inviting places in Milwaukee. Mr. Schoonmaker has been associated with the Boston Store organization for several years, and the appointment as manager is in the nature of a promotion for merit.

The Edmund Gram Music House, 414-16 Milwaukee street, is now devoting its talking machine department to the sale of the Aeolian-Vocalion and the Columbia, which was taken on shortly after the Gram house contracted with the Aeolian Co. for the exclusive representation in this city. Paul Seeger, manager of the talking machine department, left May 3 for the East to spend some time at the Aeolian plant and to rest. He is accompanied by his wife and plans to make a short tour of large Eastern cities before returning to Milwaukee. There was an interesting contest at the Gram house for the honor of being the "first purchaser" of an Aeolian-Vocalion. The palm went to Bernard Fahy, of the Concrete Builders' Association, who was just fifteen minutes ahead of Miss Catherine Grothey, of Chapman's, in closing the purchase. The Gram house is experiencing the effect of the freight embargo and can hardly get enough machines to supply the demand.

The Badger Talking Machine Shop, "Milwaukee's Exclusive Victrola Store," moved into its new quarters at 425 Grand avenue, on May 1, and at this time is still busy with the arrangement of stocks and the hundred and one other things that go with moving. The new store is one block west of the old location, 312 Grand avenue. It affords more than 7,500 square feet of floor space, divided into two floors and basement. The advertisements announcing the removal say that this is "The largest exclusive Victrola store in America." The feature of the

new store is the recital hall, which seats 300 comfortably. On the main floor are the general and private offices, twelve demonstration booths, reception and waiting room, cashier department and ticket office, and stock rooms for records. There are four extra large booths on the second floor, supplementing the large recital hall. The basement is devoted to receiving and shipping, repair and inspection departments. The Victor jobbing business is still conducted at the old stand, 135 Second street. Harry A. Goldsmith, secretary of the company, is enthusiastic over the condition of business in both retail and jobbing lines, and like others, says the only disquieting feature of the situation is the difficulty in getting enough machines and records to go around.

The Sonora line made its first bow to the public of this city, or a select portion thereof, on the evening of April 25, when Charles J. Orth, 274 West Water street, gave a recital before the members of Daniel Webster Council, 1472, Royal Arcanum, and their friends, in Odd Fellows' Hall. Mr. Orth used the Sonora phonograph and player, and was assisted by Mme. Anne Janzer, soprano; Evelyn Winter, violin, and Harry Ransom, whistler. The phonograph's part of the program aroused great enthusiasm. Mr. Orth plans to repeat the program before Garfield Lodge, Knights of Pythias, later this month, and has many calls from fraternal organizations.

W. W. Warner, the well-known piano and talking machine dealer of Madison, Wis., who died recently, left an estate valued at \$240,000. Charity is liberally recognized in the disposition of the funds.

NEW COMBINATION OUTFIT

The Nanes Art Furniture Co., New York, manufacturer of Savoy gramophones, has placed on the market a new combination outfit, consisting of the No. 25 Savoy, with a cabinet to match. This combination has met with popular favor in the short while it has been on the market, and the factory is working steadily to keep pace with the orders.

The St. Louis (Mo.) Star recently published a photograph of the downtown store of Hellrung & Grimm, agents for the Pathé Pathephone, with a description of the Pathephone and a short history of the concern.

SATISFACTION—QUALITY AND PROFIT

Will be found in handling

The PERFECTROLA

A HIGH-GRADE MUSICAL INSTRUMENT

SEVEN MODELS

Retails from \$10.00 to \$100.00

Correspondence solicited with desirable dealers

Milwaukee Talking Machine Mfg. Co.
416-418 4th ST., MILWAUKEE

Chicago Salesroom
The Perfectrola Co.
160 N. 5th Ave.

Kansas City Salesroom
Wm. E. King
Traders Building



No. 30



No. 55

AEOLIAN-VOCALION WEEK PROVES A GREAT SUCCESS

Special Advertising, Displays and Demonstrations Features of the Week—Salons at Aeolian Hall Beautifully Decorated—Special Art Styles of Vocalions Attract Attention

Aeolian-Vocalion week, which was introduced recently by the Aeolian Co., New York, proved to be the most successful event which this company has sponsored in quite some time. During the past year or two the Aeolian Co. has launched numerous special weeks devoted to distinctive musical programs or featuring new lines of instruments, and every one of these "weeks" has been successful from every stand-

point. Aeolian-Vocalion week, however, far outdistanced its predecessors from every standpoint, and materially enhanced the prestige of the Aeolian Co. in the phonograph and artistic worlds.



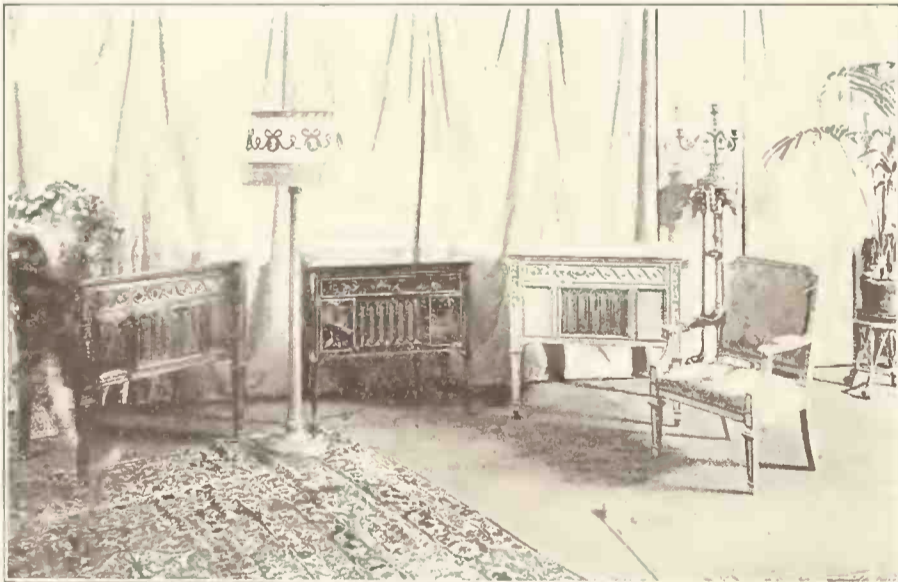
Vocalion Salons During Aeolian-Vocalion Week

Aeolian-Vocalion week introduced to the public an exhibition of a group of original Aeolian-Vocalion art styles, accompanied by a musical program rendered four times daily. Large-sized advertisements appeared in all of the daily newspapers announcing Aeolian-Vocalion week, and the dignified and quality character of this publicity served to impress the general public that Vocalion week would be an event of more than passing interest. Illustrations of a few of the

program was given, the artistic beauty of the scene making a fitting background for the entertainment, which was under the supervision of Gerard Chatfield, of the Aeolian recital department. In addition to the twenty art style Aeolian-Vocalions, there was also on exhibition the complete regular line of Aeolian-Vocalion models, the entire display representing a group of phonographs ranging in price from \$35 to

\$2,500, one of the most comprehensive talking machine exhibits ever shown.

The art instruments were divided into three groups; the instruments in group one harmonizing with the furniture of early English character, such as Elizabethan, Jacobean, William and Mary and others. Included in this group were instruments in gray, French walnut, gray oak and rich dark brown oak. Group two comprised instruments suitable for rooms with furniture of Louis XVI. or Adams character. This group included one of the most beautiful Vocalion styles on exhibition, a model in Japanese



A Group of Art Styles

more popular Aeolian-Vocalion art styles were presented in the newspaper advertising, and a cordial invitation was extended to everyone to visit the Aeolian salons at Aeolian Hall, where the musical program would be presented free of charge.

Visitors to the Vocalion headquarters on the third floor of Aeolian Hall found the salon beautifully decorated, with the art instruments, twenty in number, grouped around the floor, according to the art periods they represented. An old-fashioned Colonial garden had been constructed at one end of the salon, adjoining which was a reproduction of a typical music room in a country home, furnished with an Aeolian-Vocalion, a Pianola and other appropriate furniture. In this garden the musical pro-

gram was given, the artistic beauty of the scene making a fitting background for the entertainment, which was under the supervision of Gerard Chatfield, of the Aeolian recital department. In addition to the twenty art style Aeolian-Vocalions, there was also on exhibition the complete regular line of Aeolian-Vocalion models, the entire display representing a group of phonographs ranging in price from \$35 to \$2,500, one of the most comprehensive talking machine exhibits ever shown. The art instruments were divided into three groups; the instruments in group one harmonizing with the furniture of early English character, such as Elizabethan, Jacobean, William and Mary and others. Included in this group were instruments in gray, French walnut, gray oak and rich dark brown oak. Group two comprised instruments suitable for rooms with furniture of Louis XVI. or Adams character. This group included one of the most beautiful Vocalion styles on exhibition, a model in Japanese

In addition to the presentation of a musical program four times daily, the company repeated the program three nights during the week in response to the requests of many patrons who were unable to be present in the day time. All of these concerts, afternoon and evening, were attended by capacity audiences, who were enthusiastic in their approval of the Vocalion's musical and distinctive qualities.

One of the week's special events was Friday night's program, when a large number of architects and decorators were present as the company's guests. B. G. Knight, of the Aeolian art division, who has been an important factor in the production of Aeolian-Vocalion art styles, made an interesting address at the commencement of the program, which was keenly appreciated by the professional men in attendance.

The program for Aeolian-Vocalion week was as follows: "Spanish Dance No. 2," record by Pablo Casals, Miss Louise V. Stallings, demonstrating the use of the Graduola; "Angel's Serenade," soprano selection by Miss Stallings, accompanied by the Aeolian-Vocalion; "Primrose," petit ballet in three episodes, by Miss Ruth Cramer, danseuse, the Aeolian-Vocalion furnishing the music; "Spring's Singing," by Miss Stallings, with Pianola accompaniment.

EDISON DIAMOND DISC IN HAVANA

Exclusive Agency for That Line Secured by the Harris Bros. Department Store

The exclusive agency for the Edison Diamond Disc phonograph in Havana, Cuba, has been secured by the big department store of Harris Bros., which has given over a very large department to that line with Adolfo Arango and A. Guzman in charge. The Edison Diamond Disc phonograph has been particularly well received in Havana and frequent demonstrations have been held.

DEATH OF GEORGE BLACKMAN

George Blackman, a brother of J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, died suddenly on April 20 from pneumonia. Mr. Blackman had been associated with the talk-



Miss Stallings Demonstrating the Graduola

ing machine industry a number of years ago, and was well known in the local trade. He is survived by a wife and child. The funeral services were held on Sunday, April, 23, from his late home.

The Rinker Book & Stationery Co., of North Platte, Neb., is featuring the Victor line of machines and records with great success in that territory.

VEECO

Stimulates your
entire business and increases
your record sales

AN ELABORATE OPERA WINDOW

Eilers Music House, in Spokane, Marked the Arrival of the Boston Opera Co. in that City With \$1,500 Display of Machines and Records

Spokane, Wash., May 2.—During the recent visit of the Boston Opera Co. to this city, the Eilers Music House presented one of the most attractive window displays which has been shown in the local talking machine trade for some time past. The company featured the Columbia line of graphophones and records to excellent advantage, and the accompanying photograph will give a fair idea of the originality and effectiveness of the display.

It is stated that this window featured about \$1,500 worth of goods. The gown on the figure in the window is valued at more than \$500, and the tapestry to the left in the picture and the vase in which the flower rests are both articles of considerable value and were appreciated as such.

One of the striking features of the display is a Columbia electric Grafonola, which has achieved signal success in this territory. This window sold Columbia graphophones and records in addition to providing an ideal publicity medium.



Attractive Window Display of Eilers Music House

RECORD ANNOUNCES ELOPEMENT

Denver Girl Breaks the News to Her Parents by Means of a Talking Machine Disc

Denver, Colo., May 8.—A new use for the talking machine has been discovered by a young lady here. Miss Hazel Israels eloped recently

with Robert Christ, of the Triangle Film Co., and instead of notifying her parents of the elopement by a telephone or telegraph message, the young folks bought a record of a song ending with the words, "Goodby, everybody, I got married to-day," and sent it to the bride's parents. The record was delivered at the Israels' home while a dance was going on there, at which the guests had been worried over the non-appearance of Miss Israels. The record

served to explain her absence and the soothing effect of the music produced the forgiveness of her parents.

TALKING MACHINE EXPORTS

The Figures for February Presented—Exports Show Increase for the Month

Washington, D. C., May 8.—In the summary of the exports and imports of the commerce of the United States for the month of February, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,575, valued at \$105,892, were exported for February, 1916, as compared with 1,470 talking machines, valued at \$36,880, sent abroad in the same month of 1915. The total exports of records and supplies for February were valued at \$64,930, as compared with \$40,672 in February, 1915. For the eight months 25,140 talking machines were exported, valued at \$748,530, and records and supplies valued at \$566,038 were sent abroad for that period.

TALKING SIGN CO. INCORPORATED

The Electric Talking Sign Co., of New York City, was issued a certificate of incorporation by the Secretary of State at Albany last week. The concern will manufacture electrical display advertising devices. The capitalization is \$150,000, the incorporators being C. A. Gardner, A. S. Reid and O. M. Rogers, of 608 Dearborn street, Chicago, Ill.

SPEEDING UP THE WESTERN UNION

Scientists have discovered that music will make hens lay more, make cows give more milk and even typists run their machines more swiftly. This good work should continue until a portable talking machine for messenger boys is produced.

THE REAL RECORD CABINET

WITH REVOLVING HOLDER FOR STORING RECORDS
Patents Pending

THREE OR FOUR TIMES THE CAPACITY OF ORDINARY CABINETS. INDIVIDUAL SHELF FOR EACH 10" OR 12" RECORD. ALL RECORDS ACCESSIBLE AND MAY BE REMOVED AND REPLACED WITH FACILITY BY REVOLVING THE TIERS OF SHELVES.

WE ALSO MANUFACTURE TO ORDER COMPLETE CABINETS READY TO INSTALL TALKING MACHINES

THESE MAY BE EQUIPPED WITH ORDINARY SHELVES OR WITH "REEL" REVOLVING RECORD HOLDERS.

PIANO, PLAYER AND TALKING MACHINE DEMONSTRATING ROOMS



MODEL "A"
Capacity 150 10 in. and 50 12 in Records
Other Models With Varying Capacities up to 500 Records

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET

::

CARLISLE, PENNA.



Do you know that our Foreign Record Department issues records in thirty-eight (38) different languages, and that thousands of Columbia dealers in this country are making good, regular money on these records?

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

**Columbia Graphophone Co.
Woolworth Building, New York**

BALTIMORE BUSINESS ACTIVE DURING PAST MONTH

Cohen & Hughes Open Exclusive Victor Store—Have Also Taken Lease on New Building Now Being Erected—Columbia Headquarters Now Doing Wholesale Business Exclusively—Big Demand for Aeolian-Vocalions—New Warehouse for National Piano Co.

BALTIMORE, Md., May 5.—Several very important events marked the April business in Baltimore, which was very good in all quarters and gratified those dealers that were able to get sufficient machines and also pleased others, who were only able to get part of their demands.

One of the big events of the month was the opening of the exclusive Victor store by Cohen & Hughes, on North Charles street. This establishment is one of the finest in point of arrangement and attractiveness that Baltimore boasts of. Its location, as well, is one of the best and it gives the Victor line another fine place in one of the most important thoroughfares in the retail shopping and downtown business district. White enamel booths with Colonial furniture and potted plants give the place a very restful atmosphere. The front of the store has the first half circular show window effect in Baltimore. The new glass permits those on the outside to have an unobstructed view of what is going on within and those in the store also have a clear vision of the outside. Each of the booths carry the Victor models and a full line of Victor records is also on hand. A handsome lounging room with easy chairs greets the visitors at the entrance. Henry Little is in charge of the branch, which was the third Cohen & Hughes store to be opened in Baltimore.

Another noteworthy announcement was that by Cohen & Hughes for a new building at 220 and 222 North Howard street, which will house the various lines carried by the firm and especially a big stock of Victor goods, for the firm is Baltimore's largest Victor distributor. The structure will be a five-story affair with basement and the lot is 30 by 100 feet, while the building will be 70 feet deep. The new location

will place the firm in another ideal spot in the very heart of the retail shopping district. The firm has taken a fifteen-year lease on the structure and the rental for the period is said to be \$175,000. I. Son Cohen, who trades as Cohen & Hughes, is well pleased with both of his recent ventures.

Howard Weber is on a tour of Pennsylvania and Arthur Wertheim is touring in the South with the Victor lines for the firm.

A. J. Heath, manager of the Columbia headquarters at Baltimore, is a most happy man due to the volume of business done in April. "Last month," said Mr. Heath, "was the greatest April business we ever did and it is only slightly behind December of 1915, which is the greatest month's business ever done in Baltimore. We are looking forward to a good May business, for we expect to receive a big shipment of machines."

This was the first month that the Columbia headquarters did not do any retail business and by devoting itself to the wholesale end greater results were accomplished. Mr. Heath believes it is the best move that could have been made when the headquarters gave up the retail store for now he and his force are in better position to handle and take care of the wants of the Columbia dealers.

James P. Bradt, general sales manager of the Columbia Co., spent several days in Baltimore and was highly pleased with the business being done here. At one time he was in charge of the Baltimore headquarters and he feels proud of the record his "old spot" is making.

Oden Jester, who was in charge of the retail floor for the Columbia Co., is now the city salesman for the headquarters. P. W. Peck is look-

ing after the Carolina territory for the Columbia Co. from the local headquarters.

Wonderful sale was had in records during the month by the Columbia line, especially with A 5793, the prologue from "Pagliacci" and Vision Fugative from "Herodiade."

W. C. Roberts, for E. F. Droop & Sons Co., Victor distributor, reports April business ahead of the same month last year, but still wants more machines. He has a big stack of orders for Styles 10 and 11 and is hoping for a big shipment of them this month and he feels that this May will go ahead of last year. Edward H. Droop, of the firm, visited the Victor headquarters during the month. William Reiser, of the Droop salesforce, made a tour of the customers in Pennsylvania.

Both the wholesale and retail talking machine business with H. R. Eisenbrandt Sons, Inc., is booming, reports Albert Eisenbrandt. He says that they are selling all the machines they can get their hands on. The establishment is very busy and all the employees are being kept on the move.

The Sanders & Stayman Co., sole representatives of the Aeolian-Vocalion in this section, reports that the demand for these machines continues big. William B. Turlington, the manager, says that almost all the machines being sold are of the higher price.

Jess Rosenstein, of the National Piano Co., Pathé distributor, is highly gratified with the business being done by his line. His new warehouse, which adjoins the rear of his salesroom, is rapidly nearing completion and this will give him added facilities to handle the line. New customers are expected to be announced shortly. Records are also coming in well and the Pathé dealers are well satisfied with the line.

With William Knabe & Co., the Victrola business was fair during April, reports Milton Boucher, the manager of the department. Records of the songs used by the Billy Sunday workers have been selling exceptionally well since the evangelist left Baltimore.

John M. Dean Corporation Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

GOOD BUSINESS IN DETROIT

Real Estate Boom Has Not Affected the Talking Machine Trade—Dealers' Association Holds Meeting to Discuss Approval System—Friedrich Working for Stevens Bill

DETROIT, MICH., May 9.—No doubt everybody in the trade by this time has heard more or less about the wonderful real estate boom in Detroit—the wonderful prosperity of the motor car industry—and how these industries are making inroads upon the piano and other lines of trades, where merchandise is sold on the instalment basis. However, the writer after a thorough investigation can report that this prosperity is in no way affecting the talking machine business. During the month of April dealers more than held their own on machine business while the demand for records was stronger than ever. The "proof of the pudding" is the fact that every dealer has found difficulty in getting more records of the popular hits.

The Detroit Talking Machine Dealers Association had a very interesting meeting in April at the Hotel Cadillac, devoting most of the evening to a discussion of whether or not the approval plan is a good plan to continue. There is quite a change among the dealers on this subject as compared to a year ago. The writer can remember last year, when most any dealer would tell you that it was really necessary to sell records on approval—because they did not have enough booths to take care of all the people that would otherwise come down. But at the present time, the dealers feel just the opposite; they contend that while the approval plan does sell more records, it also carries with it a lot of evils and additional expenditures. Summing up this problem, suppose by the elimination of the approval system, dealers do not sell as many records, they must remember that they won't have as many expenses either, so that their net profit will really be as great—if not greater.

The association held another meeting Monday evening, May 8, at the Hotel Charlevoix. Previous to the meeting, they sat down to a fine banquet as the guests of A. A. Grinnell, a director in the hotel company, and also treasurer of Grinnell Bros., who are the Victor distributors in Detroit.

The Independent Talking Machine Shop, 302 Liggett Building, Detroit, has recently opened up for business selling a talking machine at \$59.75.

Julius A. J. Friedrich, Jr., of the Friedrich Music House, Grand Rapids, Mich., has been doing some very effective work in that city for the passage of the Stevens bill. The Association of Commerce recently held a meeting to thoroughly discuss this bill. Mr. Friedrich passed around a petition sent him by the Victor Co. and succeeded in getting forty-six prominent business men to sign it in one day. When the bill was voted upon by the organization it passed unanimously. There wasn't a single argument given as to why the Stevens bill should not pass.

E. K. Andrew, of the J. L. Hudson talking machine department, Detroit, has made several business trips during the past thirty days. His first trip was through the East and his second trip was through the Middle West. Mr. Andrew wanted to learn what the other cities were doing and he benefited greatly.

The Columbia Graphophone Co. has moved its wholesale branch in this city from 114 Broadway to 401 Woodward avenue. It can well be proud of these new quarters which are ideal for the purpose. Wholesale business only will be transacted in the future by the Detroit branch. District Manager Mills and City Sales Manager Lind are very much pleased with the change and say that the new quarters cannot fail to serve as an inspiration to all those connected with the Columbia branch.

Max Strasburg, now at 74 Library avenue, says that business is coming along nicely and that he is exceedingly well satisfied with the change in locations.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

The Union Specialty and Plating Company

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W.

CLEVELAND, O.

W. W. Gunn, who recently opened a music store at 794 Woodward avenue, is handling the Sonora phonograph. This phonograph is now being distributed in Detroit by dealers on both the east and west side.

Harry C. Shea has tendered his resignation as manager of the Pathephone Co., of Detroit, 114 Farmer street, and has been succeeded by J. R. Peckham, formerly in the talking machine business on the Pacific Coast. Mr. Peckham will have the active management of the wholesale as well as the retail business. The Pathephone Co. has the Michigan wholesale selling rights for the Pathephone.

Clarence Gennett, treasurer of the Starr Piano Co., also maker of the Starr phonograph, was in Detroit on April 28.

Frank Bayley will hereafter be located at 114 Broadway, Detroit, having taken a lease on the former premises of the Columbia store. Mr. Bayley is a live-wire Edison dealer and he says he is selling more of them every month.

The Ecco Talking Machine Co., 224 Twenty-

first street, Detroit, is busy manufacturing its new machine which retails at a low price.

R. B. Alling, manager of the Edison Shop and the Phonograph Co., of Detroit, reports that retail and wholesale business is quite up to expectations and that the number of State dealers is constantly getting larger and larger. Mr. Alling is after "quality" dealers in preference to "quantity."

NEW EDISON CUT CATALOG

Thomas A. Edison, Inc. have just issued a new catalog of advertising cuts for dealers' use in connection with their advertising in newspapers, programs, leaflets, etc. This new catalog covers over 150 subjects, including cuts of every model of the New Edison and the Edison Diamond Amberola, together with special display cuts of home scenes including a New Edison or Diamond Amberola, portraits of Mr. Edison, portraits of the various Edison artists, dance cuts, etc.

Pathé Service At Its Best!

Our Motto: "Serve the Dealer"

Pathé

No
Needles
to
Change

We are equipped and organized to give our dealers *real* service in their Pathephone and Pathé disc orders. We carry a complete stock of Pathé records. Our dealers receive their records when they want them; no sales are lost. Our machine stock is complete at all times.

Let us send you full details

Pathephone Co. of Detroit

PATHÉ DISTRIBUTORS

114 Farmer Street

Detroit, Mich.





Columbia Double-Disc Records A 5794— A 5788—A 5804—a few dance records that a majority of Columbia dealers are finding hard to keep in stock.

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

Columbia Graphophone Co.
Woolworth Building, New York

A FRANK DISCUSSION OF THE "ON APPROVAL" EVIL

The Handicap to the Talking Machine Trade Represented by Sending Records on Approval Is Explained by the Following Article—The Sealed Record Plan Discussed

Much has been said recently in *The World* regarding the growing evil of the "record-on-approval" policy which has grown to such dimensions in the talking machine trade. An interesting article on this subject, which appeared in *Printer's Ink*, makes a special appeal because of its timeliness. It reads:

"Almost without exception every trade is troubled more or less by bad buying habits. 'Our customers demand it' is the usual explanation given. Goods on approval, cancellation of orders in progress, returned goods, trade-outs, too long credits, 'rush' orders, unnecessary sales on installments, etc., are some of the privileges which are most commonly abused, and which frequently grow into bad buying habits. 'Customers demand them'—and the customer is king. Therefore they persist in spite of the fact that they are individually recognized as detrimental to the interests of both buyer and seller alike

"Manufacturers in many different lines will be interested in the efforts which are being made in the talking machine trade to overcome the habit originally encouraged by a few over-zealous dealers, of demanding records on approval. By slow degrees the practice has grown, until leading distributors assert that it constitutes an actual danger to the future development of the

industry. The life of a talking machine record—so far as perfect reproduction of sound goes—is limited. Each time a record is played its period of usefulness is shortened, and a record which has been out on approval half a dozen times without finding a purchaser is not going to give perfect satisfaction to the man who does finally buy it. If he gets three or four of these partly worn-out records he loses interest in his machine, and stops buying records altogether. That is the most serious thing that can happen, for the prosperity of the talking machine industry is coming more and more to depend upon continued record sales.

"It does not help matters, in so far as the goods-on-approval question is concerned, that the talking machine dealers got themselves into their present predicament by zeal in promotion work. As the talking machine trade developed it was but natural that dealers in all parts of the country should push the demonstration of their instruments in the home just as the demonstration of sewing machines, carpet sweepers, vacuum cleaners, etc., has long been carried on along the same lines. Indeed, in the case of home entertainers of the phonograph class there was an especially good reason for home demonstration in that such an instrument almost invariably displays its tonal qualities to better

advantage in the environment of a private residence than in a store, devoid of satisfactory acoustic properties and with the distracting noises of street traffic, etc., nearby.

"In many instances it has not been the custom to confine the home demonstration of an instrument to the presentation by an outside salesman; rather has the prospect been encouraged to receive the musical treasure box into his home for a few days—preferably 'over a holiday' or during a 'week end'—and to try it in his own way, at his leisure and in the company of members of the family, neighbors and friends. For such a try-out, a collection of records must needs be sent with the instrument and a customer educated to this method of selection at the outset very naturally desires to continue it when it comes to placing the repeat orders which are so largely responsible for the unwavering prosperity of the talking machine trade.

"With the growth of this 'on suspicion' business many talking machine distributors have, however, suddenly found themselves in deep water. Nor is it merely that a heavy investment is incurred, although this consideration weighs, as may be surmised when it is explained that it is nothing unusual for a talking machine dealer to have out on approval at one time as many as 1,200 records, ranging in price from 65 cents to \$7.50 each. Any business man can appreciate the burden of bookkeeping that this involves, and on top of that there is swollen delivery expense by reason of the fact that most approval prospects ask to have records sent to their homes for trial and called for at a stated time or upon notification.

"External rather than internal, though, are the difficulties that have suddenly made this question of goods on approval the issue of the hour in this field. The dealers might have stood for the heavy overhead involved in this method of selling, but what has raised the question of whether the practice is really worth while is the losses incurred owing to the damaged or unsalable condition in which a considerable share of approval goods are returned by careless prospects. Almost every dealer has his own tale of woe, with variations as to his troubles in this direction. Stories of records retained for long periods and then returned with no purchases; of approval records almost worn out by repeated playings with heavy needles; and of damage to records for which the 'borrower' would assume no responsibility, make up a dire chapter.

"Some talking machine record distributors have adopted the obvious solution of putting in force an iron-clad rule to allow no records to go out on approval and in some cities an effort has been made to induce all the local dealers to subscribe to an agreement to this effect. Nevertheless, all is not plain sailing. In the average city it has been found that there is a certain proportion of the merchants who do not incline thus to bind themselves, and even in the case of an individual concern that firmly believes in the principles of the thing it happens now and then that a request for records on approval is

B U F F A L O

RAILROADS: Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

EXPRESS COMPANIES: Four express companies will give you a complete service: American, National, Adams and the Wells Fargo.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is FAST and COMPLETE.

W. D. ANDREWS
BUFFALO, N. Y.

WHY SUBSTITUTE?

EXPERIENCE and experiments have proven that the great majority of mica substitutes become worn out or "tired" after playing several hundred times. This is substantiated by the results of tests made by tonal experts.

Write for a copy of "Why Substitute?"

JAMES FRAZEE
30 Church Street, New York

received from a good customer, to offend whom might be questionable judgment.

"What makes the whole problem so particularly perplexing is that in the case of talking machine records there are certain good sound reasons for giving the prospect his head in the matter of a try-out such as would not apply in the case of photo cameras or automobiles or other wares that require expert manipulation to best show their paces. Any owner of a talking machine can play a record quite as satisfactorily as the professional salesman, and experience has proved in repeated instances that out of a given number of records in recital a prospect will buy a greater number if heard in his own home than if listened to at a music store. Then too, there are incidental considerations, such as the fact that callers at a home where records are records on trial frequently order records that they have heard in this way.

"Those distributors who seek to curb the evils of the approval system without uprooting the entire plan of introducing goods into the homes have had some success by inducing customers to sign an agreement whenever a collection of records is taken out of a store 'on loan.' In some cities distributors have cooperated in the adoption of a uniform draft of an agreement. There are usually three or four main stipulations in such a contract. First, the prospect agrees to return unaccepted records within a reasonable time—forty-eight hours is a favored time limit, this permitting the withdrawal of records from stock over Sunday. Second, a promise is made to take from the consignment minimum purchases of a certain amount or a certain number of records—33 1-3 per cent. of the total valuation being a sales guarantee that is used by many dealers. Third, the recipient of the records obligates himself to return rejected records in good condition or to pay for any that are worn or damaged while in his possession. In order to aid beforehand in settling the questions that might arise as to what constitutes reasonable wear and tear in the case of records played on trial, some dealers add the agreement to be signed a fourth stipulation to the effect that the records shall be played only with needles of a type believed to impose little or no wear on the playing surface.

"More ingenious yet are the trade-retention schemes which have been devised by distribu-

tors who are determined to eliminate entirely the withdrawal of records on approval. One antidote that has been almost universally adopted is the provision at the talking machine store of individual sound-proof booths, where a prospect may try in seclusion the records in which he is interested, playing each selection over several times if he prefers, but taking from the store only such numbers as are bought and paid for. A variation of this plan, introduced in some quarters, is the demonstration by telephone. Any telephone subscriber is enabled to listen to any desired numbers from the record catalogue, and discs chosen as the result of such long-range demonstration are immediately delivered C.O.D. or on charge account.

The "Sealed Record" Plan

"But by long odds the most significant plan—and the plan which gives greatest promise of ultimate success—is that which involves the exclusive sale of new records in sealed envelopes. 'People are getting the habit of demanding records on approval,' says the distributors who are advocates of the 'sealed record' plan. 'Very well; we shall proceed to develop a counter-habit which shall act as an antidote. We shall not directly attack the habit of records on approval; in fact we shall say nothing about it. On the contrary, we will advertise the fact that our records are sold *only under seal*, which guarantees that every one is in perfect condition. We will educate our customers to demand records under seal, to look for the seal before they buy a record—in short, to develop the habit of buying only *new* records. They will not ask for records on approval, because they will know that we can't break the seal and still sell the record as new. In brief, instead of trying to break up the bad habit by direct action, we will try to substitute a good habit in place of it.'

"One of the large Victor distributors, who controls his own retail outlets, asserts that the plan has enabled him to do away entirely with the practice of sending records on approval. He has advertised it widely in the newspapers, and the retail salespeople are able to meet any ordinary objection by showing the sealed record and explaining its purpose. Of course, any desired records are demonstrated in the stores, but none go out of the stores except on purchase and under seal. By attacking the problem in

a positive, constructive way, he has practically solved it, so far as his own business is concerned. All of which suggests the possibility that certain other buying habits may be overcome by the process of developing counter-habits. It is just as easy to establish a good habit as a bad one, though it may not always seem to be so."

BREAK RECORDS FOR RETAIL ADS

Emahizer-Spielman Co., of Topeka, Kan., Celebrates 50th Anniversary in a Big Way

KANSAS CITY, Mo., May 4.—To be able to pick up a daily newspaper and discover a section of fourteen pages occupied by one firm, sounds almost impossible. Yet in Topeka, Kan., the residents of that bustling Western city, discovered in their Topeka Daily Capital of April 17 a complete fourteen-page exploitation of the goods handled by the Emahizer-Spielman Furniture Co.

It is further interesting to note in this remarkable example of advertising enterprise that talking machines played a prominent part. In addition to handling pianos and furniture, the Emahizer-Spielman Co., specialize in Columbia and Sonora products, both of which composed an important and imposing part of the company's publicity exhibit.

The general plan of the section was unique enough to delude the reader into believing he was reading a regular section of the paper. Each page was devoted to articles sold by the firm, but carefully distributed in this strictly "advertising copy" were columns of "news matter," which dealt in a breezy manner with notes of interest concerning the articles exhibited.

This advertisement has attracted attention throughout the entire country, as it stands in a class by itself for large scale display. The Topeka Daily Capital is the publication owned by Governor Capper and it has a very large circulation in and around Kansas.

INCORPORATED

The General Accessories Co., Inc., has been chartered with a capital stock of \$75,000 to engage in the manufacture and sale of talking machines, magnetic reproducers, phonographs, chemicals, etc. The incorporators are R. Parr, H. J. Vredenberg and F. H. Vickery.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.



Columbia Double-Disc Records A 5781 and A 5783—orchestral music carried to the very pitch of recording perfection.

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

Columbia Graphophone Co.
Woolworth Building, New York

ANOTHER COLUMBIA FACTORY

Three-Story Addition to Present Factory Being Planned—Second Addition Since the First of the Year—Will Be Ready July 1

The American Graphophone Co. recently awarded a contract to Samuel Austin & Son Co. for the erection of a three-story addition to the Columbia plant at Bridgeport, Conn., making the second large building addition to the factory this year. The proposed building will be 400 feet long and 25 feet wide.

The addition is an extension of the building where the offices were located before the factory was rearranged. The building will be used for manufacturing purposes and will also contain the shipping department. The work started on April 20 and the contract calls for completion within two months from that date. The building will be entirely of brick, steel and wood, along modern lines and of fireproof construction.

CATALOG OF VICTOR DANCE RECORDS

Up-to-Date Listing of Dance Music in New Volume—Hints on Dancing by the Castles

There has just been issued by the Victor Talking Machine Co., Camden, N. J., a new booklet devoted entirely to Victor records for dancing, which has been brought up to date in every particular, and includes the many new Victor dance records issued in the past year. The cover bears portraits of Mr. and Mrs. Vernon Castle, and pictures of those famous dancers executing various steps, also occupy several pages of the booklet itself. The various popular dances, such as the one-step, combination waltz, fox-trot, tango, etc., are described in detail. With the lengthy list of music included in the volume, it is a most interesting one.

OPENS NEW YORK OFFICES

The Castle Phonograph Co. has opened New York offices at 53 Maiden Lane, and is planning to merchandise a complete line of phonographs retailing from \$25 to \$150. For the present, it will concentrate on developing a market for the \$25 model, which is known as Style E. The sales division is under the direction of C. M. Mayers, who has already sent out three men to visit the trade.

WITH THE TRADE IN MONTREAL

Heavy Demand for Marimba Band Record—What Victor Advertising Means—Offer to Remove Talking Machines for Customers

MONTREAL, QUE., CAN., May 4.—The Berliner Gram-O-Phone Co., Ltd., Montreal, report an exceptional large demand for record No. 17-928, by the Blue and White Marimba Band.

The John Raper Piano Co., Ottawa, Ont., have twelve soundproof Victrola demonstrating rooms and are handling a large volume of business of this line.

Orme, Ltd., Ottawa, Ont., in a recent advertisement, said: "It costs money to advertise! The Victor Co. bears this in mind when advertising a record. It must be a good record. It would be a serious mistake and a waste of money to recommend anything but a good record. Think this over when you read above."

Patriotic decorations predominated at Stevenson Hall recently when a most successful Easter bazaar was held for the benefit of the Homeopathic Hospital. An Edison disc machine, loaned by Layton Bros., supplied music during the afternoon.

The Berliner Gram-O-Phone Co., Ltd., Montreal, for the convenience of those of its customers who were moving on April 29 and May 1, placed their delivery trucks at the disposal of all owners of Victrolas and Gram-O-Phones. Trained men were in charge, thus preventing possible injury to instruments or records. There was no charge for this service and a large number of its clientele availed themselves of the firm's generosity.

OCCUPYING NEW QUARTERS

The general offices, display rooms and warehouses of the Melophone Talking Machine Co., formerly at 40 Cooper Square, New York, have been moved to 380-384 Lafayette street, corner Great Jones street. The new quarters occupy 8,000 square feet of space.

F. B. Guarnier, general manager, states that this move was made necessary by the constantly increasing business and he expects by the end of the present year to even require additional space. One of the motors that this house is making is a single spring straight gear motor playing five 10-inch records at one winding.

ANNOUNCE NEW DEPARTMENT

CEDAR RAPIDS, IA., May 2.—Denecke's, the big department store of this city, recently ran elaborate full-page advertisements in the local papers and called public attention by other means to the grand opening of the new Aeolian-Vocalion and Grafonola, recently established on the first floor of the company's store. The various exclusive features of the Vocalion were strongly emphasized by both text and illustrations and the Grafonola and Columbia records also came in for a full share of attention.

NEW EDISON PUBLICATION

The latest house publication issued by Thos. A. Edison, Inc., is "Along Broadway," the initial issue of which appeared in April. This is the third Edison house organ to make its appearance and is for distribution among owners and prospective owners of Edison machines. In addition to the musical news of New York, it will contain the very latest items concerning the Re-Creation of music, as evolved by the Edison Diamond Disc Phonograph.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1916.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Estate of Edward Lyman Bill, Caroline L. Bill, Executrix, Rochelle Park, New Rochelle, N. Y.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Caroline L. Bill, Rochelle Park, New Rochelle, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and subscribed before me this 29th day of March, 1916,

(Seal) EUGENE R. FALCK,
Notary Public, 1053.

(My commission expires March 30, 1916.)

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS Etc.

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Photo Co.
BALTIMORE

WE CAN FURNISH THE SAME OR SIMILAR STYLE AS SHOWN HEREWITH, ACCORDING TO THE PRICE SCALE GIVEN BELOW.

	250	500	1000
Gold letters, black edged . . .	\$12	\$15	\$20
Black letters, solid gold background, with fancy border	\$16	\$20	\$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (ENTIRE THIRD FLOOR)
PHONES - PROSPECT 2140 - CENT 1406
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
(Oldest Music House in VA. and N.C.)
103 E BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Royal Proclamation Prohibiting the Importation of Talking Machines, Accessories and Component Parts, Will Paralyze the Industry Unless Some Liberal Policy Is Put in Force—Members of the Trade Much Concerned Over the Situation—Leading Musical Instrument Firms Unite for Action—Said Board of Trade Will Give Consideration to Claims—Death of Pathé Manager—Louis Sterling Talks of American Trip—Winner Record Co. Announce Exchange Plan—to Hold Music Trades' Exposition—The News of the Month in Detail

LONDON, E. C., April 24.—“As and after the 27th day of March, 1916, subject as hereinafter provided, the importation into the United Kingdom of the following goods is hereby prohibited: * * * musical instruments, including Gramophones and Pianolas and other similar instruments and accessories, component parts and records therefore.

“Provided always, and it is hereby declared, that this prohibition shall not apply to any such goods which are imported under license given by or on behalf of the Board of Trade, and subject to the provisions and conditions of such license.”

So runs the royal proclamation which, in its very simplicity of language, contrasts almost ironically with its actual death-dealing results to the whole music trade field of endeavor.

The recent prohibition of musical instrument exports pales in its effect before that of prohibition of imports. Without imports of component parts upon which the industry almost wholly depends for its existence, British musical instrument firms will have neither goods for

the maintenance of foreign trade nor home trade. The question of the exports prohibition, therefore, is of little moment at the present time, although it conjures up an extraordinarily inept attitude on the part of “the powers that be” when we are one day informed that no instrument goods must be exported or imported, and the next day urged by British Consulate and Home Government officials to wake-up to the splendid openings for trade in this or that country!

Be that as it may, the increasing difficulties of the trade have at last reached a stage when it is a question of life or death. We realize, appreciate to the full, and desire to assist in every possible way, the difficult path of those who control the destiny of the British Empire. But we do not recognize any necessity to kill an industry in which millions of pounds sterling are invested and thousands of hard working citizens earn their daily bread. This is the view of the whole trade without exception. It is not a selfish attitude; it cannot be so described when hitherto flourishing concerns have loyally denuded their financial and labor resources to a point which seriously threatens the efficiency and maintenance of their commercial life. No! In its legitimate protest against such drastic official action, the trade is very properly concerned, not so much against affording to the Government all possible assistance within reasonable limits, as to preserve in the national interests a nucleus of its commerce upon which, if weak, foundation it will one day again rise to pre-wartime importance and prosperity. If the government is determined to pursue a policy of wilful repression, it is time to call a halt—ener-

getically and forcefully with our whole and united strength. We are favored with no exact official reason for a move of such serious import as total prohibition. Examine the implied cause, one finds that it centres around the necessity to conserve shipping space for cargoes of greater national importance than musical instruments. A very strong reason, but is it all? There is an undercurrent at work which takes its time in official quarters that the public is spending money on musical instrument purchases which ought rather to be invested in war loans. I am not sure that this view has not at one time or other actually been put forward. Again, I go so far to admit that it is a proper view. But—within limits! Music, whatever way we regarded it before the war, is to-day a necessity. For which opinion I do not feel called upon to substantiate in detail; it is too obvious from a medical and recreative viewpoint. Anyway, the soothing influence of music is generally recognized as necessary for wounded sailors and soldiers, in the trenches and rest camps, on board warships, and other warlike quarters, where it—and it only—is available to relieve the monotony of existence. Ask the seven-long-days-a-week workers who have no time for outside pleasure what they think of music, ask any one these days—you get the same answer—the provision of music is a power beyond value!

We do not ask for any preferential or favorable treatment—we merely ask for justice. As time passes and German submarine activity increases, ships become more valuable. There ought to be room, though, for such small im-

(Continued on page 82.)



“His Master's Voice”

Copyright

This intensely human picture stands for all that is best in music

—it is the “His Master's Voice” trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled “His Master's Voice” records

‘His Master's Voice’

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balaighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS: ("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies
Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 81)

ports of component parts as we require for the maintenance of home trade, leaving out of consideration the seemingly inevitable loss of export business. During the year 1915 we imported close upon 2,000 organs and harmoniums, about 1,300 pianos and 60,000 small musical instruments. These totaled in value £92,000 odd. The total value of imports of component parts, musical instrument accessories, etc., was £225,000. Accepting the repression of export business and asking only sufficient for the maintenance of home trade, it is safe to say the latter figure could be cut down by half. The cessation of imports of complete instruments of a bulky nature might of necessity be a wise provision, and although it will bear hardly in some quarters, would, I think, be met by the trade in the right spirit. Prominent men of the trade are moving in the matter with a view to securing some modification of the government's serious action. Any prospect of the embargo on imports being removed seems hopeless, but it is thought there may be some little prospect of persuading the Board of Trade to ease the situation so as to allow of certain necessary component parts to be imported and thus preserve an industry which, these times, has need of all the encouragement possible consistent with national interests.

Musical Instrument Firms Unite for Action

Several important musical instrument firms are already united in action. Prior to a meeting at the Midland Grand Hotel, London, a deputation waited upon the Board of Trade authorities with a view to ascertaining the position of things. Their reception was not encouraging and they returned with the information that the proclamation was absolute and that it had been framed only after very careful consideration of the national interests. If this be the case, the trade outlook is indeed serious. The meeting

decided upon close action to bring strong pressure upon the government in the hope that it may relent to an extent sufficient to prevent a total closing down of the musical industry, and a guarantee fund to cover the necessary expenses involved quickly reached £1,000. Committees were formed for immediate action and preparations are by now well forward to lay before the president of the Board of Trade all information concerning the disastrous effect of the prohibition on the industry throughout this country. There will be organized a protest sufficiently strong, we hope, to move the government to relent and open the door wide enough to permit of the importation of life-giving parts and accessories. The British musical instrument trade has in the past waged many successful campaigns against legislation and trade evils, but never before has it met with so formidable an obstacle as the present prohibition. The task now to be undertaken is one of portentous moment, not only to manufacturers and wholesalers, but to the many thousands of music shop keepers throughout the land. In this protest every man who receives or earns a penny by way of sales, wages or otherwise, is vitally affected by the government's plan and should therefore unite in the strongest possible action to secure fair play. Hesitate not in the manner of doing it but DO IT!

Later News Favorable

Since writing the above, news is to hand that inclines one to hope the Board of Trade will give further consideration with regard to claims for a partial lifting of the import prohibition. It is felt that the disastrous position in which the trade is placed by this legislation must give the Government pause before the very loyal and just suggestions which have been put forward with a view to a compromise. The most favored idea at present is that a percentage of

last year's imports, based upon each company's figures, should be conceded as a means to save the trade from total extinction. This plan would take the form of excluding complete instruments in favor of the importation of certain very necessary parts and accessories. Nothing more definite can be said at the moment.

Music Trades' Convention, May 22-25

The sixth British Music Trades' Convention will be held this year from May 22-25, inclusive, the chosen venue being Harrogate, where was held the first music convention, in 1911. Full details will shortly be made known in the form of a brochure, which is available to all interested in the movement.

Closed Under Trading with Enemy Act

Orders have been made by the Board of Trade under the Trading with the Enemy Act, requiring the following businesses to be wound up: Carl Lindstrom, Ltd., 77 City Road, E. C.; Fonotopia, Ltd., 1 Broad street place, E. C.; Andres Bros. & Co., Ltd., 85 Chiswell street, E. C. The above are all London talking machine and record firms.

Diamond Disc Record Co. Moves

The Diamond Disc Record Co., Ltd., has removed from the historical 81 City Road Building to 12 Emerald street, Holburn, London, W. C. W. Denville Simons, the company's late manager, is now with the Pathé Frères corporation.

Pathé Manager a "Sussex" Victim

You all know just when and how the cross-channel steamer "Sussex" was torpedoed by a German submarine. Many passengers' names figured in the "missing" list, and among them we regret to read the name of G. Menke, manager at the London branch of Pathé Frères, Ltd. Although special search was instituted on both sides of the channel, no news of Mr. Menke has yet come to hand, and it is feared

GUARDSMAN RECORDS. NEEDLE CUT.



Do You Know that we are manufacturing a Record which is superior to any expensively advertised brand that you handle to about half the cost?

We have 700 titles for you to select from, including all the latest up-to-date English and American successes.

Send for Catalogues, Trade Terms and Agencies to:

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 82)

he went down with the fore part of the ship.

To Enter Bonds of Matrimony

A certain prominent talking machine man who has come to be regarded in a paternal sense in relation to the trade, is, we learn, about to enter the bonds of matrimony. The happy event is said to be not far distant. It has naturally evoked general interest, not to say pleasure, in trade circles where "the subject" of this necessarily brief reference is so well known as almost to render needless the mention of his name. In my next report, perhaps, I may be permitted to lift the veil of anonymity, which at present our friend desires to wear.

A Music and Allied Trades Exhibition

A plan to hold a music and allied trades exhibition in London is on foot and is meeting with some influential support. The time selected will be during the month of July, the visitors' month. According to present arrangements it is hoped to secure representation of every section of the music trade, and there will also be transport, insurance and publicity sections. While, of course, such an undertaking properly launched would even in war time receive, we believe, ample support, it is to be feared that recent legislation may entail some modification of the trade's interest in the matter. With the prospect of supplies being further restricted, and exports curtailed, we doubt whether the original plan, praiseworthy as it is, can now be carried out in its entirety.

Winner Record Co. Exchange Scheme

Records have generally been selling so well of late that the need of exchange schemes may be said to be diminishing. In every company's list, however, there is a substratum of records which for some reason or other hang fire from the selling viewpoint. When ordering new records the dealer is naturally placed at a disadvantage, perhaps, by lack of musical knowledge or neglect to study local conditions, but whatever the reason, he regards with suspicion any company refusing facilities of reasonable exchange. These salient facts are recognized by all the large companies who have instituted a regular system of periodical exchange. The Winner Record Co.'s policy is a two-to-one exchange of new (unsold) Winner records, and most other makes of records be they worn out or broken, four new Winners must be ordered for each one returned; i.e., three to be paid for: one free. The spring exchange has just been put into effect with very satisfactory results. Dealers had the option of ordering under this scheme any records from the company's catalog, including presumably the very latest issues, which comprise selections from recent popular revues, as for instance, "Follow the Crowd," "Toyland," "Bric-a-Brac," and similar productions. Notwithstanding that a large part of the factory is confined to the production of Government work, the Winner Co. is, by reason of its large resources of manufacture, able

to maintain an output of records ahead of normal times in both quantity and quality.

Louis Sterling Home from America

With a full quiver of happy news regarding American talking machine prosperity, and a very reasonable feeling of satisfaction at finding trade on this side so well maintained under the present unfortunate conditions, Louis Sterling, the European general manager of the Columbia Graphophone Co., is safely back from what is at times a hazardous voyage across the pond. He avers that Columbia sales in America are considerably ahead of any previous year and is inclined to the belief that the increased earnings of the people as a result of America's expanding trade will tend to prolong the talking machine season much beyond the usually accepted period. Things in general are very healthy and Mr. Sterling speaks very optimistically of the future general trade of the United States.

It is no secret that he was surprised to find Columbia trade in England—and this applies generally to the British talking machine situation—so well maintained. The Columbia factory at Wandsworth, London, is working as hard as ever, and despite its liberal resources of output, is scarcely able to keep pace with the continuously heavy demand for Columbia products. Well, well, we are glad to see him back again, and perhaps still more so to learn the good news he had to impart.

Big Run on Easter Records

Although Eastertide will have passed by the time these lines appear in print, it reminds one that festivals of this sacred period afford the various gramophone firms an excellent opportunity to demonstrate the ubiquity of mechanical music suitable to any and every occasion. "Records for Easter-time" is the subject of a special announcement, public and otherwise, by "His Master's Voice" Co., who enterprisingly draw attention to its splendid program covering a wide and varied choice of suitable music. Large advertisements in the newspapers gave prominence to the records in question; hymn and oratorio numbers, and at the same time spoke in modest terms of the tonal purity of the recordings. Of the artists mentioned in connection with these Easter items, it is sufficient to indicate but a few names, as, for instance: Caruso, Clara Butt, Kirkby Lunn, Robert Radford and the Westminster Cathedral Choir, Evan Williams, Percival Allen, Clarence Whitehall, Mayfair Orchestra in association with Aimee Maxwell, and George Baker with organ, celeste and bells; Leeds Festival Choir, etc. A marvellous one-program concentration of talent—unsurpassed!

New Provisions to Bankruptcy Act

Two important post-dated provisions of the 1914 Bankruptcy Act came into force on April 1. Henceforth, a bankrupt who has within two years of his failure contributed to that end by gambling or rash speculations, is liable to prose-

cution, which contingency also applies if his books do not properly disclose the state of his affairs during the two years preceding his failure. This latter provision is applicable only to traders who have failed on a previous occasion, and it does not apply if the liabilities are less than £100 or if the debtor can show that the omission was honest and excusable. With all these loopholes of escape the bankrupt can scarcely feel very nervous, we should imagine!

The Registration of Firms' Bill

The object of the Registration of Firms' Bill, which has reached its second Parliamentary reading, is to provide for the registration of all firms and persons carrying on business under names other than their own. It is a very necessary piece of legislation which one can only hope will speedily pass into law.

Thos. Edens Osborne Still Active

In common with other traders, the recent scarcity of shipping facilities and consequent delays in replenishing stock has been felt by the well-known Belfast factor, Thos. Edens Osborne, who, however, as usual, makes good capital out of it by public announcement in the local press when the goods do arrive. His happily conceived announcements continue to remain quite an interesting feature of the Belfast newspapers.

Death of E. S. Stansfield

I much regret to have to report the passing of an old journalistic colleague in the person of E. S. Stansfield, editor of The Talking Machine News, this city. He died quite suddenly after a brief illness, on March 12 at Canvey Island, where for several years past he had been a well-known and popular figure. The news of his death has evoked much sympathy in trade circles, and for ourselves we shall miss greatly his genial and ever jovial greeting.

Records of Elgar's "Starlight Express"

The above new production, with music by Sir Edward Elgar, recently made its bow to an enthusiastic public at Kingsway Theatre, London, and as may be imagined, recordings of its fairy-like music were not long in forthcoming. The Gramophone Co., Ltd., were quick to appreciate the big prospects of this attractive play and, as usual, secured the services of original artists to make a series of records under the baton of Sir Edward Elgar himself. Algernon Blackwood, the author, is to be congratulated upon securing the master service of such a world-renowned composer, who in this case, has inspired a truly happy conception with an appealing spirit in true sympathy with the author's ideals. The vocalists are Miss Agnes Nicholls and Charles Mott, the creator of the organ grinder character in the play. A splendid set of "H. M. V." records are now available.

At the instance of the Gramophone Co., Sir Edward Elgar met a representative gathering of newspaper musical critics at a luncheon given

(Continued on page 84)

THE EDISON-BELL VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to



E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

The Personal Record Department of the Columbia Graphophone Company has opened up a field of profit for a great many live Columbia dealers. Full particulars may be obtained on request.

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

Columbia Graphophone Co.
Woolworth Building, New York



FROM OUR EUROPEAN OFFICE

(Continued from page 83)

at the Savoy Hotel, London, where the records were successfully demonstrated to the complete satisfaction of a highly critical audience. Throughout most of the reviews published on the following days in the leading newspapers there ran a note of pleasureable surprise at the wonderful standard of tonal purity of these "H. M. V." records, which were the object of much praise. The public demand is in consequence, very heavy.

The Newest Zonophone Records

The artistic standard of Zonophone records, judging from the latest batch to hand, continues, if anything, to improve month by month to an elevation quite beyond compare. Of the most recent supplement which includes issues of new records for April and May, one can assert positively that for all round quality and value it exemplifies in a remarkable way the justness of the oft-repeated slogan that Zonos are "The records the public will have." Such names as Sidney Coltham, Mary Law, Bessie Jones, Herbert Payne, G. H. Elliott, George Formby, the Misses Elsie and Dorothy Southgate, Black Diamond Band, etc., speak eloquently of Zono success in combination with the provision of operatic and standard music and the prompt issue of topical numbers. Space precludes mention of the many excellent records listed this month, but a real achievement meriting special commendation is the "Festival of Empire," on two double records, played by the famous Black Diamond Band. It consists of a choice medley of national tunes of the British Empire. Both are records of world-wide appeal and needless to say ample provision has been made for big sales.

OBTAIN CONTROLLING INTEREST

The Doehler Die-Casting Co., of Brooklyn, N. Y., and Toledo, O., begs to announce to the trade that it has acquired a controlling interest in the American Die-Casting Co., of Newark, N. J., which will hereafter be known as the Doehler Die-Casting Co., of New Jersey. Its present management remains unchanged.

This plant, housed in an up-to-date factory building, conveniently located, equipped with modern die-casting machinery and appliances, and under most efficient management, is well adapted to the Doehler policy of quality production, and dependable service now obtaining at their Brooklyn and Toledo plants."

The Victrola department of the James Black Dry Goods Co., Waterloo, Ia., has been carrying on a very active advertising campaign in the local papers, in which their full line of Victrolas has been featured in a most interesting and attractive way.

Major W. H. Zinn recently presented F. H. Watson, county supervisor of public schools, of Anniston, Ala., with a Victor Victrola, to be used in his visits to the schools in his district.

BREAK "NO APPROVAL" AGREEMENT

St. Paul Department Store Notifies Dealers that It Would Not Follow that Rule—Demand for All the Best Known Lines

ST. PAUL, MINN., May 4.—St. Paul dealers have broken away from the rule of "no approval" signed last fall. A big department store last week notified the other dealers that on May 1 the agreement was off and the other dealers thereupon considered that the rule was not binding on any one. While this was going on in St. Paul the Minneapolis dealers met April 26 in the Elks Club and appointed a committee to prepare rules for restricted approval. It is believed that all the Minneapolis dealers will sign.

Victrolas X. and XI. in dark fumed oak are in great demand in the cities and in the entire territory. It is quite impossible to supply the demand.

Laurence H. Lucker, the Edison Diamond Disc jobber, reports that the first four months' business in 1916 was equal to eight months' business in 1915, and that there is a continued growth of sales every month. He reports a shipment of \$10,000 of Edison discs to the Stone Piano Co., Grand Forks, and an equal shipment to the same company at Fargo, as well as placing a \$12,000 account with Fred Russell at Duluth.

Manager Robert Sowders, of the Columbia Phonograph Co., having only jobbing matters to look after, finds plenty to do, but not so

many different things on his hands. The Columbia, he says, is pursuing the even tenor of its way to all parts of his territory, with business quite away ahead of that of last year.

The only limit to the Victor business in the Northwest territory is the ability to get stock, according to the Beckwith-O'Neil Co. It is impossible to obtain the goods ordered. The country dealers implore and pray for goods, and scores want to open accounts. Many dealers report an increase of 100 per cent. in their business for the first four months of 1916 compared to 1915.

And still the Victor people are advertising directly and indirectly. Robert Wilkinson, of the educational department, spent the last week in April in the public schools of St. Paul and Minneapolis teaching the teachers how to use talking machines in school work.

GIVE RECITAL IN WILKES-BARRE

The Bevan Piano Co., 38 North Main street, Wilkes-Barre, Pa., has been making a special drive on high-class records in that section. Some time ago the company gave an elaborate Victrola recital in the local armory and attracted quite a crowd.

EDWARD JORDAN & CO. ENLARGING

Edward B. Jordan & Co., cabinet makers, of Brooklyn, N. Y., are planning a four-story addition to their factory at 127 DeGraw street.

Are We Intruding?

DO you feel that it is out of place to advertise bicycles in a talking machine trade journal?

You wouldn't think so if you knew the number of our dealers who handle both phonographs and bicycles. The inquiries received from our advertising also tell us that many dealers in musical supplies have an eye open to the money-making possibilities of bicycles.

We have recently purchased the manufacturing rights and good will of the well-known

YALE BICYCLES

THEY are a very popular wheel, well and favorably known. A complete line of seven models is now ready at retail prices ranging from \$25 to \$45.

Write us for agency proposition and illustrated catalog.

The DAVIS SEWING MACHINE COMPANY

Also Mfrs. of Dayton Motorcycles, Bicycles and Motor Bicycles

Dept. Y

DAYTON, OHIO



Model 546
Yale Champion Racer
\$40.

NEWS OF THE CANADIAN TRADE

Misleading Advertisers Severely Arraigned by Court in Recent Talking Machine Case—Victrola for Lieut. Governor's Residence—Tremendous Increase in Demand for Machines and Records of Leading Makes

TORONTO, ONT., May 1.—Considerable interest has been aroused recently in a case before the Court of General Sessions here of Rex vs. Stevenson, growing out of a charge of fraudulent advertising. The action grew out of a sale of a talking machine by E. E. Stevenson, this city, who manufactures a line he calls "The Victrola." The purchaser of the machine, J. D. Booth, instituted proceedings against Stevenson and his agent, Mrs. Felstein, in the Police Court and they were committed on the charge of fraud. The trial resulted in the acquittal of Mrs. Felstein and the finding guilty of Stevenson by the jury, after a charge by Justice Coatsworth in which he gave a severe arraignment of that class of advertising calculated to deceive, such as announcements offering talking machines of the "Victrola" style for sale. Sentence is suspended on Stevenson.

The Canadian Phonograph Co. is at present featuring the Operaphone double-disc records very successfully in this section, selling them three for \$1.

A Victrola XIV. was recently installed in the Government House, this city, for the use of the Lieutenant-Governor's residence.

E. Van Gelder, of I. Montagnes & Co., Canadian distributors of Sonora phonographs, recently paid a most successful business visit to the Maritime Provinces. Montagnes & Co. has now opened a repair department for Sonora machines in charge of an expert from New York.

A number of men connected with the talking machine departments of the Toronto music houses had a get-together evening recently, at which an informal dinner was followed by a most pleasing musical program. The affair was held at the St. Charles Hotel.

John A. Sabine and Chas. R. Leake, who in 1911 formed the Music Supply Co. to wholesale Columbia products in Ontario, report that the statement for the past year ending March 31, showed a volume of business thirteen times greater than that done the first year.

The Thomas Organ & Piano Co., Woodstock, Ont., who make piano and organ benches, have just begun the manufacture of disc talking machine cabinets to fit the prominent types of machines.

J. E. Maloney, of Perth, Ont., reports an unusually satisfactory sale of Edison Diamond Disc and cylinder phonographs and records, as well as Columbia Grafonolas, there being a good demand for the higher priced machines.

The Nordheimer Piano & Music Co., Ltd., recently held their final Victrola recital of the season. The series of recitals has been productive of excellent business. The recent reduction in the prices of certain lines of Columbia goods has brought about such a tremendous increase in record sales that the local branch of the company has been unable to meet the demand. The Canadian factory is now being enlarged to take care of this increase.

The Toronto Grafonola Co. recently had an elaborate exhibit of Columbia machines at the Ideal Home Show recently held in this city.

LANSING



Khaki Moving Covers

will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, \$1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

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ATLANTIC CITY CROWDS ATTRACTED PORTLAND, ORE., DEALERS ORGANIZE

The Latest Sonora Product "Supreme" Shown By the Sonora Phonograph Agency on the Boardwalk Attracts Considerable Attention

ATLANTIC CITY, N. J., May 4.—One of the attractive spots on the Boardwalk during Easter week was the Sonora Salon, which was opened last October, and in which a very attractive line of Sonora phonographs were demonstrated to



Exterior Sonora Display Rooms

a constant stream of visitors. The salon was beautifully decorated with palms and blooming flowers on Easter Day, when as an additional attraction the Sonora "Supreme," the new \$1,000 Sonora phonograph, was shown to an admiring crowd of people who expressed pleasure at its perfect tone and beautiful cabinet work.

The Sonora agency in this city reports a fine business, and it has been difficult to fill orders from people who desire Sonoras. A recent purchaser was the local High School, which selected a \$150 Sonora.

Millions of people from all over the world pass this store on Atlantic City's promenade—the Boardwalk—and it would be hard to conceive of a building so well situated to advertise this product. Among the 200,000 visitors on Easter Day were George E. Brightson, president, and L. S. McCormack, general sales manager of the Sonora Phonograph Corp., who assisted Sales Manager Edward F. Jardine in introducing the Sonora "Supreme" to thousands of visitors.

LARGER QUARTERS IN YORK, PA.

W. P. Swartz, who handles Victor talking machines at 135 West Market street, York, Pa., has found his business developing to such a point that two new demonstration booths had to be installed to take care of it.

Talking Machine Men in that City Form Association with E. B. Hyatt as President

PORTLAND, ORE., May 1.—Practically all the representative talking machine dealers of this city met recently at the Chamber of Commerce for the purpose of forming a Talking Machine Dealers Association. At the first meeting E. B. Hyatt, manager of the Hyatt Talking Machine Co., was elected president and Perry Graves, of the Graves Music Co., was elected secretary and treasurer. The new association will take an active part in eliminating certain features of the trade that work against the interests of the dealer, such as sending out records on approval, failure to charge interest on instalments, questionable advertising, etc.

ORAPHONE CO. BUYS FACTORY SITE

NEW ORLEANS, LA., April 17.—The Oraphone Co. has just perfected and placed on the market a new talking machine. This concern, which was recently incorporated, announces that it will manufacture its own motors shortly. J. Henry Blanche, head of the firm, announced last week that he had leased a factory site at 508 South Peters street. The general salesroom has been established at 609 Common street.

RETURNS FROM VISIT TO THE SOUTH

Thos. A. Edison returned last week from his usual winter sojourn in Florida. He had a most enjoyable time in the South and came back in splendid physical condition. It is said that during his stay in the South the "Wizard" made records of the songs of his favorite birds. This, the newspapers say, he accomplished by a silent recording phonograph which he invented.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.

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163 KEARNY ST. SAN FRANCISCO

Sole Distributors for the United States and Canada

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"Arrow"

**SOUND BOXES
TONE-ARMS
MOTORS**

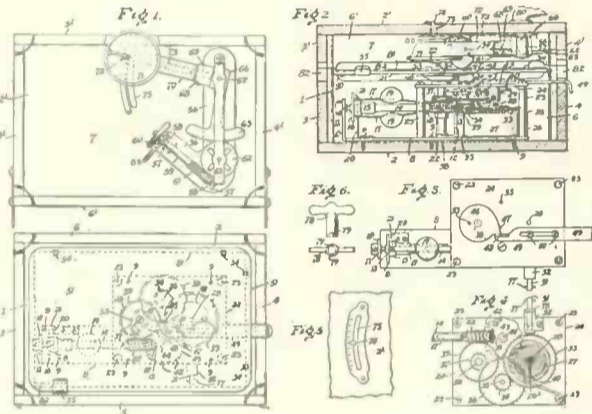
"They're Built Right"

ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 6.—SOUND RECORDING AND REPRODUCING MACHINE.—Berthold A. Baer, Philadelphia, Pa. Patent No. 1,171,082.

This invention relates to sound recording and reproducing machines, and the object thereof is to produce, first—a machine wherein a card or similar article can be mounted for the purpose of having a record produced thereon by a moving needle point which is vibrated by the action of sound waves; second—a machine wherein a record is produced on a card or similar article by a recorder and the identical record reproduced by substituting a reproducer for the recorder; third—a machine for producing a record on a card or similar article and at the same time marking the card for the purpose of fixing the position for the orderly reproduction of the record from the card; fourth—a machine wherein the recording and the reproducing can be interrupted, stopped and continued at the will of the operator; fifth—a machine provided with an index for informing the



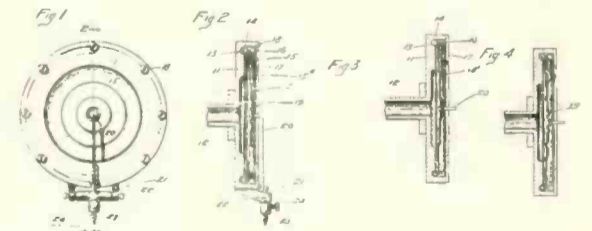
operator of the position of the record on the card.

In the accompanying drawings, Figure 1, is a plan view of the machine with the lid open; Fig. 2, is an elevation with the lid down; Fig. 3, is a plan view of the governing mechanism; Fig. 4, is a plan view of the operating mechanism; Fig. 5, is a plan view of the indicator; and Fig. 6, is a key.

SOUND REPRODUCING APPARATUS.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,803.

The principal object of this invention is to provide a new and improved sound reproducer especially adapted for use in gramophones. Other objects are to provide an improved diaphragm for a sound reproducer; to provide a sound reproducer with its diaphragm so formed as to reproduce sounds from a record with a superior proportioning and quality of the various component tones.

As is well known to those skilled in the art, the sound waves thrown off by the diaphragm of a



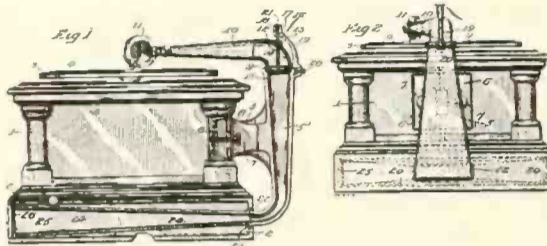
sound reproducer do not ordinarily combine the tone giving components in the proper proportion as they occurred initially in the sound from which the record was derived. To this defect is due the unnaturalness of the sounds coming from such a sound reproducer. It has been determined, as the result of much study and experiment, that by certain modifications of the diaphragm, the necessary overtones can be reinforced or accentuated so as to bring out the full richness and peculiar tone color of the various instruments and voices originally employed in making the record. Instead of making the diaphragm as a plane disk of sheet material, it is formed in shallow annular steps and in this way the desired result is attained.

Referring to the drawings: Fig. 1 is an elevation of the improved sound reproducer; Fig. 2 is a vertical section of the same along the line 2—2

of Fig. 1; Fig. 3 is a corresponding vertical section of a modified form of the device; Fig. 4 is a similar section of a further modification.

WASHINGTON, D. C., May 6.—TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,173,104.

The main objects of this invention are to provide an improved talking machine of simple, compact, durable and efficient construction; to provide in a talking machine an improved mounting for a



swinging sound box arm, and improved sound amplifying means.

In the accompanying drawings Fig. 1 is a fragmentary side elevation partly in a vertical section of a talking machine constructed in accordance with the invention, and Fig. 2 is a rear end elevation of the same.

SOUND REPRODUCER.—Edmund S. Geer, New York. Patent No. 1,173,501.

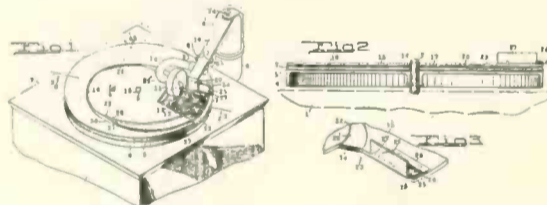
This invention relates to sound reproducing apparatus, and with respect to certain more specific features thereof, to so-called repeating means therefor.

The invention has for one of its objects to provide a simple and practical device of the character above referred to.

Another object of this invention is to provide a device which will automatically and rapidly restore the reproducer needle or stylus to initial position on a sound reproducing record to cause the latter to be replayed.

Another object of this invention is the provision of light and durable mechanism for accomplishing the preceding object.

In the accompanying drawings, wherein is shown



one of various possible embodiments of this invention, Fig. 1 is a view in perspective of a sound reproducing machine embodying this invention; Fig. 2 is a vertical sectional view taken approximately on the line 2—2 of Fig. 1; and Fig. 3 is a view in perspective of certain details of the invention.

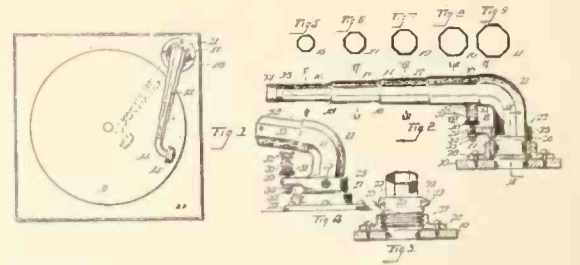
SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,802.

This invention is concerned with sound reproducing devices, and primarily with the construction and mounting of the swinging tone arm, which connects the sound box mounted on the end thereof with the amplifying horn, which horn is ordinarily rigidly mounted, and must have a connection with the tone arm by which the latter can swing in a horizontal plane to permit the needle to move from the edge to the center of the disc record, and which must also be capable of swinging vertically to permit the disengagement of the needle from the disc.

One feature of the present invention consists of a specific modification of the generic invention in orchestral sections shown in application No. 682,989, filed March 11, 1912, and in the application of said invention to the tone arm, said invention being specifically shown in the aforesaid application, No. 682,989, as applied to the stationary amplifying horn.

Another feature of the invention consists in the

employment of a novel spring adjustment for the tone arm by which the weight of the outer end thereof and of the sound box can be counter-



balanced or neutralized, thus regulating the pressure of the needle upon the disc.

A third feature of the invention resides in the novel mounting of the tone arm upon the casing to which the amplifying horn is connected.

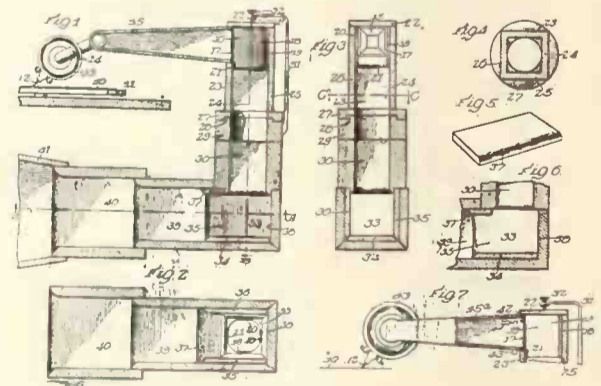
To illustrate invention: Fig. 1 is a top plan view of a sound reproducing machine having the invention applied thereto; Fig. 2 is a longitudinal section through the tone arm on an enlarged scale; Fig. 3 is a detail of a portion thereof in section on the line III—III of Fig. 2; Fig. 4 is a detail showing the tone arm lifted to disengage the needle from the record; and Figs. 5, 6, 7, 8 and 9 are vertical sections through the tone arm on the lines V—V, VI—VI, VII—VII, VIII—VIII and IX—IX, respectively, of Fig. 2.

SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,801.

This invention is concerned with certain improvements upon the "orchestral sections" shown in application No. 682,989, filed March 11, 1912, for Letters Patent of the United States, said "orchestral sections" being designed to reinforce or augment the air vibrations set up by the diaphragm and more perfectly reproduce the tones of the various orchestral instruments or voices to whose range or register the sections are adapted.

In the "orchestral sections" shown in the aforesaid application, which are of a generally cubical construction, open at both ends, the vibrations or sound waves enter one end and pass out of the other, the various sections being grouped so that their vibrating sides are parallel to each other and to a common axis, a complete set of sections presenting, as it were, the general effect of a flaring horn or bell, but square instead of circular, in cross section, and with the rectangular inner walls arranged in parallel steps.

In this improved construction, instead of having all of said sections parallel to the same axis, there are made one or more turns, or right angles, as it were, in the general direction in which the air vibrations or sound waves pass, and at each turn is placed a modified orchestral section, which is called a "mechanical throat," as it is provided with a palate and has the general effect of modifying the clear, forcible and somewhat colorless tones



produced by the straight orchestral sections, and clouding or restraining them sufficiently to give a more human tone to the voices and a more characteristic tone to the reproductions of the various instruments.

Fig. 1 is a central longitudinal and vertical section through a portion of a sound reproducing machine embodying the invention and containing a pair of the mechanical throats; Fig. 2 is a horizontal section on the line A—A of Fig. 1; Fig. 3 is a vertical section on the line B—B of Fig. 1; Fig. 4 is a horizontal section of the line C—C of Fig. 3; Fig. 5 is a perspective view of one of the palates detached, on an enlarged scale; Fig. 6 is a view of the lower mechanical throat shown in Fig. 1, but slightly modified in a manner to be explained;

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The cuts which appear in this department, you can have for fifty cents, which is less than cost price. This offer good for thirty days only, and please address our patent department.

and Fig. 7 is a view similar to Fig. 1, and showing the upper mechanical throat, but with the connections to the tone arm slightly modified.

GRAPHOPHONE.—Arthur Laurencich, Washington, D. C., assignor of three-fourths to William F. Yates, New York. Patent No. 1,172,717.

The primary object of this invention is to provide a graphophone which shall be peculiarly adapted for use by children as a toy.

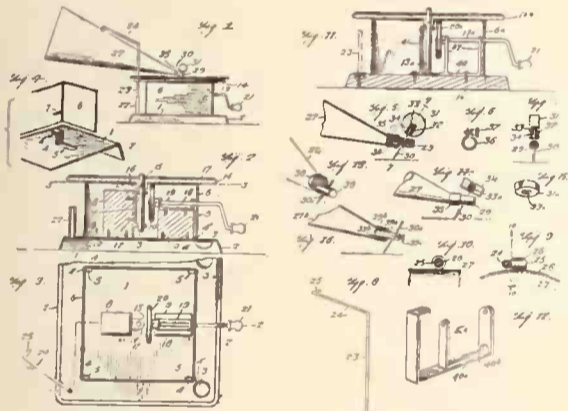
To this end, the great desideratum, of course, is simplicity and consequent cheapness of construction, so that the graphophone-toy may not be of prohibitive cost, but may be manufactured at a low figure and sold at a nominal sum, at a substantial profit.

At the same time, the object is, with cheapness of construction, to provide a structure which shall present all reasonable durability.

Additionally, it is an object to provide a graphophone-toy, for use with disc records, which will, in operation, be musical to the ear of the auditor, and in which the tone shall be clear and distinct.

A further object is to provide a graphophone in which all noise, such as rattling or clicking of machinery, shall be eliminated, thereby insuring a more satisfactory playing of the records.

A further object is to eliminate the use of the spring motor, which characterizes the customary graphophone now on the market. A spring motor is always getting out of order, after a period of



use thereof, and needs cleaning, etc., to maintain the same in proper condition, and, besides, the spring motor makes more or less noise in operation. It is, therefore, the object of this invention to substitute means whereby the disc-supporting table may be manually revolved, with a minimum of effort and a maximum of ease.

The different views of the drawing may be briefly described as follows:

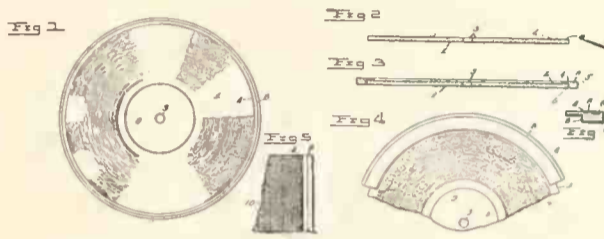
Fig. 1 is a side elevation of the preferred form of this invention; Fig. 2 is a vertical sectional view on the line 2-2, Fig. 3. Fig. 3 is a top plan view, on the line 3-3, Fig. 2, looking downward; Fig. 4 is a fragmentary sectional detail view of the base and the casing, showing the manner of their assembly; Fig. 5 is a fragmentary sectional detail view of the horn, reproducer-needle, etc.; Fig. 6 is a detail view of a clamp that may be used around the reduced end of the horn; Fig. 7 is a sectional view on the line 7-7, Fig. 5; Fig. 8 is a detail perspective view of the rod from which the horn is suspended; Fig. 9 is a fragmentary sectional detail view of the horn and its support; Fig. 10 is a section on the line 10-10, Fig. 9; Fig. 11 is a vertical sectional view of a slightly modified form of graphophone; Fig. 12 is a perspective detail view of a slightly modified form of bracket, which may be substituted for that shown in Fig. 11; Fig. 13 is a fragmentary detail view showing a slightly modified form of support for the reproducer-needle; Fig. 14 is a fragmentary detail view of a horn and a slightly modified form of weight for the reproducer-needle; Fig. 15 is a detail view of the weight shown in Fig. 14; Fig. 16 is a fragmentary sec-

tional detail view of a slightly modified form of support for the reproducer-needle.

PITCH ASCERTAINING ATTACHMENT FOR SOUND REPRODUCING RECORDS.—Thomas I. Kane, Kane, Pa. Patent No. 1,172,533.

The primary object of this invention is to facilitate the use of the phonograph, graphophone and other similar music reproducing instruments, as an accompaniment in the teaching of music, and especially in the teaching of absolute pitch, by providing means for ascertaining the correct pitch at which any record element was produced.

A further object of this invention is to provide for applying this improvement, comprising the means of ascertaining the correct pitch, by a separate attachment, which may be made and sold as an independent article of manufacture, and applied to existing sound reproducing records now in common use, or the invention may be applied to the record during its manufacture.



Another object of this invention is to facilitate the application of this improvement, comprising the means of ascertaining the correct pitch, to any record now in use by the student of music, or by any operator of sound reproducing instruments.

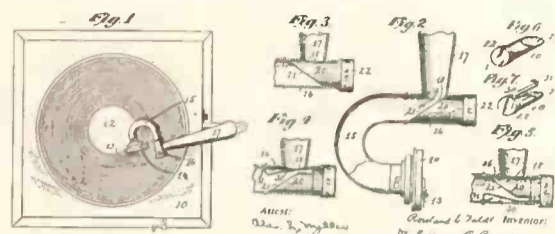
Fig. 1 is a plan view of a disc record with the pitch groove inscribed thereon. Fig. 2 is a centrally sectional elevation of the record showing the pitch groove inscribed thereon. Fig. 3 is a view similar to Fig. 2, showing a modification of the invention comprising a detachable ring, having the pitch groove inscribed thereon. Fig. 4 is a fragmentary plan view of a portion of the record with the modification, comprising the detachable ring applied thereto. Fig. 5 is a fragmentary side view of a portion of a cylinder record with the pitch groove inscribed thereon. Fig. 6 is an enlarged detail view of a section of the detachable ring with modification, comprising an annular recess on the top surface adapted to be filled with a softer composition such as wax from which cylinder records are made.

SOUND CONTROLLER FOR PHONOGRAPHS.—Rowland E. Faldl, New York. Patent No. 1,172,346.

This invention relates to sound controllers for phonographs and similar sound reproducing devices, and more particularly to means for regulating the volume of sound issuing from such an instrument and reducing the number of metallic vibrations existing therein, and its novelty consists in the construction and adaptation of the parts, as will be more fully hereinafter pointed out.

Most phonographs and similar instruments are provided with a sound box taking the vibrations from the needle. This in turn, communicates with a sound box tube which is closed by any suitable means, and just before its termination a tube leading to the horn is inserted, forming an elbow with the sound box tube. The closure for the part of the tube beyond such elbow is usually a flat plate or disc threaded into the tube. The purpose of this invention is to provide this part of the sound box tube with a readily insertible controller

which will extend far enough into the tube to govern the port leading to the horn to vary the extent of its opening. At the same time the controller is made of such material that the metallic vibra-



tions are to a great extent absorbed at that point and the sounds delivered through the horn are made softer and more harmonious.

In the drawings, there is illustrated a preferred form of the invention and its connection with a phonograph.

Fig. 1 is a plan view of a phonograph provided with controller; Fig. 2 is a transverse section through the end of the sound box tube and the adjacent part of the horn, showing the controller in place with the port leading to the horn practically open; Fig. 3 is a view similar to Fig. 2 but with the controller in such a place that the horn port is practically closed; Fig. 4 is a view similar to Fig. 2 but showing a modified form of controller; Fig. 5 is a view of the same parts, but showing the controller in a different position; and Figs. 6 and 7 are miniature perspective views of the two forms of the controllers.

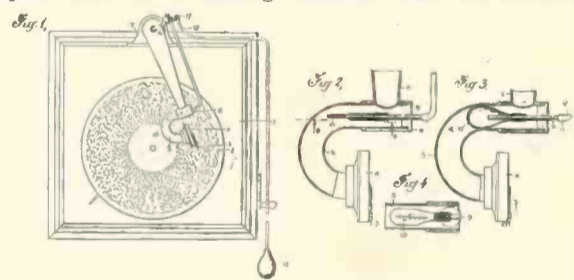
SOUND CONTROL FOR TALKING MACHINES.—Vincent W. Weczerzick, New York. Patent No. 1,173,758.

This invention relates to attachments for talking machines and particularly to an improved device for controlling the volume of sound thereof.

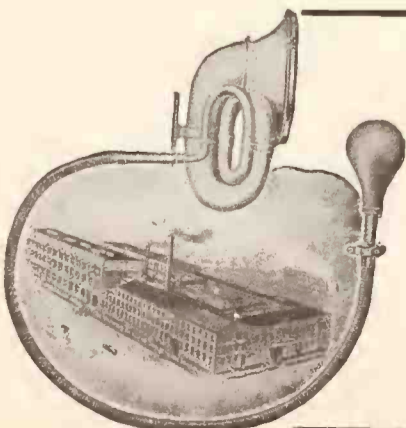
Another object in view is to provide a device for controlling the volume of sound arranged in the gooseneck of the talking machine or at some other convenient point in any part of the quantity or volume of sound tube, whereby the tone is affected according to the movement of the controlling device.

A still further object in view is to provide a pneumatic bulb in the sound tube or the gooseneck of the talking machine and connected therewith a tube and bulb whereby the bulb in the sound tube or gooseneck may be inflated or deflated at will and to any extent for varying the volume of sound according to the particular temperament of the person operating the device.

In the accompanying drawings: Fig. 1 is a top plan view of a talking machine with an embodi-



ment of the invention applied thereto; Fig. 2 is a sectional view through a gooseneck and part of the sound tube of a talking machine with an embodiment of the invention positioned therein; Fig. 3 is a view similar to Fig. 2 but with the control bulb distended; Fig. 4 is a detail fragmentary sectional view on line 4-4 of Fig. 2 showing the width of the bulb as distended as being less than the width of the gooseneck.



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**Phonograph
H₂O R₂N S** **Standard Metal Mfg. Co.**
227 CHESTNUT STREET NEWARK, N. J.

RECORD BULLETINS FOR JUNE, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR THE MONTH

Table listing record numbers, titles, artists, and sizes for Victor Talking Machine Co. records, including 'Dear Old Fashioned Irish Songs', 'Yaaka Hula Hickey Dula', and 'Dixieland, My Home'.

BLUE AND PURPLE LABEL RECORDS

Table listing record numbers, titles, artists, and sizes for Blue and Purple Label Records, including 'The Palms', 'My Bonny Bonny Jean', and 'Tiempo antico'.

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC BLUE-LABEL RECORDS

Table listing record numbers, titles, artists, and sizes for Columbia Graphophone Co. Double-Disc Blue-Label Records, including 'Sail on to Ceylon' and 'Na'tan (Kendis)'.

DOUBLE-DISC RECORDS

Table listing record numbers, titles, artists, and sizes for Columbia Graphophone Co. Double-Disc Records, including 'So Long Letty' and 'Brown Skin'.

Table listing record numbers, titles, artists, and sizes for various records, including 'I'm Going Way Back Home', 'Na Lei O Hawaii', and 'The Butterfly'.

NEW EDISON DIAMOND DISC RECORDS

Table listing record numbers, titles, artists, and sizes for New Edison Diamond Disc Records, including 'Hezekiah—Cake Walk' and 'Go to Sleep My Little Pickaninny'.

EDISON BLUE AMBERL RECORDS

Table listing record numbers, titles, artists, and sizes for Edison Blue Amberl Records, including 'Whispering Hope' and 'Lorsqu'a de folles amours'.

- 2282 Serenade (Schubert), Violin, Violoncello, Flute and Harp Venetian Instrumental Quartette
- 2283 All Aboard for Chinatown (Brookhouse), orch. acc. Arthur Collins and Byron G. Harlan
- 2884 Stop! Look! Listen!—Fox Trot (Berlin), for Dancing Jaudas' Society Orchestra
- 2885 Songs of Other Days—No. 1, orch. acc., Metropolitan Mixed Chorus
- 2886 Babes in the Wood—Fox Trot (Kern), for Dancing Jaudas' Society Orchestra
- 2887 Song of the Soul (Briel), Soprano, orch. acc. Marie Kaiser
- 2888 Songs We Used to Sing in Dixie Land (Caro Roma), Contralto, orch. acc., Merle Alcock and Male Chorus
- 2889 Katinka (Friml), Tenor, orch. acc., Walter Van Brunt and Male Chorus
- 2890 Baby (Swing High, Swing Low), (Bennett), Contralto, orch. acc. Helen Clark
- 2891 Blow, Blow, Thou Winter Wind (Sargeant), Basso, orch. acc. T. Foster Why
- 2892 With Verdure Clad—The Creation (Haydn), Soprano, orch. acc. Marie Sundelius
- 2893 Railroad Jim (Vincent), Baritone, orch. acc., Edward Meeker
- 2894 On the Hoko Moko Isle (H. Von Tilzer), Arthur Collins and Byron G. Harlan
- 2895 Strike Up a Song (Morgan), Baritone, orch. acc., Charles N. Granville and Male Chorus

- 1065 American Fantasie. Part I. Patriotic Medley. (Herbert.) Military Band
- American Fantasie. Part II. Patriotic Medley. (Herbert.) Military Band
- 1066 Why the Band Came Back. Character Song. George L. Thompson
- Stars and Stripes Forever. March. (Sousa.) Band
- 1067 Ida's Fox Trot. Band
- I Can Dance With Everybody But My Wife. One Step. Dance Orchestra
- 1068 Chinese Blues. Fox Trot. Band
- High School Cadets. One Step.

- 1069 Hauoli (Jubilee) Hawaiian Singing Guitars. Smith & Kiano
- Waikiki Rag Medley. Hawaiian Singing Guitars. Smith & Kiano
- 1070 Carry Me Back to Old Virginia. Mozart Male Quartette
- Somewhere a Voice is Calling. Tenor solo. Hal Reed
- 1071 The Bulldog on the Bank. Mozart Male Quartette
- The Holy City. Tenor Solo. Hal Reed
- 1072 Absent Mozart Male Quartette
- The Skaters. Waltz. Dance Orchestra

NEW FOREIGN CATALOGS

Issued by the Columbia Co. Emphasize the Demand Existing for Records in a Foreign Tongue in this Country

The Columbia Graphophone Co.'s International record department has recently issued a



Columbia Foreign Catalog Covers

series of new catalogs which are noteworthy for the beauty of their cover designs and the diversity of their contents. This department is leaving no stone unturned to co-operate with Columbia dealers throughout the country, and the success it is achieving is evidenced in the many letters of commendation which the department has received from Columbia representatives in all sections.

Three of these new catalogs are shown here-with, and as the cover of each book is designed in four or five colors it produces a striking effect that cannot fail to attract the attention of visitors to the store.

The German-Austrian catalog contains over 650 selections, vocal and instrumental, folk songs, national patriotic airs, operatic and popular music. In this catalog are violin records by Christeta Goni and Irene Stolofsky, two phenomenal girl violinists.

The French catalog lists fifty operatic, concert and instrumental pieces. The Republican Guard Band, which is internationally popular, and A. J. Harpin, one of the best-known French bassos in Canada and this country, are represented in this catalog.

SUCCESS WITH THE PATHEPHONE

Hugh McLean, of McLean Bros., 384 High street, Holyoke, Mass, a successful furniture house of that city, was a visitor to New York this week. McLean Bros. opened a talking machine department a few months ago which has achieved gratifying success. The products of the Pathé Frères Phonograph Co. are handled exclusively in this department, and Mr. McLean states that the demand for Pathephones and Pathé discs has far exceeded expectations. The new Pathé records are meeting with marked favor while the Pathephones retailing at \$100 and upwards are proving very popular.

WEBB DOING A GROWING BUSINESS

ATLANTA, GA., May 5.—LeRoy Webb & Co., who recently moved into new quarters at 83 Peachtree street, report an excellent business in the Victor line, which they have been carrying for some time. The business has increased to such an extent during the past year that larger quarters were necessary. The new location is occupied jointly with the Windmayer Music Co., dealers in sheet music and supplies. Fred C. Windmayer, manager of this concern, was formerly connected with the Phillips & Crew Co., being in charge of the sheet music department there.

NEW BIG STORE IN NEW YORK

Samuel A. Sherman has opened an elaborate talking machine store at 3138 Third avenue. New York, near 116th street, with his brother, M. Sherman, in charge. The store, which is in a prominent location, is equipped with six demonstrating booths and carries a full line of Victor and Columbia machines and records.

The Eclipse Manufacturing Co., of Marion, O., has been incorporated to manufacture talking machines, with a capital of \$10,000.

PATHE FRERES PHONOGRAPH CO.

POPULAR SUCCESSES OF THE MONTH

- | No. | Size. |
|---|--------|
| 10064 Dear Old Ma (Frost and Sawyer), Henry Burr | 10 1/2 |
| They All Sang Annie Laurie (Callahan), M. M. J. O'Connell | 10 1/2 |
| 10065 Way Down Home (Frost) Peerless Quartette | 10 1/2 |
| Some Day the Shadows Will All Fade Away (Whitson & Frost) Henry Burr | 10 1/2 |
| 10067 Drifting (Parquet & Keithley) Grace Nash | 10 1/2 |
| I Love the Name of Dixie (Frost & Keithley), M. J. O'Connell | 10 1/2 |
| 10068 Moonbeams, Bring Love Dreams (White and Frost) Grace Nash | 10 1/2 |
| On The Day You Said Good-bye (Callahan and Jones) Grace Nash | 10 1/2 |
| 10070 When It's Moonlight on the Rio Grande (Nathan & Smith) John Phillips | 10 1/2 |
| You're All the World to Me (Jones & Lamb), Marie Kaiser | 10 1/2 |
| 30419 The Vacant Chair (Root) Peerless Quartette | 11 1/2 |
| Darling Nellie Gray (B. R. Handy) | 11 1/2 |
| 30422 There's a Little Lane Without a Turning, on the Way to Home Sweet Home (Lewis and Meyer) Alfred Alexander | 11 1/2 |
| Sweet Cider Time When You Were Mine (McCarthy & Wenrich) Campbell and Burr | 11 1/2 |
| 30425 Underneath the Stars (Spencer), Eileen Molloy | 11 1/2 |
| Young America "We're Strong for You" (Wm. McKenna) Peerless Quartette | 11 1/2 |

MISCELLANEOUS SELECTIONS

- 30396 Hey Wop, Comic Italian Dialect Song (Irving Berlin) Rhoda Bernard
- Rosie Rosenblatt, Hebrew Dialect Song (Meyer & Lewis) Rhoda Bernard
- 30387 Roll on De Ground: Introducing "The Darkey Preacher" (Darkey Comedy), Billy Golden and Jim Marlowe
- Managing Matrimony (Darkey Comedy), Billy Golden and Jim Marlowe

MUSICAL COMEDY SUCCESSES

- 30424 Some Little Bug is Going to Find You, from "Alone at Last" (Hein) M. J. O'Connell
- Luana Lou (Hawaiian Love Song) (Buck and Stamper) Henry Burr

NEW INSTRUMENTAL HAWAIIAN RECORDS

- 30393 On the Beach at Waikiki and Kohala March (Kailmai), Louise and Ferera Hawaiian Troupe
- Favorite Waltz Songs of Hawaii, Louise and Ferera Hawaiian Troupe
- 30421 Old Folks at Home and Old Black Joe (Foster) Louise and Ferera Hawaiian Troupe
- After the Ball (Harris), Louise and Ferera Hawaiian Troupe

NEW INSTRUMENTAL SELECTIONS

- 30416 Cuddles (Wm. H. Penn) Intermezzo, Pathé Concert Orchestra
- Whispering Willows (Victor Herbert) Intermezzo Pathé Concert Orchestra
- 30417 Home, Sweet Home the World Over, Part I (J. Bodewalt Lampe), Pathé Concert Orchestra
- Home, Sweet Home the World Over, Part II (J. Bodewalt Lampe), Pathé Concert Orchestra
- 30423 Wake Up America, Medley One Step (Graff and Glogau, Wood and de Costa), Pathé Dance Orchestra
- Rosemary (Merle von Hagen) Waltz, Pathé Dance Orchestra

OPERAPHONE MFG. CORPORATION

- No. 1061 Yiddish Eyes. Character Songs. George L. Thompson
- Cohen Telephones the Gas Company. Character Sketch. George L. Thompson
- 1062 When I Get Back to U. S. A. Tenor solo. O'Connell
- Hail to the Spirit of Liberty. March (Sousa) Band
- 1063 Coming Thro' the Rye. Soprano solo, Grace Belmont
- Ballet Egyptian. Band
- 1064 Banjo Song. Baritone solo. Alan Turner
- Overture Isabella. (Suppé). Concert Band

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Manufacturers of Regina Music Boxes; Reginalophones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

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Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

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The perfection of musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

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Quick Service for all points in the Northwest. Machines, Records, Supplies.

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We make a specialty of getting the order out on time—every time.

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CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

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Creators of "The Fastest Victor Service." Let us tell you more about our service.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of the The Talking Machine World.

COLUMBIA FLOAT IN HARLEM PARADE

Cowperthwait & Sons Feature the Columbia in Recent Carnival Held in This City

At the recent parade of trucks and floats in the Harlem carnival, one of the most attractive displays was that presented by Cowperthwait & Sons, Third avenue and One Hundred and Twenty-first street, the well-known and popular furniture house.

For some time past Cowperthwait & Sons



The Cowperthwait Float

have maintained a Columbia department which has achieved a large measure of success, and in order to gain valuable publicity for this department, the store management decided to feature the Columbia line on their parade float.

The result of this decision is evidenced in the photograph of the Cowperthwait float shown herewith. A giant "Grafonola" formed the key-

note of the display, and the accompanying artistic decorations and distinctive color schemes won hearty praise from the thousands of spectators along the route of the parade.

W. G. GASTON APPOINTED

The Victor Talking Machine Co. has announced the appointment of W. G. Gaston as traveling representative in local territory, succeeding A. H. Bates, who has been appointed manager and buyer of the Victrola section of John Wanamaker's, Philadelphia. Mr. Gaston is thoroughly familiar with Victor policies and methods, having previously been traveling representative for the Victor Co. in Ohio territory.

NEW EDISON DEALERS

Thomas A. Edison, Inc., in a recently issued bulletin called attention to the following lists of dealers who have arranged to handle Edison products; Disc and Amberol dealers—B. L. Conchar, Springfield, Mass.; Frank Bangs, Dodge City, Kas.; Puffenburg Furniture Co., Wilkinsburg, Pa.; Rosser-Smith Furniture Co., Pratt, Kas.; Mrs. T. Kaiser, Muscoda, Wis.; Western Automatic Music Co., Dallas, Texas; Cooley-Bentz Co., Wheeling, W. Va.; Jones & Briles, Chariton, Pa.; J. B. Currie, Mt. Ayr, Ia.; T. J. Thomas, Aberdeen, Wash.; Turner Bros. Pharmacy, Sidney, Mont.; J. P. Nelson, Yankton, S. D.; F. J. Davis, Fayette, Ia.; Miller Mercantile Co., Memphis, Tenn. Previous

disc dealers taking on Amberol: A. L. Arvidson Piano Co., Denver, Colo.; C. C. Morrison, Barron, Wis.; Runnerburger Bros. & Co., Harrisonville, Mo.; Easterbrook Bros., Saybrook, Ill.; W. Hamachek, Jr., Kewaunee, Wis.; H. W. Thompson & Co., Hackensack, N. J. New dealers, Amberol only: Lenhart Drug Co., Bismarck, N. D.; Turtle Lake Drug Co., Turtle Lake, N. D.; Owl Drug Store, Rowan, Mont.; Willis Wolfe, Meade, Kas.; Fedullo Music Co., Philadelphia, Pa.; F. B. Houghton, Ottawa, Kas.; Peter E. Schulstad, Dogden, Minn.; D. McGregor, Morewood, Ont., Can.; T. D. Wootin, Lumber City, Ga.; Herzog & Spindler, Chicago, Ill.; M. Rabin, Chicago, Ill.; Levy Bros., Newburgh, N. Y.; E. I. Stroman, Uvalde, Tex.; A. W. Hanson, LaCrosse, Wis.

OPEN NEW COLUMBIA DEPARTMENT

Manchester, N. H., April 17.—James A. Scully opened a new talking machine department on the second floor of his store at 1097 Elm street last week, which is said to be the largest and most modern department of its kind in this section of the State. Five demonstration rooms, forty demonstrating machines and three attendants are in the department. The Columbia Grafonola is handled exclusively, and a complete stock of Columbia records is carried in the store. The opening of the new department was announced in large three-quarter page advertisements which appeared in the daily press.



THE INSTRUMENT OF QUALITY

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CLEAR AS A BELL

What your customers buy

MEN and women who purchase phonographs are naturally somewhat interested in the mechanical construction of the machine. But they come to buy accurate sound reproducing mechanism *as a whole*, and not a collection of gears, levers, springs, needles, etc.

THIS is why it is unnecessary for Sonora to elaborate on the details of construction. Each individual part of this instrument has its work to do, and that it does it correctly is proven by thousands of tests before the part goes into the finished machine.

THAT the motor costs more to make than most complete machines; that our patented tone control is where it should be—at the sound source; that the cabinet work is of a remarkably superior nature, etc., etc., these are trivial compared with this one big outstanding fact—

THE magnificent perfect *tone* of the Sonora won for it the highest rating at the Panama-Pacific International Exposition; and—because of this magnificent perfect *tone*—our enlarged and re-enlarged factories are taxed to the utmost to keep pace with the tremendous demand.

If you are interested in representing the Sonora in your territory we suggest that you write us at once

Nine splendid models

\$35 \$50 \$75 \$100 \$135 \$150 \$225 \$300 \$1000

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America's premier violinist, proving that the full richness of his interpretations is Re-Created by The New Edison.

The genius of the great Stradivari did not produce a violin so distinctive from other violins as

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is distinctive from all other sound reproducing instruments.

In no other field of scientific, artistic or mechanical endeavor has so distinctive an achievement been made as by Edison in the development of his new art, by which all forms of music are literally Re-Created—nothing which the human mind can conceive possesses so great a distinction among similar articles as Edison's new invention has achieved in the field of sound reproduction.

This distinctiveness extends to the sales policy and methods of Edison dealers, who are Edison dealers because of their fitness to properly present The New Edison to the most sensitive music lover. We welcome correspondence with dealers of equal calibre.

*Address us direct or the jobber
in the list below nearest you.*

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Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co.
INDIANA
Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan,
Syracuse—Frank E. Bolway & Son.
OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.
OREGON
Portland—Pacific Phonograph Co.
PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.
UTAH
Ogden—Proudfit Sporting Goods Co.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Phonograph Co. of Detroit.
MINNESOTA
Minneapolis—Laurence H. Lucker.
MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.
MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.
VIRGINIA
Richmond—C. B. Haynes & Co.
WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.
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Milwaukee—The Phonograph Co. of Milwaukee.
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Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
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