

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, October 15, 1917



The best-known trade mark in the world

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

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



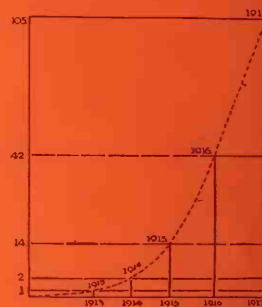
THAT the public buys "The Highest Class Talking Machine in the World" is shown by the tremendous increase in volume in SONORA sales year after year. 1917 is more than 100 times greater than three years ago, and SONORA dealers have grown with us.

For richness and beauty of tone the Sonora is unequalled (having won the highest score for tone quality at the Pan-ama-Pacific Exposition), and for the perfection of individual parts Sonora stands in a class alone.



THE "ELITE"

Any one who is contemplating selling phonographs should be sure to hear the Sonora and ask Sonora owners their opinion of this famous phonograph. It *pays* to handle the Sonora, because the Sonora practically sells itself.



ANNOUNCEMENT OF PRIZE WINNER

The \$50 prize offered for the best essay on Selling Sonora Phonographs has been awarded to J. Wesley Brown, Canton, Ohio

\$50 \$55 \$60 \$75 \$100 \$110 \$135 \$150 \$175 \$200 \$250 \$375 \$500 \$1000

Write today for full information

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

BOSTON: 554 Little Building

CHICAGO: 218 So. Wabash Avenue

PHILADELPHIA: 1311 Walnut Street

DETROIT, Mich.: C. L. Marshall, 3 Madison Ave.
 HARTFORD, Conn.: Electrical Supply & Equipment Co.
 INDIANAPOLIS, Ind.: The Kiefer-Stewart Drug Co.
 LANCASTER, Pa.: Piersol Carpet Co.
 MILWAUKEE, Wis.: Yahr & Lange Drug Co.
 NEWARK, N. J.: Griffith Piano Co.
 PHILADELPHIA, Pa.: Smith, Kline & French Co.
 DALLAS, Tex.: De Loache Phonograph Co.
 SAINT JOSEPH, Mo.: C. D. Smith Drug Co.

SALT LAKE CITY, Utah: Strevell-Patterson Hardware Co.
 SAN FRANCISCO, Cal.: Sonora Phonograph Co., 616 Mission St.
 SANTONS RIVER, Vt.: W. B. Glynn
 SELMA, Ala.: Southern Sonora Phonograph Co.
 SYRACUSE, N. Y.: C. W. Snow & Co.
 WHEELING, W. Va.: H. E. Hillman, Jeweler
 WICHITA, Kans.: Southwestern Drug Co.
 MINNEAPOLIS, Minn.: Minneapolis Drug Co.
 TORONTO, Can.: I. Montagnes & Co., Ryrie Bldg.

A few more choice territories open for distributors. Get our exclusive proposition.

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

The Talking Machine World

Vol. 13. No. 10

New York, October 15, 1917

Price Twenty Cents

MAKING IT PLAIN TO THE DEALER

The Associated Talking Machine Dealers of St. Louis Issue Details of Agreements and Recommendations Which Will Clarify Business

St. Louis, Mo., October 6.—The Associated Talking Machine Dealers, which is a part of the Associated Retailers of St. Louis, have been engaged of late in clearing up the wording of their trade rules and recommendations. The necessity for this came when a number of strange looking deals were investigated and the dealer pretended great surprise that he was charged with violation. The dealer would gravely produce his set of recommendations and plead that he read them this way or that. The desire of the leaders is to compose a wording that can be read but one way. They think they have it now. The following is the last communication from the secretary to the members:

AGREEMENTS AND RECOMMENDATIONS OF THE ASSOCIATED TALKING MACHINE DEALERS AS REVISED SEPTEMBER 4, 1917

1. Allowances to be made on cylinder talking machines of any type or make, also all horn machines, music boxes and reginaphones with records as follows: Not to exceed 10 per cent. of the price of the machine purchased.
2. It is agreed that no organs, pianos, piano players or player-pianos be accepted as part payment on talking machines, phonographs or records.
3. Allowances on talking machines listed in latest catalogs not to exceed 50 per cent. of the list price to apply on purchase of new machine.
4. No agreement shall be made with purchaser so as to evade the allowance so that purchaser will realize more for article traded than amounts here stipulated.
5. This agreement in no wise to affect the article adopted February 8, 1916, as follows: "That whenever a smaller machine is traded in on the purchase of a larger one full value shall be allowed if exchange is made within six months of original purchase, etc."

September 13, 1917.

Talking Machine Dealers:

For your convenience we have prepared the following summary of agreements entered into by talking machine dealers during the past two years. The agreements are placed in this form so that they may be more readily referred to by yourselves and your employees. Very truly yours,

THE ASSOCIATED RETAILERS OF ST. LOUIS.

ADOPTED NOVEMBER 6, 1914

6. That on and after August 5, 1914, no talking machines, records and accessories be sold on deferred payments except on contract bearing interest at 6 per cent. per annum from date of sale. All interest to be collected monthly.
 7. (a) Records sent on approval are not returnable if kept in customer's possession longer than forty-eight hours except in the case of the original purchase of records with machine, when a maximum of one week will be allowed.
 - (b) At least 25 per cent. of the number of records sent on approval must be kept by the customer.
 - (c) Records purchased either at the store or from approvals are not returnable for credit, refund or exchange.
- It is further agreed that a slip reading as follows be furnished to dealers at cost to be inserted with each package of records sent on approval:
- Records as shown on the accompanying list are sent on approval for the convenience of our customers. They should be carefully handled and must be returned to the store within forty-eight hours. Not more than 75 per cent. of the number of records sent on approval may be returned to the store.

ASSOCIATED TALKING MACHINE DEALERS.

8. It was agreed that the following basis of minimum initial and monthly payments be adopted:

Machines Valued at	Minimum 1st Payment	Minimum Monthly Payment
\$500.00	\$50.00	\$25.00
450.00	45.00	25.00
400.00	40.00	20.00
350.00	35.00	20.00
300.00	30.00	15.00
250.00	25.00	10.00
225.00	25.00	10.00
200.00	15.00	10.00
150.00	10.00	8.00
100.00	10.00	6.00
75.00	7.50	5.00
60.00	6.00	5.00
50.00	5.00	5.00
40.00	5.00	4.00
35.00	5.00	4.00
25.00	5.00	3.00
15.00	5.00	2.00

ADOPTED JULY 9, 1915

9. It is agreed that the question of service of adjusting

and oiling machines should be left to the discretion of the dealer.

ADOPTED FEBRUARY 8, 1916

10. It is agreed that whenever a smaller machine is turned in on the purchase of a larger one, full value will be allowed if the exchange is made within six months after original purchase. After six months they will be accepted with the reduction of a rental charge of 5 per cent. per month with a maximum of \$4.00 per month.

IMPRESSIVE SONORA ACTIVITIES

Big Magazine Campaign—Dealers' Sales Help Book—Special Publicity—New Electric Sign

The plans for the fall and winter advertising campaign of the Sonora Phonograph Sales Co., Inc., which have just been announced, are of interest to dealers in many parts of the country because of the extensive use of magazine, bill board and newspaper space which will be a feature of the program. Not only will the national field be covered by the use of such magazines as Century, Town and Country, Scribner's, Harper's, Country Life, Vanity Fair, Vogue, Harper's Bazar, Delineator, Good Housekeeping, Literary Digest, Life, Theatre, etc., but the local fields will be reached by large poster advertising and by a steady hammering away in the newspapers with different sized copy, in the more important cities of the United States. In New York City, Chicago and elsewhere, full page space will be used in the holiday season in handsome rotogravure sections.

What is probably one of the finest electric signs in the world has just been switched on in the heart of Broadway's White Light district, and it will call Sonora to the attention of millions.

A great deal of study and care has been put into the dealers' sales help book which is confidential and issued for the benefit of Sonora dealers exclusively. This book has been enthusiastically received by those who have seen the advance proofs and it will be ready for private distribution shortly. The Sonora window and store display material for the coming season will be unusually handsome and elaborate. The 1917-1918 Sonora catalogs both large and small are beautiful specimens of printing and will be of much assistance in the interesting of the public and in making sales.

The advertising department of the Sonora Co. has prepared special advertisements suitable for use by dealers in their local papers. As these have been so nicely arranged that all that is necessary is to sign a name and address and forward to the newspaper, they are proving extremely popular with the Sonora dealers everywhere who are using them as a means of linking up with the advertising done by the main office of the Sonora Co.

L. F. DOUGLAS' LATEST INVENTION

Chairman of Board of Directors of Victor Talking Machine Co. Gives Public Demonstration of Projection of Motion Pictures in Their Natural Colors—Are Highly Commended

Leon F. Douglas, chairman of the board of directors of the Victor Talking Machine Co., is achieving considerable fame in the motion picture world through the West as a result of the demonstrations of his latest invention, the projection of colored motion pictures. By means of the invention various scenes are presented on the screen in their natural colors and he has succeeded in reproducing in a new form the views of the Grand Canyon of the Arizona, the Yosemite Valley and the Yellowstone Park in all of their natural tones.

One of the recent exhibitions of the Douglas pictures was before the Union League Club in San Francisco, the proceeds being turned over to the ambulance fund of the club, and the money going to the Red Cross.

WANT RECORDS FOR THE SOLDIERS

New York Sun in Editorial Makes Strong Appeal for These Necessary Supplies

The value of talking machines and plentiful supplies of records for the entertainment of the soldiers in camp was strongly emphasized recently by the New York Sun in the following editorial captioned: "Discs For the Soldiers." The editorial read:

"The appeals from Spartanburg and other camps for phonograph records will undoubtedly be answered with that generosity and speed that characterize the American who wishes to lighten the soldier's hour. But what records shall be sent?"

"Those that have outlived their usefulness and popularity in New York' is the modest description of what one soldier asks. That would be giving, to send records of which the owner is tired, but it would not be sacrificing anything. A step beyond that would be to learn what records the neighbors are weary of hearing. Canvass the folks next door. Let them act as a drumhead court on the tunes to which they have listened, willy nilly, these many weeks. If they doom 'Poor Butterfly' to service in the cantonments, away with her, no matter how fond you may be of the gloomy ballad. Perhaps the woman in the apartment across the court is cracking under the strains of 'Too Much Mustard' or 'Just a Little Bit of Heaven.' Pack them carefully and send them off.

"A third step would be to give to the soldiers the three-dollar record you have been wanting for yourself. That would be sacrifice, particularly if you let it go without playing it just once. It would be discipline also for the neighbors, who may have been waiting for you to buy it and play it."

A MARITIME TALKING MACHINE

Radiophone Fog Device Was Installed Off Point Judith October 1

The groans of the famous whistling buoy off Point Judith, in Block Island Sound, just this side of Newport, will not be the only noisy warning to mariners along that coast in the future. Judith commenced to speak out her danger beginning October 1, when there was installed at the lighthouse there a radiophone fog warning device. The apparatus will be in operation during fog, mist, rain and falling snow.

The warning consists of the repeating of the words "Point Judith Light" every five seconds over a range of eight miles. After every third repetition the warning, "You are getting closer; keep off," will be sent out with a limit range of two miles. Only an ordinary radio receiver will be required to receive the warning signals.

NEW BOLWAY REPRESENTATIVES

Owing to the remarkable increase of their business in Western New York, Frank E. Bolway & Son, Inc., Syracuse, N. Y., wholesale distributors of the Edison line, have put two new representatives on the road. John Essig, Jr., formerly with the American Can Co., will cover part of the territory in the interest of the disc phonographs, and H. G. Emmons has been equipped with a Ford, with a specially constructed body to carry the Diamond Amberola, and will devote his time exclusively to the exploitation of that line.

WHERE PARSIMONY IS NOT ECONOMY

Parsimony is not economy—more frequently than not it is waste. It often forbids wise expenditure in advertising, and lost opportunities in that line invariably entail resultant financial loss.

A Field For Record Exploitation That is Worth Cultivating by Dealers :: :: By Henry J. Ellis

A field for record exploitation that is not looked after as carefully as it might be by a number of dealers, especially those in the small cities of the country, is that offered by the appearance of the various musical comedies and operettas in the dealer's city while en tour. Retailers in cities like New York, Chicago and Boston, where the majority of musical shows have their first extended runs, look after this business more or less carefully, but dealers in other cities are sometimes inclined to sell their records of musical comedy numbers on the New York reputation alone without looking for the local appeal.

The dealer in the smaller city, where musical shows play anywhere from one night to a week, can develop considerable interest in the records of the show by featuring the records in his window with advance notices of the coming of the production. In most cases this information is readily obtainable through the medium of the local newspapers, and if he wants still further leeway in preparing his campaign, he can follow the routes of the various productions through the medium of the theatrical weeklies, who make a feature of printing such lists well in advance.

The advance men and the press agents of the shows are paid to get publicity for their productions, and the dealer who takes the trouble to inquire will find that they are only too anxious to secure his co-operation in getting that publicity, especially if the service is free. Through this medium, and through the local theatre manager, it is possible for the dealer to secure posters and particularly photographs of various scenes of the play that call direct attention to the suitability of the records. These posters and photographs serve to make a very

attractive window display. If the window, as it should be, is given over several days or a week exclusively to the records of the musical comedy playing, or about to play, the city, the dealer will find that his record sales are going to jump.

The time when musical comedy records are sold is generally immediately after the purchaser has seen the show and while its music is still fresh in his mind. Therefore, anything that will call his attention to the records while he still has pleasant memories of the play means sales-made. It will be found that the customer who would not bother with a record on the basis of the New York reputation of the musical piece, or on a demonstration, will take an altogether different viewpoint after he has seen the show in his own town. The music sounds different over the footlights, and when he plays it afterward he still has in his mind a mental picture of just how the singer appeared on the stage when the particular selection was rendered.

By getting advance information about the musical productions that are to visit his city, the dealer will have an opportunity of preparing special circulars to send out to his customers, on which can be printed the titles and information regarding the records of various selections featured in the show, and if he has the facilities he can arrange a series of informal recitals in his store at which the music of the production is featured exclusively.

Where one of the big circuits maintains a vaudeville theatre in the city, the dealer can also build up record sales by calling attention to records of the songs that are sung by the performers appearing at that theatre. By cultivating the friendship of the orchestra leader

he can get information at first hand regarding the songs used in the different acts before the first show opens, as the rehearsal is invariably held in advance in order that the orchestra and performers may go over the music together. Where acts play a full week this rehearsal is held Monday morning and where split weeks are the rule rehearsals are held both Monday and Thursday mornings. The information will give the dealer a chance to place in his windows records of, or literature regarding, the featured numbers.

PRESENT VICTROLA TO SOLDIERS

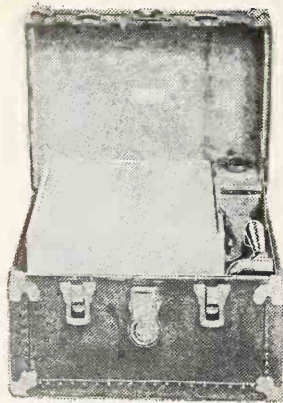
Employees of Retail Victor Department of Schmelzer Arms Co. Raise Fund for the Instrument and Supply of Records

KANSAS CITY, Mo., October 5.—L. Earl Elsham, manager of the retail Victor department of the Schmelzer Arms Co., this city, reported that through the combined efforts of Mrs. J. P. Wilcox, mother of one of the salesladies in the department, and other members of the Schmelzer Arms Co. staff, a fund was raised to purchase a Victrola and a nice library of records for presentation to the Third Missouri Infantry encamped at Camp Nichols near here.

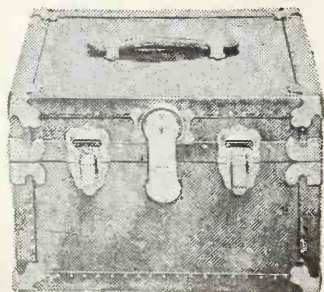
ADVICE WORTH HEEDING

Simple language makes the best advertising copy because it is easily understood by everybody, says Fame. Words that are apt to send many readers to the dictionary for their meanings should be avoided. The days of "puzzle" advertising are gone by long ago, let us hope forever.

Announcing Our New Style VICTROLA TRUNKS With Record Compartment



Top open—showing record tray in position ready to lock.



Trunk closed and locked. Note pleasing appearance and sturdy construction.

This latest addition to the popular Corley Line of Victrola Trunks is the acme of convenience—safety—and ingenuity. Made from durable hard fibre, reinforced metal corners, strong brass lock and snap catches. Will stand the roughest handling. Strong, shaped handle makes carrying as easy as a suit case. Everybody wants one! Dealers, be ready for the demand!

If You Haven't Stocked Up You're Missing Good Business

Helps you sell more Victrolas—owners of cabinet machines want a portable Victrola and one of these handy cases for traveling. Simply show them—they sell themselves!

TWO STYLES—TWO SIZES

Style 4—Without record tray—for Victrola	IV—\$5.50
Style 6— " " " " " "	VI— 6.50
Style 4-T—With record tray— " " "	IV— 6.75
Style 6-T— " " " " " "	VI— 7.75

Prompt shipment of all orders guaranteed. Be sure to order by number and specify with or without Record Tray.

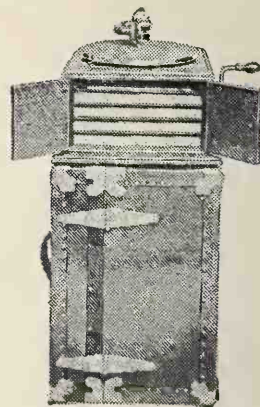
Mail your orders to-day—Or write for descriptive circular

The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 East Broad Street

Richmond, Va.



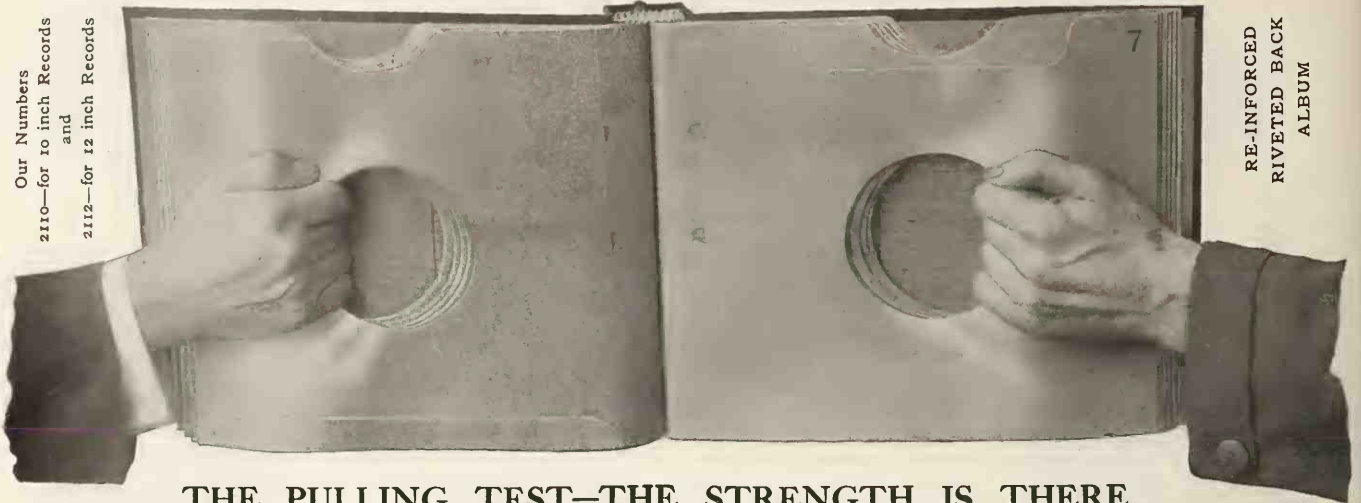
Trunk used as stand for Victrola. No other cabinet needed with same.



Trunk open and record compartment removed. Note how compactly Victrola packs.

THE ONLY BEST METHOD—"NATIONAL" RECORD ALBUMS

for filing and keeping disc records. These Albums have proven through long usage to be the most convenient and economic way. An Album can be taken out of a cabinet and laid on a table under or near the light, or on one's lap, always ready and easy to handle. Record Albums are the only practical and best method.



THE PULLING TEST—THE STRENGTH IS THERE

STRENGTH AT THE STRESS AND STRAIN POINT

PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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

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

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

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

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

BUSY TIMES IN THE SOUTH

Corley Co. Tells of the Demand for Their Fibre Victrola Trunks—Popular With Soldiers

RICHMOND, VA., October 4.—The Corley Co., Victor distributor of this city, reports that business conditions throughout the South are very fine. Crops are good and dealers report a big demand for Victrolas. The Corley Co., who are the originators of the fibre Victrola trunks, state that they have been in heavy demand throughout the summer months and are now being bought as exceptionally suitable gifts for the troops shortly to go abroad. A new model of this trunk which has just been produced contains a record compartment, an improvement that is bound to meet with great success. Miss Bessie Gatbright, of this organization, attended the meeting of the Victor Educational Department held at Camden last month and has returned enthusiastic over the possibilities in this branch of the business.

CANADIAN COMPANY EXPANDS

Tillman Bros., dealers in talking machines and records in Outremont, Quebec, have moved to new quarters at 1078 Laurier avenue, that city, in order to take proper care of their rapidly increasing business.

PREPAREDNESS ON LONG ISLAND

Talking Machine Dealers in That Section Ready for the Heavy Trade That Is Coming That Way—Some Live Long Island Dealers

Local talking machine dealers are making preparations for an active winter trade, and in



G. Millard



D. Antonio

the Brooklyn and Long Island districts particularly there are unmistakable signs of a record-breaking season.

A. B. Tisch, of Elmhurst, L. I., one of the most popular members of the retail fraternity in his district, is a keen Victor enthusiast and has adopted systems and methods which have made his establishment the acme of efficiency

and service. Mr. Tisch recently purchased a Hudson "Super-Six," which he states is a revelation for speed and power.

George Millard, 1803 Myrtle avenue, Brooklyn, N. Y., handling the Victor line exclusively, is the only Victor dealer in the Ridgewood section, and through the use of aggressive sales methods has built up a profitable and constantly expanding clientele. He has a famous "never come-off" smile, which may be properly considered an asset in his business.

D. Antonio, owner of the Fifth Avenue Music House, 202 Fifth avenue, Brooklyn, N. Y., handles both the Victor and Columbia lines, and during the past six months his business has increased rapidly. He is thoroughly conversant with the most advanced ideas in talking machine merchandising, and his store is a Mecca for the music-lovers in his district.

The Greenpoint Talking Machine Co., conducted by the Messrs. Sherman and Solomon, has shown splendid results the past few months.



Mr. Sherman



A. B. Tisch

It may be mentioned incidentally that Mr. Sherman demonstrated his prowess as a baseball player at the recent outing of the Talking Machine Men, Inc.

ROTTEN STONE

Equal to any ever imported. We are the only miners and manufacturers in America

AX GRADE. Made especially for and essential in the making of talking machine records Used in the formulas of the leading record manufacturers. The finest texture filler made.

BG GRADE. For polishing and finishing, especially wood. A mild abrasive; very soft, fine and smooth. No coarse particles. Use it on your cabinets.

Send for samples and prices

KEYSTONE MINERALS COMPANY

329 BROADWAY

NEW YORK, N. Y.



Victrola IV A, \$17.50
Oak



Victrola VI A, \$27.50
Oak



Victrola VIII A, \$45
Oak



Victrola IX A, \$55
Mahogany or oak



Victrola X, \$75
Mahogany or oak

“Will there be a Victrola in your home this Christmas?”

That is the question which will be put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”



Victrola XI, \$100
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture, and their use, one with the other, is absolutely essential to a perfect Victor reproduction.

“Victrola” is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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



Victrola XIV, \$150
Mahogany or oak



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



Victrola XVII, \$250
Victrola XVII, electric, \$300
Mahogany or oak



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



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

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

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

NEW YORK, OCTOBER 15, 1917

THE business outlook in the talking machine field for the fall and winter is most satisfactory. Reports from all sections of the country indicate that the only cloud in the horizon is the danger of a shortage of talking machines and records to meet the demands of the purchasing public.

Of course the bumper crops are to be credited with much of the optimism that now prevails, for there is enough food in sight to win the war—enough to feed the world. The Government reports the biggest crop of food products ever gathered in the United States, which means the biggest crop ever gathered by any country in the world.

The army in the furrows has won the first battle, for according to the figures of the Department of Agriculture there will be harvested 3,248,000,000 bushels of corn, half a billion bushels in excess of the average crop; 462,000,000 bushels of white potatoes, a hundred million bushels in excess of the average. The same proportion of increase applies to practically all other food crops except wheat. This is the result of the emergency war work of American farmers in response to the appeals of the President and the Department of Agriculture.

The expenditure of over eighteen billions of dollars for war necessities by the Government during the present year, and the enhanced value of labor, which means the dissemination of large sums of money for the purchase not only of necessities, but of so-called luxuries such as talking machines and other musical instruments, will result in a business condition that must benefit every talking machine merchant in the country.

We are in the midst of a great war, and now is the time for strenuous action in the matter of business development.

Business health makes Government wealth. Hence every merchant should rout the gloom and grouch out of his particular locality, for the men who are inclined to lay their tracks along the pessimistic route are bound to journey into a mental quagmire from which it is difficult to escape.

The great essential to-day is confidence, and it is confidence in the future and the ability to surmount all difficulties that makes for success. We must have confidence that the American nation can accomplish all it has set out to do, and it must be backed by the confidence of the people.

In this connection music can be a tremendous factor for good. Nevertheless some of our legislators would impose a tax upon talking machines and records for the purpose of rais-

ing war revenue, forgetting that music is a necessity of our national life.

As a matter of fact, in these days of great war stress music is in no sense of the word a luxury, but a prime necessity of our spiritual and political life. Go where you will throughout the country and observe the effect of music in the work of recruiting, or in stimulating an enthusiastic love for our country—it can't be beat, for music is the common language which all Americans understand.

During the present war the talking machine is a source of stimulation and consolation to millions; it is bringing into the home, as into the camp, a spirit of patriotism, and a helpful sentiment which cannot be cultivated in any other way.

AT the present time practically all the leading talking machine manufacturers include in their lines specially elaborate cabinet designs mostly in period styles and designed for the consideration of those who demand something unusual and exclusive in talking machine cabinets, as well as other things that go into the house. These period designs are not to be considered in the nature of an experiment, but have been produced to meet a logical and insistent demand for something out of the ordinary.

It would not be wise to say that the talking machine has to-day been developed to its highest point, for that would be to declare that in the future it must either stand still or fall back. It is safe to say, however, that so far as the mechanical construction and reproducing qualities go, the leading makes of talking machines have developed to a point where they may be considered as standard with future improvements considered simply in the light of details. With this status established, it is time to devote a greater amount of attention to the external appearance of the machine, for the cabinet offers a boundless field for origination.

For the average person the present types of cabinet designs answer the purpose admirably. They are as compact as possible, and the available space in the interior is utilized to the utmost. A large percentage of the public, however, the rich, and also be it said the near-rich, demand the exclusive. They seek furniture and interior decorations that are unusual and distinctive. They demand pianos cased to special order, and it is logical to assume that the same people demand something other than fine musical qualities in their talking machines.

Having gone into the production of period styles the talking machine interests have given full attention to the matter, with results that machines are being offered at a range in price from several hundred to several thousand dollars, and in designs to fit the taste and the pocketbook of the great majority.

The prospect with a drawing room or music room decorated in keeping with an established period style, whether it be Italian, English or French, is now in a position to select a talking machine that will fit into the general decorative scheme without jarring—that will blend with the general effect—instead of being the only piece of furniture in the room that is conspicuous.

Decorative talking machine cabinets, regardless of the make, also afford unusual opportunity for the retailers to cultivate a new element of trade—to appeal to the man who perhaps has held aloof from purchasing because he was opposed to having a machine in his home the exact counterpart of which was to be found in thousands of other homes. These special designs should remove the last barrier before the exclusive but music loving element. From the viewpoint of record sales, exclusive cabinet styles are also to be viewed favorably, for an elaborate cabinet naturally requires a record library in keeping therewith.

IT was suggested recently by a prominent talking machine man that live-wire dealers could reap considerable benefit from the timely display of telegrams in their show windows. In connection with this idea it is interesting to note that a manufacturing firm in the Middle West recently sent out a series of telegrams to the dealers dealing with appropriate bulletins or messages of interest that it deemed the dealer could utilize to profitable advantage. Accompanying this series of telegrams the firm sent out the following explanatory letter:

"The psychological effect of a telegram is too well known to explain here. We have made inquiry of a number of our agents to whom during the last month we have sent out telegraphic

bulletins on the small regular telegraph blanks such as are furnished by the telegraph companies. Those dealers who displayed these telegrams in their windows have been so enthusiastic over the results achieved that we have decided to send you regularly a telegram similar to the one enclosed. Paste this, with the stickers provided for the purpose, in your window and watch the crowds stop and read. It will draw people, and once you get them in your store it's up to you."

There is undoubtedly sound logic in this letter, as there is a certain attractive influence attached to telegrams that make a peculiar appeal to the general public. It is probably curiosity that is the most powerful factor in this attitude, but whatever it may be, it attracts crowds to the dealer's show window, and this in itself is excellent publicity.

The talking machine dealer can utilize this telegram idea in divers ways. For example, he can simply give instructions to his distributor to wire him at frequent intervals regarding some new record or some particular feature of a forthcoming or just issued supplement of new records. When these telegrams are received the dealer should paste them inside the window, not with care of position as if by design, but in a careless, off-hand manner that will appear natural and unstrained. These telegrams will surely attract passers-by and prove an excellent publicity medium if the object is to attract interest in the window display.

DESPITE the strong fight put up by the talking machine interests, as well as other factors in the music trade industry, it is apparent with the publication of the full War Revenue bill as agreed upon by the House and the Senate, that the members of Congress have not been sufficiently convinced of the necessity of music, and have, therefore, assessed upon certain instruments and accessories thereto a special excise tax, over and above the regular taxes that the industry will be called upon to meet in the ordinary course of events.

Section 600 of the War Revenue bill reads in part: "There shall be levied, assessed, collected and paid:

"(b) Upon piano players, graphophones, phonographs, talking machines and records used in connection with any musical instrument, piano player, graphophone, phonograph, or talking machine, sold by the manufacturer, producer, or importer, a tax equivalent to 3 per centum of the price for which so sold."

There has been presented to the legislators in Washington during the past few months absolute proof of the necessity of music, and nothing should serve to so convince them of the necessity of music in wartime as the fact that practically every unit of the Army and Navy at present in service is equipped with some sort of talking machine or phonograph with records, and that efforts are being put forth with the sanction of the Government to secure machines and records for those organizations

not already equipped. In the face of this it seems unreasonable that the music trade should be singled out for this special burden. The trade has always declared its willingness to stand its fair share of taxation, as well as a full realization of its patriotic duty to do so.

To group musical instruments with a few industries generally recognized as producers of luxuries is not only unfair to the manufacturers in this trade, but likewise to the public to whom music is needful at all times, and particularly during the present period of strife.

It is also to be considered that the fixing of an excess tax upon talking machines and records sets a precedent that may cause further trouble in the future, and unless peace comes unexpectedly we may expect to be called upon to bear more and heavier taxes as the war goes on.

The features of the bill that are to be considered favorably include the fact that, unlike the original draft, the law is not retroactive. It does not tax the stocks in the stores of retailers, unless they happen to be also wholesalers and manufacturers, and places no tax upon articles sold before May 9, 1916, and in which the vendor retains title as security for payment. These features of the bill naturally tend to prevent complications in carrying out its provisions. The same cannot be said of some of the sections of the law covering taxes on excess profits, incomes and other matters.

EVEN to the most optimistic members of the trade present indications are that the supplies of machines and records, and especially the former, that will be offered to take care of holiday business will very likely be more limited than they were last year. Despite the efforts of the manufacturers to increase output, the fact remains that they have been seriously handicapped both in the matter of obtaining sufficient labor and supplies, to carry on their work at the maximum.

In view of this probable shortage, which will be further complicated by difficulties in freight transportation, it would seem that the retail dealer who does not get a maximum of cash for his machines is foolish indeed. With a limited number of machines at his disposal he must, of necessity, select the customers to whom those machines are delivered, and it is but natural that he should select those customers who are able either to pay cash or a substantial amount monthly.

Prosperity is abroad in the land, unemployment is at low ebb, and everyone has money. The retail dealer therefore should take full advantage of these conditions. In the face of the present situation and future possibilities he cannot afford to tie up his capital in long time instalment contracts. By getting big payments and discounting his bills when due, he puts himself in the position of having cash on hand where it will be most needed.



OUR NEW HOME

The Finest Service in New England

FROM OUR FINE NEW 10-STORY BUILDING
DEVOTED EXCLUSIVELY TO THE SALE OF MUSIC AND MUSICAL INSTRUMENTS

That's the New Ditson Service

BROADER AND BETTER THAN EVER
The Service with An Ideal Victor Exclusively

You'll Appreciate Our Service When the Holiday Rush Is On. Get In Line Now

OLIVER DITSON CO., 178-179 Tremont St., BOSTON

[NOTE THE NEW ADDRESS]

C. H. DITSON & CO., NEW YORK

Edison Message No. 9



THIS TRADE MARK ON EVERY EDISON PHONOGRAPH

Thomas A Edison

"The eyes of all the world will be upon you, because you are in some special sense the soldiers of freedom. Let it be your pride, therefore, to show all men everywhere not only what good soldiers you are, but also what good men you are, keeping yourselves fit and straight in everything and pure and clean through and through.

Let us set for ourselves a standard so high that it will be a glory to live up to it, and then let us live up to it and add a new laurel to the crown of America.

My affectionate confidence goes with you in every battle and every test. God keep and guide you!"

—President Woodrow Wilson
to the Soldiers of the New National Army.

We commend this message to all those members of the extensive Edison organization who have been called to the colors to do their very important part in "making the world safe for democracy." And when they return to more peaceful pursuits may they continue to apply the same sentiments daily in their social and business life.

THOS. A. EDISON, Inc.

Orange, N. J.

Certain Qualifications Essential to the Selling of Talking Machines and Records

By Warfield Webb

Selling talking machines, like many other things, is an art. Now some of the men who have been making sales of these instruments might be inclined to doubt this statement, and to aver that a fair knowledge of the device, and a good line of argument, coupled with a pleasing manner, is all that is demanded of the man who essays to sell these instruments. Perhaps this is sufficient in some cases, and then again it will be found that a salesman can at times say too much. Not in so many words, though of course this is bad, but in the nature of things which he says to the customer.

A realization that human nature is a peculiar entity might help him to define the difference at times among various people. Very few of us are alike. We have our peculiar tastes and our notions of what is right and proper and the opposite. Then, too, we are subject to whims, and the opinion of others may have a tendency to affect us to a degree. The average man or woman is not a mechanic. That is one thing that must be understood by the salesman. Then, too, the average customer is susceptible to many things that are said by the salesman while a sale is being made.

He is supposed to be well versed in the art of salesmanship, and to have an intricate knowledge of the talking machine. He, in his eagerness to make a sale, might inadvertently say something that would be remembered long after by the customer, but at the time it was said, might have been passed by on his part as a clever talking point. So the plan that should be adopted by him when seeking to make a sale should be to say as little as possible and to talk in very plain language. The talking machine is not a very intricate device, that is, it does not demand the services of an artist to operate it. If it did there would be very few instead of hundreds of thousands sold. So when this fact is kept before his mind the salesman has one point that he should observe with care in seeking to make a sale.

Now the average purchaser does not understand mechanism, and if he did he does not want an instrument that will demand his services in order to fix it should it become so disarranged in any way. He purchases this device for his pleasure and the pleasure of his family and friends. So if you begin to tell him that there are certain niceties that should be observed in the operation of the machine, that great care

should be taken in its handling, and the oiling of the same will require particular pains, he gets the idea that there is indeed a reason why it should be handled with care, and when the least thing goes amiss the services of an expert are demanded at once.

The result? Why, the firm that sold the machine is put to an unnecessary expense to adjust an imaginary evil or fault in the machine that does really not exist. The repair man has to go to the home and to play the part of the magician and to wave his hands over the instrument and remove the trouble. This could be avoided by talking in simple language and by permitting the machine to do its own talking. This is a rule that is often disregarded. The salesman is so eager to make the sale and to show how much knowledge he has of the working of the device that he oversteps his bounds and when the sale is made has simply laid himself or his firm open to costly annoyances that are only imaginary on the customer's part.

These are facts. They have been experienced by many firms and the losses, annoyances and other elements that cut out the profits of many sales can be laid to the door of the overeager salesman who was so anxious to make a sale that he did the talking that the machine should have done, only that the latter would have said far less that would have gotten it into trouble.

When we realize that there is likely to be many unreasonable faults found by many who purchase a machine, even in the best of the sales, and that excuses are sometimes made that are without justice, it should be a rule with the salesman who seeks to interest a prospect in a machine to use great care in every statement made. If he seeks to show his superior knowledge, and, by way of comparison with other makes, to hold them up to scorn, he has taken the wrong attitude, and this will not be found of help to him either in making a sale or, where the sale is made, of doing away with the after effects that are costly and troublesome.

Sifted down to their very fundamentals there are really very few reasons for complaint on the part of the purchaser of a good machine. Of course abuse, even neglect, will bring about evils just as will be the case with many other things and these cannot be expected to be placed on the house that has made the sale. Yet it is true that such things have been done and that often in these cases, had the salesman

used more tact in the matter of his talking points they could have been avoided.

Where a purchase is made it would be well for the salesman to offer a few simple instructions in the operation, care and treatment of the machine. There should be a realization on the part of the purchaser that the talking machine is not to be given the same treatment as the gas range, or as the furnace. It demands reasonable treatment. It is entitled to good usage. It should be placed in the room where the heat from sun or from radiator cannot harm it. The location has at times something to do with the injury that might be sustained. Still there is a tendency at times to hold the dealer responsible for these errors, and the safer way to avoid them is to obviate the likelihood by forestalling them when the delivery is made.

Prudence, tact, politeness, regard for the statements made are some of the safeguards that every talking machine salesman should keep ever before him when seeking to make a sale. Let his machine act as his speaking device. It will not go amiss and it will not mislead the purchaser. But it should be permitted to have its say. It should be given every opportunity of showing what it can do. Therefore the salesman should be able to demonstrate it with care, ease and deliberation.

When these rules have been adhered to and the customer given a clear demonstration of its power to render the records in a way that will excite admiration and a larger interest in the device itself, the sales will not be so difficult and the after effects of the same will be much less of the kind that takes all the profit from the sale, and that otherwise injures the house that has sold the machine. He, the salesman, should do all that is possible to make a customer satisfied, but in doing this let him beware of his tongue, and be guarded in the character of statements that he makes that might be misleading to the purchaser.

FORM SELLING ORGANIZATION

The Sonora Phonograph Sales Co., which was recently incorporated with a capital stock of \$6,000,000, has been formed as the selling organization for the Sonora Phonograph Corp. It will sell the products of this company exclusively and the incidental details of the sales company's organizations have been practically completed.



Blue Pumpkins—No!

Complete shipping of Victor orders—yes!
How?

Putting your orders to 18 West 46th street,
New York, where Pearsall Service on Victor
Records takes efficient care of the small
order, the medium-sized order and the
big one.

Pearsall Service is a decided business assistance

SILAS E. PEARSALL CO.
18 West 46th Street New York



As Told By

scores of distributors of musical merchandise in America, who know of the selling superiority of Ready-File over all other systems for filing talking-machine records.

As told by distributors who say that Ready-File is a source of unusual profit, and a business booster for every retailer of talking machine sundries.

Ready-File is the most economical system on the market.—As told by **H. R. Eisenbrandt Sons, Baltimore.**

Repeat orders have convinced us of Ready-File.—As told by **Eclipse Musical Co., Cleveland.**

Our orders indicate an almost perpendicular increase in the use of Ready-File.—As told by the **Stewart Talking Machine Co., Indianapolis.**

Ready-File is readily salable and a welcome adjunct to the dealers' sundry line.—As told by **Talking Machine Co., Birmingham.**

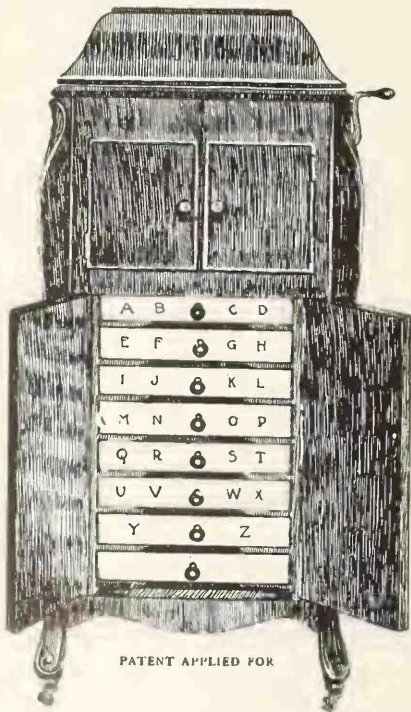
We are more than pleased with Ready-File and predict an unusually heavy demand for it this fall and winter.—As told by **E. J. Chapman, Rochester, N. Y.**

Many of our dealers have re-ordered Ready-File.—As told by the **Whitney-Currier Co., Toledo.**

We look forward to a bright future for Ready-File.—As told by the **American Phonograph Co., Burlington, Vt.**

We anticipate a steadily increasing demand for Ready-File as the public becomes better acquainted with it.—As told by **Hext Music Co., Denver.**

If you are not selling Ready-File you're losing dollars every day. We'll prove it, if you give us half a chance. Order now, for raw materials are advancing and freight shipments will be choked by war. Fall business will be unusually good.



PATENT APPLIED FOR

"NO RECORD PILE
WITH READY-FILE"

READY-FILE CO., INC.

INDIANAPOLIS, IND.

Columbia Records are available just when your customers want them. Not too soon—not too late—but just at the right moment.



Columbia Graphophone Co.
Woolworth Building, New York

ARRANGE HANDSOME DISPLAY

BRIDGEPORT, CONN., October 6.—D. M. Read & Co., of this city, one of the best known furniture houses in this section of the State, recently arranged to handle the products of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and in order to feature the line properly installed a very attractive Pathé department.

They advised the public that this line is displayed in their establishment through the



D. M. Read & Co.'s Window Display medium of extensive advertising in the local newspapers, and also arranged a handsome window display which is shown in the accompanying illustration. This display attracted the attention of all passersby and gave local music lovers an excellent idea of the many distinctive qualities of Pathéphones and Pathé records.

ACTIVITY WITH DROOP & SONS CO.

E. F. Droop & Sons Co., Victor distributors, report brisk business in both their Washington and Baltimore headquarters. Orders are coming in fast from their many dealers covering the big season ahead which all expect. E. H. Droop has just returned from a vacation spent among the mountains in his summer home, and looks forward to a very busy season ahead. Plans are now under way to celebrate the sixtieth anniversary of the founding of this firm.

While a man is trying to make a fortune, a woman goes and gets hers told.

PLANS FOR NATIONAL ASSOCIATION

Max Landay Appointed by Talking Machine Men, Inc., to Get in Touch with Local Associations in Effort to Form National Body

At a recent meeting of the Talking Machine Men, Inc., Max Landay, of Landay Bros., was appointed a committee of one to get in touch with all the various talking machine trade organizations in the United States with a view to forming a national organization of retail dealers in talking machines. Mr. Landay is desirous of getting in touch with the various organizations now in existence in order that he may be able to communicate with them and supply them with literature on the subject of a national organization, including the plans for its formation and the work it is desired to accomplish. Mr. Landay may be reached at his address, 151 West Thirtieth-street, New York.

EDUCATIONAL DEPARTMENT POPULAR

The educational division of the Victor department of the Knight-Campbell Music Co., Denver, Colo., in charge of Mrs. May White Stevens, is rapidly becoming more effective and daily better known throughout the city, according to the Echo, the interesting little house organ issued by the Knight-Campbell Co. It adds further: "Splendid work has been done during the summer playground season, in all the parks. Mrs. Stevens has prepared a wealth of interesting lore for children and grownups, too, and is most successful in creating interest in the Victrola wherever she gives demonstrations. Recently she has been taking part in a series of children's dances at Berkeley Park, where she used the school Victrola exclusively, and materially assisted in working out the figures. Everybody should become thoroughly informed on the splendid work being done by this department. It is most unusual and uplifting, and it will become a power that will open many doors to the influence of music."

"BLUES" MUSIC CAUSES TROUBLE

Leads to Arrest of Negro Soldier on Charge of Stealing Machines and Records Valued at \$2,500 From Sonora Phonograph Corp. in Chicago—Traced to Camp in Texas

CHICAGO, ILL., October 4.—A trail of "blues" from Chicago to Houston, Texas, proved the undoing of Private Burch, Company G, Eighth Illinois Infantry. He arrived here last week under arrest for the robbery of the Sonora Phonograph Corp. some weeks ago. Phonographs valued at \$2,500 and a quantity of records disappeared. The list follows: one dozen "Downtown Strutters' Ball," one dozen "Are You From Dixie?," one dozen "Livery Stable Blues," two dozen "Hesitation Blues," two dozen "It Takes a Long, Tall Brown-skin Gal to Make a Preacher Lay His Bible Down."

"There's a dark man in the woodpile," said the sleuths. "We'll just keep quiet and listen for the blues." Then the towns between Chicago and the Texas city began to syncopate and groan. Various negro girls were found swinging to the tantalizing melodies and all thanked "my gentleman friend," Private Burch, of the Eighth." A detective was sent to Houston, where Burch was quietly placed under custody and smuggled out of town. "All jes' because o' them dawgone blues," he said.

A VISITOR FROM CHICAGO

A recent visitor to the talking machine trade in New York and vicinity was W. J. O'Connell, representing Chas. H. Elting & Co., Chicago, Ill., one of whose specialties is motors for talking machines. Mr. O'Connell received a very pleasing reception at all points and booked some good orders.

No army can remain at the front unless there is a still bigger army back of it, doing business, making money, making guns, making shells, raising food and building hope.

Better Albums for Your Money—No Matter What Grade Albums You Sell



Metal Back
The Quality Album

The heavy Green Pockets are guarded against opening on the side by being both glued and stitched to a heavy piece of flexible Duck Canvas. Then in turn the Envelopes are bound to a back consisting of one piece of metal fastened with wire rods. The Album opens easily, and lies ABSOLUTELY flat. Practically indestructible where the strain is greatest.



No. 1012—One of our popular priced styles; not a metal back. Every green record envelope is an individual record container, is bound in cloth, and riveted at the back. Weight of record therefore cannot weaken album. Best on the market at the price. Guaranteed.

Write for Samples of Our Three Grades

New York Album & Card Co., 23-25 LISPENARD ST. NEW YORK

NYACCO Metal Back Album Absolutely Guaranteed

Domestic

Blue Records—

THE new DOMESTIC 10-inch blue record is now on the market. From every standpoint it is a high-grade product and marks a distinct advance in the art of sound recording.

In musical tone, volume, clear definition and wearing qualities the new DOMESTIC challenges comparison with any record on the market. Every selection appearing in Bulletin No. 1, which is now ready for distribution, is an artistic masterpiece, possessing qualities hitherto classed as exceptional in sound recording.

Arrangements have been completed to record the highest grade talent on DOMESTIC Blue Records and in Bulletin No. 1 appear vocal solos, vocal duets, vocal trios, vocal quartets, instrumental trios, bands, accordion solos, Hawaiian selections, orchestras and banjo selections, all by well-known artists.

Bulletin No. 2 will be issued shortly and in it will appear 12-inch as well as 10-inch recordings. Further bulletins will be issued at frequent intervals.

In introducing our 12-inch records, we will incorporate an entirely new feature by having three selections on a 12-inch record. This new departure, together with the exceptional tone quality of DOMESTIC Blue Records, will insure attractive sales conditions.

DOMESTIC Blue Records are made in vertical cut and reproduced with a sapphire ball. In color they are a rich blue, giving a distinctive and attractive appearance. DOMESTIC 10-inch blue records contain two selections, list at 70 cents each. DOMESTIC 12-inch blue records contain three selections, list at \$1.25 each.

Machines—

The new Floor Model DOMESTIC TALKING MACHINES have created a sensation. In appearance, mechanics, selling features and tone, they lead the market.

Domestic No. 100, \$100.00

Domestic No. 135, \$135.00

There are four other DOMESTIC models, each possessing exclusive and attractive features:

"Popular" \$15.00 "Favorite" \$20.00 "Premier" \$35.00 "De Luxe" \$50.00

If you are not already an established DOMESTIC dealer write for catalogue and full particulars.



DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, President

33rd and Arch Streets

PHILADELPHIA, PA.

Pacific Coast Sales Agent

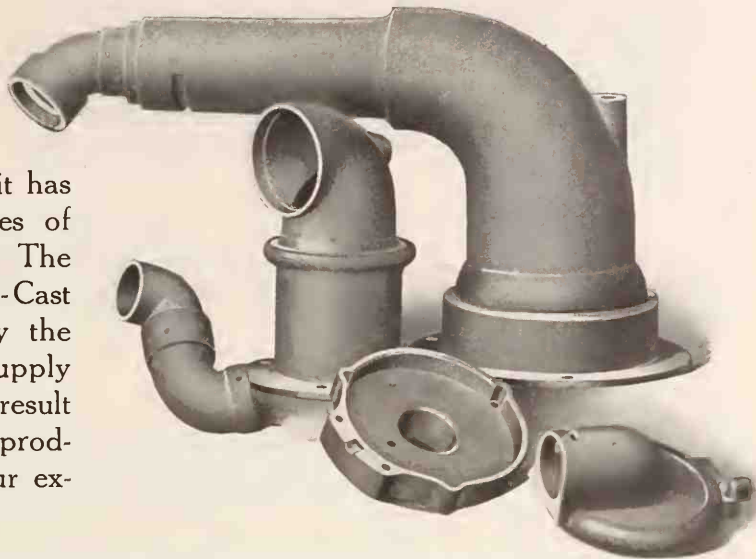
Walter S. Gray

422 Chronicle Building

San Francisco, Cal.

DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doehler Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doehler Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.



DOEHLER DIE-CASTING Co. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

FLAG FOR T. A. EDISON ASSOCIATION

Polishing and Grinding Department of Phonograph Works Present the Colors

ORANGE, N. J., October 3.—“Let’s get an idea of the greeting that will go up when Old Glory waves over Germany,” suggested W. R. Bartley, superintendent of the polishing, buffing and grinding department of the Edison phonograph works, one afternoon last week when presenting a flag to the Thomas A. Edison Association. The several hundred men witnessing the presentation on the terrace of the organization’s club house in Valley road, West Orange, replied with cheers that echoed for blocks as the flag was raised.

The emblem is the gift of Mr. Bartley’s department, and the first of any from the inventor’s branches of industry to be given to the

association, which took occupancy of its new home recently. The flag was unfolded as a pistol shot rang out, and a band played “The Star Spangled Banner.” W. DeMills Telfair accepted the gift. The flag pole also was given by the department.

THE VICSONIA IN THE TRENCHES

British Officer Reports That the Reproducer Is Very Popular and Is Being Widely Used on the Battle Lines and in Hospitals

A British officer just arrived on furlough from “Somewhere in France” visited the offices of the Vicsonia Mfg. Co. the other day, and reported to the company that the Vicsonia was very popular with the boys in the trenches, and that the soldiers, as well as many hospital units, have equipped their machines with the Vicsonia in order to enjoy the music of all types of records. The news was naturally most gratifying to the Vicsonia Co. officials.

With the assistance of the officer a list was compiled of different regiments and hospital units “over there” who are anxious to secure Vicsonias and a supply of the reproducers will be sent to them at an early date.

NEW POST FOR M. F. BORRIS

M. F. Borris, who has been associated with the talking machine industry for the past sixteen years, has been appointed head of the repair department at the new Columbia Shop on Fifth avenue. Mr. Borris has a thorough knowledge of the talking machine industry, being familiar with every detail of manufacture. He recently returned from Canada, where he occupied several important positions, and he brings to his new post an experience and knowledge which should prove invaluable to Columbia patrons.

It’s an easy matter to take a day off, but it isn’t every man who can put it back.

THE PATHE POPULAR IN MINNESOTA

L. L. Lane Tells of the Progress of G. Sommers & Co., Distributors, of St. Paul

L. L. Lane, advertising manager of G. Sommers & Co., St. Paul, Minn., distributors of the Pathé products in that section of the country, was a visitor to New York this week. While here Mr. Lane spent some time in the Pathé factory in Brooklyn, N. Y., and he was greatly pleased with the splendid manufacturing facilities which are at the disposal of the Pathé Frères Phonograph Co. and its jobbers.

Mr. Lane stated that the company’s Pathé business is progressing very satisfactorily, and as the company has a corps of efficient traveling salesmen, the Pathé dealers in the Northwest are receiving splendid service.

G. Sommers & Co. recently prepared a very attractive circular which displayed every model in the Pathé line and called attention to the many distinctive qualities of Pathé product. This circular was well received by the trade and produced satisfying results in the shape of some excellent orders.

The Queensboro Music Shop, Inc., Jamaica, N. Y., has been chartered to deal in talking machines and musical instruments with a capital stock of \$20,000. The incorporators are D. A. Wren, T. B. and E. Palisor.



Rolando

**PRESS THE BUTTON
DISC RECORD FILE**

Made in sizes to fit Edison, Victor, Columbia, or any machine. Takes any make or size disc record.

Established Retail Price **\$12.50**

Write for sample file—give style of machine. Regular dealers’ discounts.

FRANK J. HART
Southern California Music Co.
332-34 So. Broadway
Los Angeles, California

UKULELES

“Hanalei Royal Hawaiian”
and
“Kumalae Gold Medal”

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality.
Exclusive agencies granted for Hanalei Ukuleles—write for terms. Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.
Sole Distributors
163 Kearny Street San Francisco

Columbia makes t look

EVERY ounce of energy, brain, and skill of the entire Columbia organization is working night and day for just one thing:

To bring music-hungry men and women into your store.

We make Columbia Grafonolas just as good, just as beautiful, just as honestly as we know how.

We make Columbia Records that we are absolutely certain the people want.

We tell the people about Columbia products, we awaken desire in their minds for Columbia goods, we give them the original impulse that lands them in your place of business ready to buy.

You know how easy the rest is.

Columbia's Third Mid-Month Record List On Sale October 10th

The wide variety which this list embraces and the big selling value in every one of these records is another instance of how Columbia studies your market and gives you just what your market wants.

These records will also be included in the regular November Supplement so that they will have a doubly large sale.

- | | | | |
|-------------------------|---|---------------------------|--|
| A2355
10-in.
75c. | { SEND ME AWAY WITH A SMILE.
M. J. O'Connell.
MY SWEETHEART IS SOMEWHERE
IN FRANCE. Sterling Trio. | A2350
10-in.
75c. | { O, SOLE MIO (O, SUN I LOVE). Giuseppe Agostini.
MARIA, MARI (AH! MARI, AH! MARI).
Giuseppe Agostini. |
| A2356
10-in.
75c. | { I'VE GOT THE NICEST LITTLE
HOME IN D-I-X-I-E. Peerless Quartette.
IN SAN DOMINGO. Sam Ash. | A2310
10-in.
75c. | { LEVINSKY AT THE WEDDING—Part
1. Julian Rose.
LEVINSKY AT THE WEDDING—Part
2. Julian Rose. |
| A2344
10-in.
75c. | { YOU CAN ALWAYS COME BACK TO
ME. George Wilson.
THE SECRET OF HOME, SWEET
HOME. Charles Harrison. | A2357
10-in.
75c. | { TRAMP, TRAMP, TRAMP THE BOYS
ARE MARCHING. Charles Harrison
and Columbia Stellar Quartette.
THE BATTLE CRY OF FREEDOM.
Charles Harrison and Columbia Stellar
Quartette. |
| A2354
10-in.
75c. | { DEPARTURE OF AMERICAN TROOPS
FOR FRANCE. Prince's Band and Columbia Male Quartette.
ARRIVAL OF AMERICAN TROOPS IN
FRANCE. Prince's Band and Columbia Male Quartette. | A5989
12-in.
\$1.25 | { CASTLE VALSE CLASSIQUE. (Waltz.)
Earl Fuller's Rector Novelty Orchestra.
ONE FLEETING HOUR—Introducing
"My Dreams." (Waltz.) Earl Fuller's
Rector Novelty Orchestra. |

Columbia Graph

Woolworth Building

the public up your store



The biggest \$100 worth you can offer your customers— Columbia Grafonola 100

Your customer will find everything he desires in this beautiful model.

He will find tone-quality unsurpassed in any instrument at the same price.

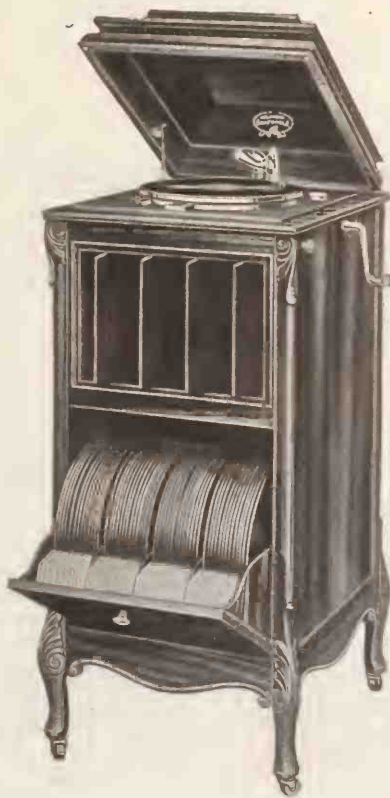
He will find beauty of line and finish and the most expert cabinet maker's craftsmanship.

He will find an instrument that will harmonize with his home and be a constant joy to his eye.

And he will be able to secure this wonderful Grafonola at a price that is not prohibitively high.

Do not miss any of these strong selling points of the Columbia Grafonola 100 when showing it to a prospective buyer.

Any one of them may clinch the sale.



Columbia Grafonola 100

phone Company

New York City

COMPETITION AND CO-OPERATION

Is the Subject of a Most Stimulative and Helpful Article That Should Be Studied and Remembered by Progressive Talking Machine Men

Under the heading "Competition and Co-Operation," there appears in the book "Merchandising Helps for Victor Dealers" an article that is well worth the close attention of every member of the talking machine industry. This book is published by the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, and the article reads in part as follows:

The first step toward making a sale is to create desire. If a person doesn't desire a thing he won't buy it. Often he desires it without being able to buy it, but he never buys a thing he can afford without first having been made to want it.

The big thing in business is to make people want the article you are selling. Make them really want it and sooner or later they'll find a way to buy it. But to make them want it you must constantly remind them of it—you mustn't let them forget it—you must keep its advantages, the pleasure to be derived from it, constantly before them so that when at last they are in position to purchase they'll still be keen for the thing you have to sell instead of having lost interest in that through having become interested in something else.

Every year increasing numbers of automobiles are sold and every year people say: "Next year they won't sell so many." But they do—they sell more—and the reason is that never for a single day is the public permitted to forget the pleasure to be derived from automobile ownership.

There wasn't the same craze to own a horse and carriage thirty years ago that there is to own an automobile to-day, when every man you meet has already decided on the car he will buy when he can afford it. Horses and carriages were not nationally advertised—they were not pushed locally as automobiles are pushed to-day. There was competition among carriage manufacturers and dealers but no co-operation. When there were two or three concerns selling carriages in the same city each imagined that the other was taking business away from him, that he would be better off if he had the whole field to himself. The automobile business teaches the contrary. Except in a very small town one dealer cannot afford to do all the desire-creating work, and that is what produces sales—creating desire. The number of people who persuade themselves that they want a thing is very small compared to the number who can be persuaded that they want it. Cut out the national advertising of automobiles, reduce the number of dealers to one in each city, and the tremendous pressure on the public,

PERCY GRAINGER NOW RECORDING FOR THE COLUMBIA CO.

The Columbia Graphophone Co., New York, announced recently the consummation of arrangements whereby Percy Grainger, the famous Australian composer and pianist, will record exclusively for the Columbia library. Mr. Grainger recently joined the band of the Fifteenth Regiment of the Coast Artillery Corps, renouncing an income of \$100,000 per year to "do his bit" for Uncle Sam and the Allies.

In company with this band, Mr. Grainger visited the Columbia recording laboratories recently and made several records which will be issued in the near future. Some of these records are solo piano selections and in the others Mr.

Grainger plays the piano, accompanied by his band.

Percy Grainger has won international fame



Band of Which Percy Grainger Is Member Making Columbia Records

x In Photograph Shows Percy Grainger at the Piano.

as a pianist and composer of remarkable ability and originality. He is popular here and abroad, and his compositions have won recognition from the world's leading musical critics.

the desire-creating pressure that resulted in the sale of over a million cars in 1916 would be gone.

Make no mistake about it—the man who helps to create desire for talking machines in your city is your friend even though he be a competitor. Work with him—get him to work with you. Get your advertisements on the same page of the same newspaper the same day and have a talking machine page in the local paper as well as an automobile page. Make people as keen to own a talking machine as they are to own an automobile and there will be business enough for everybody.

Get together! Realize that your competition is not with other talking machine dealers but with the fellows who are persuading the people of your city to spend their money for things other than talking machines.

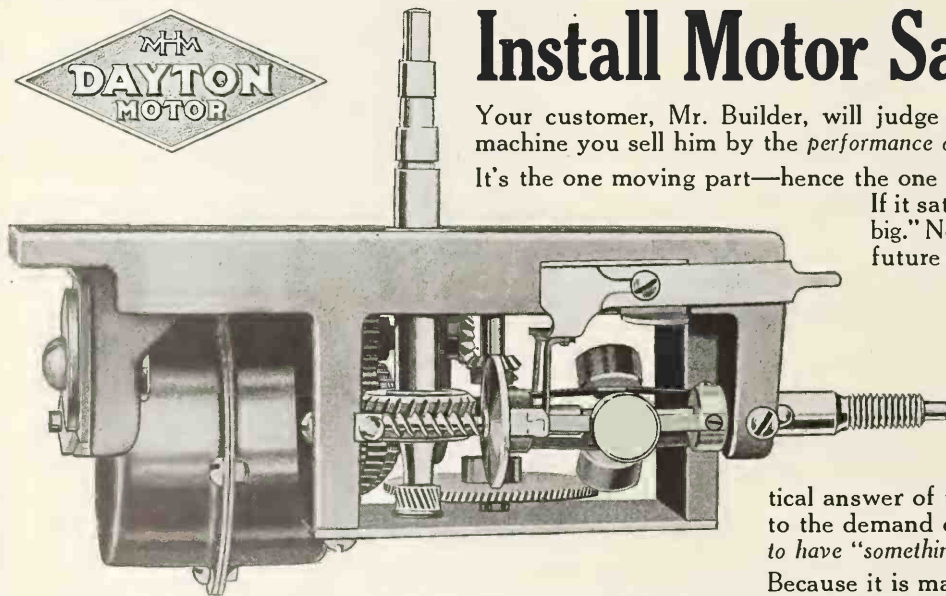
Everybody would want a Victrola if they only knew what it meant to the family to have one. You're not selling a talking machine, man; you're selling entertainment—education. You're selling season tickets to grand opera, to vaudeville, to band concerts, to sacred concerts. You're furnishing dance music for the family, played by the world's greatest bands. You're bringing the greatest living singers to the humblest homes.

Make people understand what a Victrola in the home

really means and you won't have any trouble selling it. You don't have to sell a thing a man wants—all you have to do is to deliver it. Make him want it! The automobile dealers have shown you the way to create desire. The manufacturers of the Victor are spending more money in national advertising than any automobile manufacturer is spending. Get behind that big, desire-creating campaign of the Victor Co. Get the other talking machine dealers in your city behind it. Don't let the people of your city forget for one minute that there is no investment that pays such big dividends in pleasure and profit as a Victrola in the home.

Don't try to do all the educational work yourself. Get all the talking machine men in your city working together so that by your united efforts you can create a talking machine atmosphere just as the automobile men have by their united efforts created an automobile atmosphere.

Create desire! And keep desire alive when once created. Don't let the man who once thought he wanted a Victrola ever think he wants something else. Everybody wants money, but they part with money every day for things they want more. Make them want a Victrola more than they want the amount of money that will buy one—and their money is yours!



Install Motor Satisfaction

Your customer, Mr. Builder, will judge the value of the talking machine you sell him by the performance of the motor.

It's the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by using an inferior motor.

Use a

DAYTON

and be certain you have the best. Why?

Because it is the practical answer of the best engineering talent to the demand of manufacturers who had to have "something better."

Because it is made by the best mechanics in "The City of Precision," where National Cash Registers, Delco Starters, Wright Airplanes and hundreds of other delicate products have developed wonderfully skilled men.

Because it has made good everywhere and is proclaimed by the users as "the best motor in the world."

Let us prove it's the best for you, too—in quality, price and service.

WRITE TODAY FOR FULL PARTICULARS

The Thomas Manufacturing Co.

Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes

322 Bolt Street

DAYTON, OHIO

MOTORS—Three styles and sizes; more coming.

TONE ARMS—Five styles—all universal.

SOUND BOXES—Two splendid reproducers.

FIRST ANNUAL MEETING OF NORTHERN OHIO ASSOCIATION

Elaborate Banquet and Other Gala Features of Sessions Held in Cleveland Recently—Mrs. Heaton Tells of Victor Educational Work—Some Prominent Speakers

CLEVELAND, O., October 6.—Members of the Talking Machine Dealers' Association of Northern Ohio, with their wives or sweethearts, attended the first annual banquet and meeting of the association for the fall and winter season in the lattice room of Hotel Statler the night of September 19. It was a gala event. There was plenty of fun, frolic, music and "eats" from 7 until 11 o'clock. A cabaret added to the enjoyment of the after-dinner affair. This new organization of talking machine merchants surely started its second season with a punch that will be felt until the gong sounds for the close of the association's activities next May.

About 100 banqueters sat down to the big array of food at 6.30 o'clock. The dinner lasted until about 7.30. Between courses a real up-to-date Broadway cabaret was staged. Song and dance reigned until the coffee and cigars were passed around. Then came the feast of speeches, epigrams and toasts.

President L. Meyer, of the association, opened the talk part of the program, introducing John Young as toastmaster of the evening. And Mr. Young was well equal to all toast emergencies, keeping the party in good humor with his pungent introductions of the evening's speakers, who were Mrs. Henrietta Heaton, of the educational department of the Victor Talking Machine Co.; L. C. Wiswell, of Lyon & Healy, Chicago; P. B. Whitsit, of Columbus, O.; Dan J. Nolan, manager of May Co.'s piano department and former president of the Cleveland Music Trades Association; F. W. Buescher, local talking machine dealer; T. A. Davis, manager of the Wm. Taylor Son & Co.'s talking machine department.

Secretary Card, of the association, read letters of regret that they were unable to be present from L. F. Geissler, general manager of the Victor Talking Machine Co.; J. N. Blackman, president of the National Talking Machine Jobbers' Association, and from Henry Dreher, a leading piano and talking machine merchant of the State.

Mrs. Heaton on Educational Work

Mrs. Heaton told of the great work the Victrolas are doing in the schools of the United States, how they are helping educate thousands of boys and girls and how not many years ago when the talking machine industry was yet in its swaddling clothes General Manager Geissler, of the Victor Co., had a dream of the vast possibilities of the Victrola as an educational medium in the classrooms of the country. "And that dream has become a reality," said Mrs. Heaton. "It was hard work at first, you may believe, but we kept plugging away until now the talking machine is one of the most important adjuncts to the educational curriculum in all the great cities, and small as well, of this nation. Yes, it was indeed difficult work at first to convince the school superintendents and education boards that the talking machine should be installed in the schools as one of the teaching force. But after repeated demonstrations to educators it was shown that the talking machine was equally efficient as the regular flesh and blood teacher in broadening the child's life. So gradually we gained a foothold in the larger centers of population and later in the country districts.

"To-day the Victor Co. has talking machines in 6,000 American municipalities and they are welcomed in the schools. I expect to do good work in the Cleveland schools with the Victor instrument. Periodically we hold conferences of an educational character at Camden, where the subject of Victrolas in the schools is thoroughly discussed. We invite you Victor dealers to those sessions. It is an annual event that is greatly anticipated by talking machine dealers and educators also. You talking machine merchants should install educational booths in your stores at once. Have one or two booths in which only records of an educa-

tional, pedagogical nature are played. Place pictures of an educational nature on your store walls. Help this big work along. If six years have accomplished such wonders in the talking machine educational line, what will the next six years bring? That, in a large measure, depends upon you and your brothers in business throughout the United States."

L. C. Wiswell Speaks on "Co-operation"

"Co-operation" was the theme of L. C. Wiswell's address. He said in part: "You have been talking a lot here to-night about charging interest on instalment sales. Lyon & Healy have always been strong for the interest game. Our firm took in \$25,000 in interest charges alone last year.

"But let us not forget that, although, of course, we are in business to make money, yet money is not all by any means. Service should be the watchword of all us men in the talking machine business. Service and co-operation go hand in hand if we would score the highest success in the business world. The most service really gives the most profit. Let us pause in this mad rush for dollars and look at the employes' viewpoint.

"The law of cause and effect will work out eventually. As ye sow, so shall ye reap; don't forget that. You may fool your employes some of the time, but you can't fool them all of the time. The employer and employe must cooperate if the greatest success is to come."

F. W. Buescher's Clever Verse

F. W. Buescher recited an original bit of verse in the alphabetical vein. That is to say, each letter of the alphabet started the name of a leading talking machine merchant in this territory. And it all rhymed, too, what is more. The jingle was really a clever piece of work and received great applause.

Nolan Urges Music for the Camps

Dan J. Nolan urged the dealers to send talking machines to the aviation army camp at Dayton, where scores of young men are in training to whip the Kaiser via the airplanes. He said he was down at Dayton not long since and looked over the camp. He was impressed with the need of some music for the gallant boys who are going to France to do their bit for the Flag. The dealers pledged their word to send plenty of machines and records to the camp without delay.

Mr. Davis, of Wm. Taylor Son & Co., said that he was sorry he opposed the interest-charging proposition for so long a time, and that he wished to apologize for the fight. Mr. Davis now regards the interest charge as a vital part of the success of the talking machine business and he is pushing the system with all his might. He told a number of funny stories in an entertaining style that caught his hearers' fancy from the start.

USING BILLBOARD ADVERTISING

PORTLAND, ME., October 8.—The United Music Stores Co., 550 Congress street, which conducts one of the finest talking machine stores in the State, has recently remodeled its warrerooms in order to handle its fast growing trade. The company handles the Columbia line of grapho-



United Music Stores Co.'s Billboard Publicity phones and records exclusively and has built up a splendid business with these products.

It takes advantage of every opportunity to use timely and effective publicity, and the accompanying sign which appears on the ball field of the local club gives a fair idea of the far reaching scope of its publicity campaign. Billboards and newspaper advertising are included in its publicity work, and that they have received excellent results from this policy is evidenced in the company's rapidly growing business.

GUTTMAN LOCATES IN SHEBOYGAN

John S. Guttman has joined the forces of the United States Phonograph Corp., Sheboygan, Wis., and will have charge of the electro-plating department of that company. He will soon leave for the West with his family and establish his home at Port Washington, which is convenient to his new field of operations. Mr. Guttman was formerly with the Pathé Frères Phonograph Co., of Brooklyn, in the same capacity.

The future is ours—we have but to reach out and take the title deed.

SCHUBERT PHONOGRAPH

DEALERS who prefer to handle a high-class machine that will itself back up any statement made as to its quality and construction should apply to the SCHUBERT



Plays any disc record without attachments
5 Models, \$60 to \$200

Our plan is one dealer in a locality, with liberal newspaper advertising. Printed matter and information on request.

THE BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS

Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo. Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., October 4.—The month has opened with a generally better feeling in the trade. That dealers share in the improved sentiment is evidenced by the fact that they have made unusually early efforts to get well stocked up with goods before the heavy demand sets in. Some dealers have been somewhat reluctant to order as large a stock as they would like because of the limited storage facilities; but the more daring ones secured their stock first and then hustled around to find adequate room in their own neighborhood. In spite of the early placing of orders jobbers feel that there is to be a scarcity of machines in the course of the next few weeks.

Boston Symphony to Make Victor Records

Quite the most important item of news this month is the announcement that the Boston Symphony Orchestra has finally been induced to accept the flattering overtures of the Victor Co. Accordingly this evening the entire body of musicians left for Camden, N. J., to remain until Friday. Elaborate preparations have been made for the reception of the orchestra, which will make records under the most improved conditions. The Boston season of the Symphony Orchestra has not yet begun, and the players because of this Camden engagement were called together one week earlier than usual, and they have been rehearsing under the direction of Assistant Conductor Schmidt. The pieces chosen for reproductive purposes are necessarily short and will be brilliant in orchestral coloring. Both Charles Ellis, the manager of the orchestra, and Dr. Carl Muck, the conductor, have been greatly interested in this undertaking and everything possible has been done at this end to make this one of the most important events in the life of this famous orchestra, which has no equal in the country, this by general consent. Conductor Muck is not leaving with the orchestra but will get there in time to direct the work. It is expected that these Boston Symphony records should be ready for the public early this fall.

District Manager Bolton Visits Dealers

District Manager R. F. Bolton, of the Columbia Graphophone Co., spent a week in Boston recently and in that time visited many of the dealers in this territory, especially the large accounts. He expressed himself as well satisfied with the Boston situation so far as the Columbia is concerned. Manager Fred E. Mann was over in New York a short time ago to try

and hurry up the company's product for which he has had such a pressing demand for the past few weeks. Mr. Mann says that the wholesale business is far ahead of what it was a year ago.

Oscar W. Ray a Benedict

Oscar W. Ray, New England manager for the Emerson Phonograph Co., Inc., was married a few weeks ago to Miss Marie B. Lyons, daughter of Mr. and Mrs. Honore B. Lyons, of Flatbush, Long Island, and long associated with Vogue in the metropolis. The ceremony took place at the Chateau Frontenac, Quebec, and was performed by Rev. Andrew T. Love, D.D. Following the wedding Mr. Ray and his bride went to the wilds of Nova Scotia, where they remained for a fortnight at the quarters of the Kedgemakooog Rod and Gun Club, which is thirty miles from Annapolis. The couple are due back in Boston about this time.

Lively Demand from Army Camps

An interesting feature of the present war-time activities is the demand for machines and records that is coming from the various military camps. Several of the camps are equipped with Victor, Edison, Columbia and other makes of machines, this provision having been made in many cases by philanthropic individuals and organizations before the men went into training. Now comes the urgent call for more records and it has become quite the thing for young women to hark to the call of their soldierly friends and send them the desired discs. There is scarcely a local dealer in Boston that has not lately been despatching good-sized orders to one or another of the several camps in this State. These talking machines have been found to be one of the pleasant kinds of diversions in camp during the evenings.

W. A. Hines Captures Whitten Cup

The many friends of W. A. Hines are congratulating him on being the winner of the President Whitten cup, awarded for the biggest showing of the New York and New England district salesmen; and what is even better Mr. Hines, so they say, stands a good chance of again coming out ahead for September, the exact standing of the competing salesmen not being known at this writing. Mr. Hines, it will be recalled, is a comparatively new man in this territory, having only come up to Boston from New Haven a few months ago. As reflecting pleasantly on Manager Mann's competent force it is of interest, too, that a close second in this race for the premiership was C. C. Sheppard.

who also is a new man here, having come lately from Philadelphia, where he is widely known in the trade.

Cupid Does Wholesale Business

Cupid has been busy this summer in the talking machine business and his visits to the Grafonola Co. of New England, of which Arthur C. Erisman is manager, have been so frequent that everyone is quite familiar with the little youngster. Every time he has shot forth his arrow it has struck the mark and among those who have been hit (of course the injury wasn't serious) have been John O'Hara, Roy Sylvester, James Halahan, Murton C. Barstow and Miss Margaret Smith, now Mrs. Taylor.

Fred Erisman Pleased with Dallas

The friends of Fred Erisman, who lately left the wholesale department of the Columbia Co. to take charge of a store at Dallas, Tex., have heard pleasantly from him. He likes Dallas immensely and he says his store at 1011 Elm street is centrally located and he is doing a good business. The only trouble is the wonderful hospitality of the people who have been showering all sorts of courtesies on him and Mrs. Erisman since their arrival.

J. F. Carr Joins Columbia Staff

J. F. Carr, who has been manager of a retail store in Providence, R. I., has come to Boston and is in charge of the trade promotion department of the Columbia Co. To-morrow Mr. Carr is going to the Columbia factory to make a study of conditions first-handed and to consult with some of the head men. Since being in town Mr. Carr has made many friends among the Columbia dealers.

Hallet & Davis Co. Activity

The phonograph division of the Hallet & Davis Co. has no time these days to watch the many parades that pass by the warerooms, for the manager and salesmen are on the job all of the time. Orders are coming in rapidly, and this, with the constant stream of travel to the phonograph warerooms, keeps the staff pretty busy.

The demand for the Solophone division model of the Pathé is one of the things that is keeping the staff busy, and the regular Pathophone styles and Pathé records are running a close second in attention.

Increased Call for Edisons

The F. H. Thomas Co., at 691 Boylston street, is finding business very good these days, and there is a greatly increased call for the Edison

THOSE New England Victor Dealers who are engrossed in the "better business than ever" movement know, or will find out on investigation, that the quickest way to secure LARGE VICTOR TURNOVERS is through the co-operation offered by Eastern Victor Service. We have made a specialty of filling orders promptly and efficiently and of co-ordinating these filled orders with the sales promotion suggestions of our experts :: ::

THE EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 20)

STEINERT'S

35 ARCH ST.  BOSTON.

Victor Distributors

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

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Write, or Telephone Beach 1330

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

machines in which the Thomas Co. specializes. On the Exeter street side of the building there is a bulletin board with the words "Watch this space," and it daily is attracting much attention, for everybody passing to and fro, thus becoming familiar with it, realizes that there is to be some interesting announcement each day. The display of Edison models shown in the windows is an extensive and handsome one.

Arnold Feldman in Charge in Providence
Manager Hibshman, of the Vocalion Co., states that the fall business has made a good

start, and from the inquiries that are being received in person and by mail there is every indication that there are some fine prospects to be heard from in the immediate future. Arnold Feldman, who has been attached to the Boylston street establishment of the Vocalion Co. as floor manager, has been put in charge of the Providence store. Mr. Feldman has made a marked success since coming with the warehouses and has made a number of friends in Boston. Albert Feldman, his brother, who has been with the Boston house for about a year,

bids fair to be a good salesman and already is a well-informed man in the business.

Many New Sonora Agencies

The New England branch of the Sonora Phonograph Co., of which Richard M. Nelson is manager, has placed the machines in several of the large furniture stores during the past month, notably the Atkinson Furniture Co., the Morse Furniture Co., which handles the Sonora exclusively; the Shawmut Furniture Co. In addition Manager Nelson has placed the machines in Taunton with the Bastock Furniture Co., in Lawrence, in Everett with the C. F. Faith Co., in Chelsea with the Garfield Co., and in Waltham in the Bassett Furniture Co. Through Manager Nelson a sale of \$10,000 worth of Sonoras lately was placed for shipment to Norway and Sweden.

Same Interesting Personals

Theodore Bauer, formerly of the publicity department of the Boston Opera Co. and now connected with the Columbia laboratories, was a recent Boston visitor, renewing old friendships.

W. H. Wagner, of the Dictaphone department of the Columbia, is making great headway despite the fact that he has been here only a few months. He handles the Back Bay territory.

General Sales Manager George W. Hopkins of the Columbia Co. is an expected visitor here in the course of a few days.

Henry Dolan has severed his relation with the Columbia Co. and has gone with the Grafonola Co., of New England, where he is back with Arthur Erisman, his old employer. Mr. Dolan will devote all his time to window dressing.

C. D. Rodman, of the Household Furniture Co. of Providence, and A. H. Fuller, of Mansfield, were recent visitors to Manager Mann, of the Columbia Co.

Mr. Murphy, formerly in charge of the talking machine department of the old Henry Siegel Co. store in Boston, was a recent visitor here from St. Louis, where he is now located.

Miss Marie Morrisey, one of the Edison artists, was a Boston visitor a few days ago, and was pleasantly entertained at the Boston office of the Pardee-Ellenberger Co., Inc.

The attaches of the Boston office of the Pardee-Ellenberger Co., Inc., have been made acquainted with the marriage of T. E. Dean, the company's traveling man for the State of Maine. His bride was Miss May Kelley of Bangor. While Mr. Dean and his wife were

(Continued on page 22)

BAGSHAW STEEL NEEDLES

embody needle perfection. The entire history of the talking machine industry stands pertinent witness to this fact.

W. H. BAGSHAW CO.
LOWELL MASS.

TRADE IN BOSTON AND NEW ENGLAND (Continued from page 21)

on their honeymoon here they were entertained by Guy E. Coner and Mrs. Coner.

Wallace Currier, whom everybody remembers so pleasantly in Boston, has disposed of his Portland, Me., Edison shop and returned to this city. Mr. Currier, who is well informed on the talking machine business, has several excellent propositions under consideration.

Emilio De Gogorza, the baritone, whose records for the Victor are considered among the most popular on the market, met with a painful accident in this city ten days ago and is now laid up at the Hotel Touraine. He was near Copley Square when he was struck by an automobile and severely injured about the body.

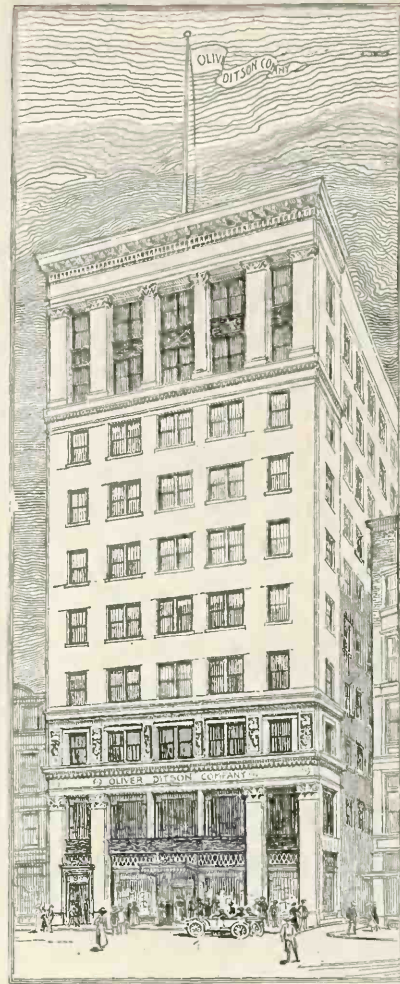
A Boston visitor a few days ago was Alfred Telfer, of the Bayonne Talking Machine Co., of Bayonne, N. J., whose establishment is one of the largest in his home city.

Jerry Spillane, formerly one of the Eastern Talking Machine Co. staff, and who went overseas, has quite recovered from his recent illness, so his old friends hear, and is now employed as a cook at the front.

Miss Eva Young, a valued employe of the Pardee-Ellenberger Co., Inc., who has been with Manager Silliman at the Boston headquarters since they were opened six years ago, was married September 25 to Aubrey R. Goodwin, and the best wishes of the bride's friends took very palpable form. Mr. and Mrs. Goodwin are to live in Melrose where they are building a new home.

Mr. and Mrs. Harry Rosen have sent out cards announcing the arrival at their home, 6 Ivy street, Fenway, Boston, on September 4, of Harry Leon Rosen, who is already giving evidence that he is a "talker" of some importance.

A man's memory proves that it is much easier to forget what to remember than to remember what to forget.



The New Oliver Ditson Building

NEW DITSON BUILDING OPENED

Victor Department, Under the Management of H. A. Winkelman, Conveniently Located on Second Floor of Ten-Story Structure

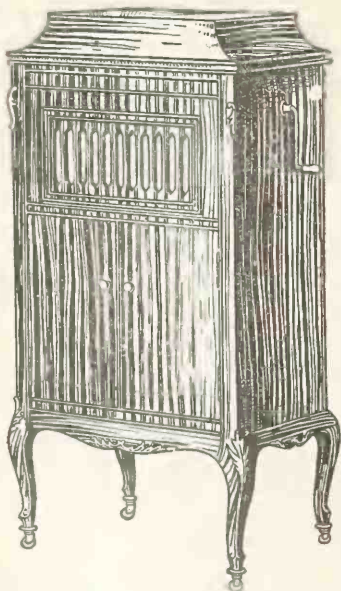
BOSTON, MASS., October 4.—The Victor department of the Oliver Ditson Co. is now splendidly located in the new store, 178 and 179 Tremont street, near the corner of Boylston street. The building is of white marble and is one of the handsomest structures along this thoroughfare. The Victor department is located on the second floor and from the front windows there is a splendid view across Boston Common. Manager Henry A. Winkelman has a finely equipped office and he has been giving the most careful attention to getting settled as soon as possible after the company moved into the building. On two sides of the floor are the booths and these are as soundproof as it is possible to make them. These rooms are all open to the daylight. Persian rugs cover the floor, and these, with the handsome furnishings, give a homey aspect to the rooms. The department is reached by excellent elevator service. Manager Winkelman and his competent staff are to be congratulated on having so handsome, convenient and well appointed a place.

TAKES OVER PROVIDENCE STORE

Arthur C. Erisman Now in Charge of Department of Collender, McAuslan & Troup Co.

PROVIDENCE, R. I., October 4.—Arthur C. Erisman, of the Grafonola Co. of New England, with headquarters in Boston, has taken over the talking machine department of the Collender, McAuslan & Troup Co. of this city, and he says he is going to make that place the center of good music and he will press hard for cultivating a better taste for the best in this field. The department is on the third floor of the store which is located in Weybosset street and is handsomely furnished and equipped.

A 2c. STAMP



will bring you all the information regarding an agency for the

Pathephone and Pathe Records

Get a business of your own.

Establish a profitable agency.

Drop us a line—a 2c. stamp will do the work.

A. VICTOR & CO.

Pathe Distributors

MAIN AND GENESEE STREETS

BUFFALO, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

We announce the Amalgamation of the

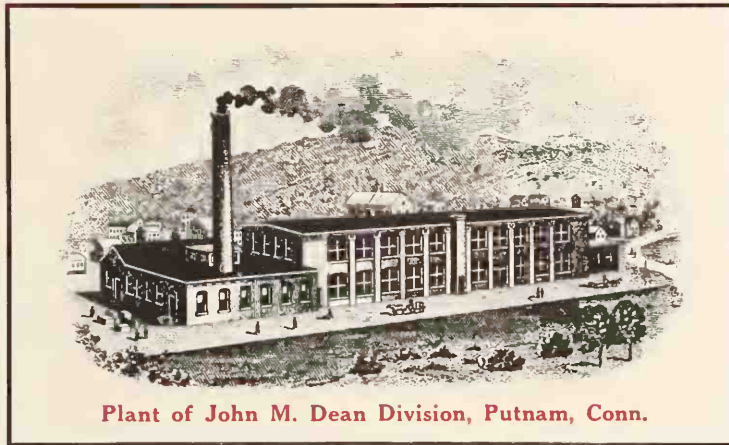
Otto Heineman Phonograph Supply Co., Inc.

NEW YORK, N. Y.

and

John M. Dean, Inc.

PUTNAM, CONN.



Plant of John M. Dean Division, Putnam, Conn.

The world-famous DEAN NEEDLES will continue to be manufactured under the present efficient management of Messrs. Charles E. Dean and John M. Dean, Jr., and this plant

will be known as the

JOHN M. DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.

Otto Heineman
President



MEISSLERBACH



TONE ARMS

MOTORS

SOUND BOXES



NEW ORLEANS A BUSY TALKING MACHINE TRADE CENTER

Jobbers and Dealers Tell of Increasing Sales for Talking Machines and Records With Outlook for Fall and Winter as Excellent—Now Concentrating on Records for Christmas Delivery

NEW ORLEANS, LA., October 6.—Business conditions in the Crescent City and throughout the South generally are excellent and the outlook is such as to incline talking machine men generally to believe that the present fall and coming winter will be productive of splendid results in a sales way. This is the opinion of dealers handling all makes of machines. The views of the majority are to be found in the following summary of conditions.

Howard Weber, manager of the wholesale Victrola department of Philip Werlein, Ltd., reports unusual business for the present month, although he has been considerably handicapped by reason of the small machine shipments from the factory. The outlook for fall is the most promising in this section of the country for a number of years, and the prospects for fall business are exceedingly bright.

Ashton Music Co., Victor dealer, states its business has increased considerably over corresponding month of last year.

Grafonolas and records are moving faster than previous years and becoming more popular every day in New Orleans, so says W. J. Wright, manager of the Grafonola department of the L. Grunewald Co., Inc. Patriotic records are in great demand, and the large record sales are due to the latest hit, "Where Do We Go From Here?" Mr. Wright made a change in the department so as to be ready for the large Christmas trade. He has included Mr. Lohit on his sales force, and Miss Burton is holding down the stenographic end and taking in the cash.

The Victrola department at Maison Blanche has contributed a talented vocalist to the New Orleans public in the person of John Polizzi, a popular member of the sales force. Young Polizzi made his professional debut at the Strand Theatre, the highest class place of amusement in the city, last week and fairly took his audience by storm with his fine tenor voice.

The week previous he sang behind the scenes to add realism to a certain picture and made such an impression that patrons demanded to know his identity and to see him before the footlights. Subsequently he came forth in "Vesti la giubba" from "Pagliacci," and because of his enthusiastic reception was promptly engaged for another week.

The third night of his appearance in the "sob song" was set aside as "Maison Blanche" night at the Strand and a big representation of his friends from the store turned out in compliment to him. At the conclusion of his singing Polizzi was presented with a massive loving cup made of flowers, the gift of a coterie of his admirers.

S. J. Schwartz, a firm member and son of the general manager of the store, whose interested hobby is theatricals, is guiding the young Italian and predicts for him a brilliant future. Mr. Schwartz looks to a future either in opera or concert work and intends he shall make a diligent study to attain that end.

As a result of the newspaper publicity given the event the Victrola department was up for a focus, a decided impetus to business being the result.

F. W. C. Hayes, manager of Philip Werlein, Ltd., retail Victrola department, reports a very satisfactory business for the month of September, even though handicapped by a shortage of machines. "We have put all our efforts in plugging the record business," said Mr. Hayes. "We have been using a few novel ideas to get this business and the results have been very gratifying. We have been featuring buying Victrolas for Christmas delivery and this has proven to be an exceedingly good business getter even this far in advance of the holidays and we can already report a fine business along these lines."

Miss Bernice Jalenak, of the Dugan Piano

Co., Victor dealer, has just returned from an extensive trip East, combining both business and pleasure. She states that the problem with her concern is not selling but getting enough Victor goods to supply the demand. A lot of additional, up-to-date, sound-proof, demonstrating booths have just been installed. Miss Jalenak says the September sales have "broken all records."

Miss Edna Huff, manager of the Victrola department of the Collins Piano Co., reports that their record business has increased to such an extent that they have been forced to add two extra boys to their delivery force, in addition to their regular auto service. Some extra booths and a mezzanine floor have been incorporated into their store, the mezzanine to be reserved for interviews with patrons as well as employees. Three style XVII have been sold in the past month and prospects for as many more in the near future. The record business has exceeded that of September, 1916.

One of the most successful ideas of the Edison Diamond Disc Shop is the dance studio in connection with the store. They have engaged Gladys Louque, who is well known as a teacher, to instruct the children. The Diamond Disc Shop pays part of the child's tuition. So far a large number of children have enrolled, and they all seem to be very enthusiastic. Another feature is the daily concerts, to which the public is invited, and has proven to be quite a drawing card.

THE RELIABLE "TALKER" MAN

Here's to the steadfast, reliable man,
The man with the tongue that's true,
Who won't promise to do any more than he can,
But who'll do what he says he'll do.

He may not be clever; he is often quite blunt,
Without either polish or air;
But, though it's not in him to "put up a front,"
When you need him he's always there.

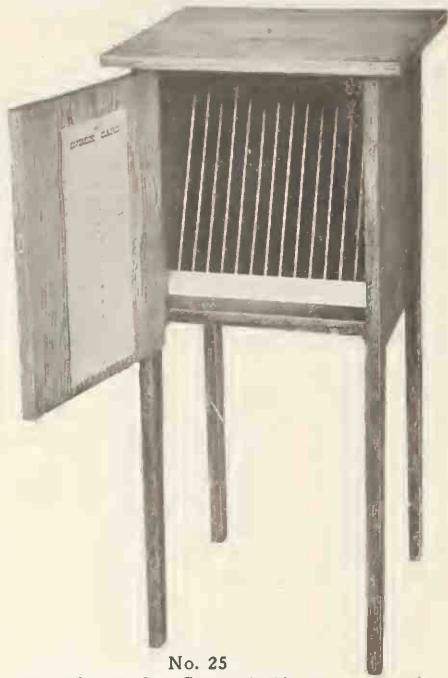
So here's to the man on whom one can rely,
And here's to his lasting success!
May his species continue to multiply
And his shadow never grow less—Chicago Tribune.



Schmelzer Arms Co.

Victor Distributors
KANSAS CITY, MISSOURI

All orders shipped on the day received if the goods are in the house. Stocks are as complete as manufacturing conditions permit.



No. 25
For Victrola IV, Columbia No. 15
or other small machines
33" High. Top, 17"x17"

**BUY
NOW**

And Be Sure of

Selling Later

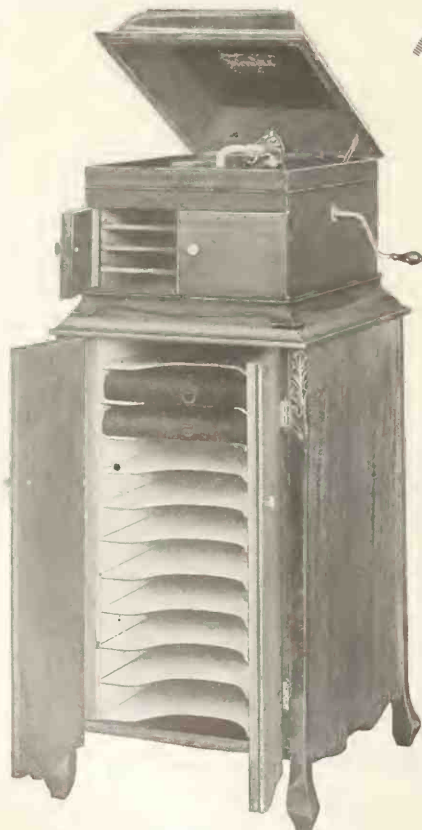


New Salter Cabinet, Model No. 27
For Victrola IX and IXa
33½" High. Top, 22¾"x19"

SAL-

**FOUR
BIG
STYLES**

-TER



No. 20. Cabinet
For Victrola IX and IXa
33½" High. Top, 22¾" Deep and 19" Wide

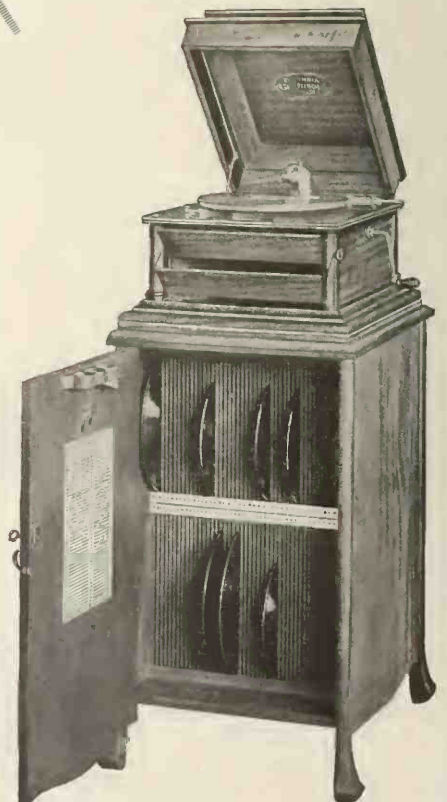
The universal popularity and demand, each Fall and Winter, for such styles as these compels us to ask that dealers estimate their needs and place their orders for these models immediately.

It may be impossible for us to manufacture and ship cabinets fast enough to meet your needs later on in the year.

*Think it over and act now—
this very minute!*

SALTER MFG. CO.

337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 111. Cabinet (Opened)
For Columbia "Favorite" \$50.00 Machine
33½" High. Top, 23"x19½"

STRIKING EMERSON DISPLAY

At French-American Red Cross War Exhibition Recently Held at Coney Island

The Emerson Phonograph Co., of New York, installed an unusually effective display booth in the French-American Red Cross War Exhi-



Emerson Display at Red Cross War Exhibition at Coney Island, which received a great deal of attention from visitors to the exhibit.

The numerous stirring patriotic selections from the Emerson October records were played from time to time and the excellent recording of George M. Cohan's big song hit "Over There" was featured at frequent intervals, achieving great popularity with the visitors. Judging from the crowds around the Emerson music booth, the public considered it one of the attractions of the exhibit.

Between "Let the buyer beware!" and "The customer is always right!" there are centuries of difference—and ages of improvement.

VICTOR CO. OFFERS ASSURANCE

Advises Jobbers and Dealers That It Has Observed All Provisions of the New Federal Child Labor Act Recently Enacted

Under date of September 21, the Victor Talking Machine Co. sent to its distributors and dealers the following letter regarding the company's responsibility under the Federal Child Labor Act. The letter was signed by Louis F. Geissler, general manager, and was as follows:

"Several of our wholesalers are laboring under the erroneous impression that the Federal Child Labor Act, effective September 1, 1917, makes it incumbent upon us to stamp our invoices or bills of lading that our goods are manufactured in accordance therewith.

"We learn, after consultation with counsel, that the pertinent provisions of that law are as follows:

"No producer, manufacturer, or dealer shall ship or deliver for shipment in interstate or foreign commerce . . . any article or commodity the product of any mill, cannery, workshop, factory or manufacturing establishment situated in the United States, in which within thirty days prior to the removal of such product therefrom children under the age of fourteen years have been employed or permitted to work, or children between the ages of fourteen years and sixteen years have been employed or permitted to work more than eight hours in any day, or more than six days in any week, or after the hour of seven o'clock postmeridian, or before the hour of six o'clock antemeridian.

"Provided, that no dealer shall be prosecuted under the provisions of this Act for a shipment, delivery for shipment, or transportation who establishes a guaranty issued by the person by whom the goods shipped or delivered for shipment or transportation were manufactured or produced, resident in the United States, to the effect that such goods were produced or manufactured . . . in a mill, cannery, workshop, factory or manufacturing establishment,

in which within thirty days prior to the removal of such goods therefrom no children under the age of fourteen years were employed or permitted to work, nor children between the ages of fourteen years and sixteen years employed or permitted to work more than eight hours in any one day or more than six days in any week or after the hour of seven o'clock postmeridian or before the hour of six o'clock antemeridian."

"Therefore, we are advised that the law does not provide that manufacturers shall mark bills of lading to show that child labor has not been employed or permitted in the manufacture of goods covered, and we presume your desire is simply to assure yourselves that you are under no liability in respect to the law in handling Victor products. To stamp our invoices and bills of lading would involve much work which we deem entirely unnecessary. We, therefore, suggest that you accept this assurance that no provision of the Federal Child Labor Law is violated in the manufacture of this company's products."

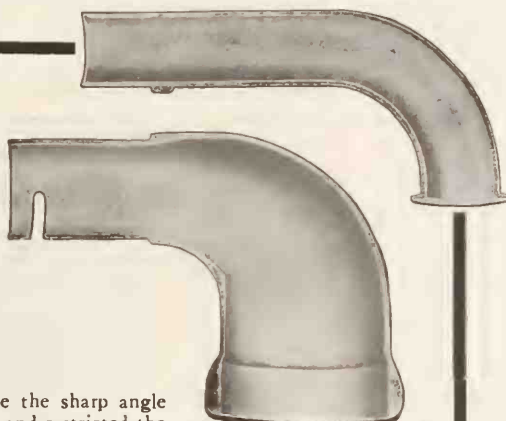
ARGUES FOR RESALE PRICE FIXING

WASHINGTON, D. C., October 3.—Manufacturers and retailers appeared before the Federal Trade Commission to-day and urged measures to permit manufacturers to fix a resale price on products. The Supreme Court has held that contracts requiring retailers to maintain factory marked prices violate the anti-trust laws. The commission was asked to-day to support the Stevens bill legalizing the fixing of resale prices.

ENTER THE ROLANDO RECORD FILE

LOS ANGELES, CAL., October 6.—F. J. Hart, of the Southern California Music Co., of this city, announces the Rolando record file, which, by pressing a button corresponding to the compartment, delivers the record into the hand of the operator.

Why Acme Die-Castings Have Preference Among All Leading Phonograph Makers



In perfecting the Phonograph it became very necessary to eliminate the sharp angle at the minor curve of the elbow of the tone arm because it choked and restricted the full, round clear tone that the manufacturers and designers so much desired. The problem was brought to the Acme Die-Casting engineers, who designed and constructed dies which produced a tone arm elbow with the former sharp corner changed into a sweeping curve through which the tones when on the instrument flowed clear and strong. The above illustration shows what the Acme service produced. Of course the manufacturers were delighted. It is significant, however, to add that Acme Die-Castings are in growing demand by the foremost phonograph makers today. We shall be pleased to talk over any similar proposition with you and submit estimates,

Acme Die-Casting Corporation

Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.

Brooklyn, N. Y.



BOSTON, 176 Federal Street
PHILADELPHIA, Widener Bldg.
DETROIT, 965 Woodward Ave.
PITTSBURGH, Empire Bldg.

CHICAGO, 549 Washington Blvd.
ST. LOUIS, 1023 Vandeventer Ave.
NEW YORK, 120 Broadway
ROCHESTER, 36 Morningside Park

LYRAPHONE CO.

of AMERICA

MANUFACTURERS OF
LYRIC RECORDS

NOW DELIVERING ORDERS FOR 10"
AND 12" DOUBLE-FACED RECORDS

STANDARD AMERICAN CATALOGUE

also

RECORDS IN THE FOLLOWING
FOREIGN LANGUAGES

NEAPOLITAN	HUNGARIAN
ITALIAN	JEWISH
FRENCH	HEBREW
POLISH	BOHEMIAN
RUSSIAN	SLOVAK
RUTHENIAN	CROATIAN
LITHUANIAN	SERVIAN
GERMAN	ROUMANIAN
SCHWABISH	ETC., ETC.

Address All Communications
GENERAL OFFICES
12-14 WEST 37th STREET
NEW YORK, N. Y.

FACTORY
BROOKLYN, N. Y.

The Columbia Grafonola 100 is the biggest \$100 worth you can offer your customers. It has everything they want in a talking machine at a reasonable price.



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

NOVELTY IN DEMONSTRATION ROOMS

Silverstone Music Co. to Have No Machines Visible, at Least in Operation, in Demonstration Rooms in New Home—Novel Concert Hall

St. Louis, Mo., October 4.—When the Silverstone Music Co. opens its new store some time after November 1, President Silverstone hopes to have in working order a decided novelty in the way of machine demonstration rooms. In these rooms there will be no machine visible, at least no machine in operation. There may be one there merely as a decorative feature, but, if so, it will be made very evident to the person that this machine is not producing the music he hears.

The same will be true of the concert hall. In this hall the stage and the machine will be invisible and the auditors will be forced to pass opinion on the music solely from a sense of hearing, not in any part from watching the machine that is producing it.

"The problem I am seeking to solve is one of psychology," declares Mark Silverstone, president of the company and who worked out the plans for the first of the Edison Disc machine tone tests on a large scale. "I have for a long time been wondering just how much of the 'canned music' impression and the ideas of comparison of the value of talking machines was due to sight. The prospect sees the machine and passes judgment on whether that machine compares in appearance with another ma-

chine and, I believe, carries this judgment into his value of the tone or music value of the machine. I want to determine how much this is true.

"I am arranging a series of demonstration rooms where no playing machine will be visible but where it can be made visible at any time. The idea will be to take the prospect into the room and turn on the music from the invisible machine without warning. Then it must be up to the customer to pass judgment on what he hears, not what he sees. I confess a strong personal interest in this problem."

Mr. Silverstone believes that he has worked out the "stage setting" of this problem in his designs for the new building that he is equipping as the future home of the Edison in St. Louis. The designs and material will be in keeping with the Edison product throughout. The front of the main floor room is designed in a general way in what is called "bank style," handsome and dignified. The woodwork on the main floor will be quartered sawn oak, silver gray finish, which is the handsomest thing in business finish shown here in a long time.

TO CONTINUE VICTROLA DEPARTMENT

Lord & Taylor, New York, have removed all pianos and player-pianos from their premises, and while no definite announcement has been made, it is understood that they will retire from the piano business. The Victrola department will be continued.

WHITE WITH THOS. GOGGAN & BRO.

Will Manage Wholesale Department of Prominent Texas Music House—Formerly on Traveling Staff of the Victor Talking Machine Co.

HOUSTON, TEX., October 1.—W. P. White, formerly connected with the traveling department of the Victor Talking Machine Co., has joined



W. P. White

the forces of Thos. Goggan & Bro., of this city, and will manage the wholesale branch. Mr. White's experience in both wholesale and retail lines of a specialty selling, together with the most efficient training the Victor Co. gives its travelers, has well fitted him to assist the Victor retailers in this section of the country. Thos. Goggan & Bro., who have establishments at Houston and Galveston, are wholesalers of Victrolas and records.

RECEIVER FOR E. B. JORDAN & CO.

A petition in bankruptcy was filed late last month against Ed. B. Jordan & Co., Inc., 129 Degraw street, Brooklyn, by the following creditors: David Doland & Co., S. W. Connell and Michael J. Fogarty. Judge Veeder appointed Oscar A. Lewis receiver in bond of \$25,000. E. B. Jordan & Co. have long been known in the talking machine trade as manufacturers of cabinets.

Later Mr. Jordan, who, by the way, was formerly Collector of Internal Revenue in Brooklyn, filed a voluntary petition in bankruptcy in the Federal Court, estimating his liabilities at \$465,242 and his assets at \$104,500.

WHY HE SMILED

"Now," began the careful buyer, "suppose we get right down to bed rock prices." The salesman smiled compassionately. "'Home, James!'" he murmured to the imaginary chauffeur. "Bed rock is not where any prices loaf, just now. Suppose we step into the hydro-airplane—and see if we can catch up with these prices before they reach Mars!"

LANSING

Khaki Moving Covers

Protect from Rain and Dust

and will enable you to deliver your phonographs free of blemishes of all kinds.

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B **\$5.00** Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

GRADE A **\$7.50** **E. H. LANSING**

Carrying Straps Extra 611 Washington St. BOSTON

SLIP COVERS for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.



No. 3 Carrying Strap Shown in Cut, \$1.00

**"Gennett
Records"**

**65c to \$1.25
Double-sided**



**Hill and
Dale Type**

**150 lines to
the inch**

WHAT have you to offer to meet the tremendous demand for the phonograph record today?

The question with the dealer today is the record question. The phonograph cannot be sold without the record and the record is the backbone of the phonograph business.

But heretofore the dealer has not been able to offer a satisfactory phonograph record without advertising the competitor's phonograph.

The "Gennett Record"

is the first high class record offered to meet the increasing record demand for all lines of instruments.

The "Gennett Record" Library offers an excellent assortment of numbers which will enable you to build up a strong record business, yet it is not so large as to require a prohibitive initial investment.

The sale of "Gennett Records" does not restrict you to any territory nor to any make of instrument.

The "Gennett Record" is a safe investment inasmuch as we assume responsibility and assure protection such as will permit of your stock being fresh and up-to-date at all times. You have back of you a strong

company with unquestioned repute and an international musical reputation.

"Gennett Records" at 65c to \$1.25 will meet a popular demand, and stocking our complete offering now enables you to start a strong record business at the right time and puts you in a position to supply a ready market.

"Gennett Records" are of the Hill and Dale type, 150 lines to the inch. They should be played with a steel needle. By the use of a small inexpensive attachment that can be played on instruments not regularly equipped for their use.

The "Gennett Record" dealer is supplied free with monthly bulletins announcing the release, and new supplements for the convenience of his patrons

The business of the dealer who wants to establish a permanent, profitable, unrestricted record trade at a small outlay is solicited

"GENNETT RECORDS"

9 East 37th Street

NEW YORK, N. Y.

Division of the Starr Piano Company

The Difference Between Helping a Customer to Buy and Merely Selling Him :: :: By E. A. Schmidt

This article is taken from an address recently delivered before the Advertisers' Club of Davenport, Ia., by E. A. Schmidt, of the Schmidt Music Co., and contains ideas which are well worth the serious consideration of all salesmen in the talking machine industry.

Some one has aptly said, "Advertising is not to sell goods, it is to enable people to intelligently and economically buy goods." There is entirely too much selling in stores these days. There is too little of helping the customer to buy.

The other day I met a man who said to me, "I like So & So's clothes, but one day I fell into the hands of a salesman who simply talked a suit of clothes on my back. I asked for a certain kind of suit. Had made up my mind that it was what I wanted this time. The salesman pulled out one such suit. He made no effort to tell me the good in that article, but, on the contrary, immediately started in putting forth an array of unwelcome and flimsy arguments why I should not have it and proceeded to pull down another, saying 'this is what you want.' I fell for the talk and unwillingly bought the suit."

You might say that it was the customer's fault that he took the suit. I say it wasn't. That suit was sold to him—he was under the spell of a good talker. And to prove to you that it was bad salesmanship I'll tell you that the customer brought it back later!

You see, when he got away from the spell of the salesman's oratory, and he could judge coolly, he didn't like the suit at all. This proves the positive reaction on such "bad service" and discounts the pulling power of that store's advertising.

Every sale doesn't do a store good. If the customer is not rendered a real service; if he is unduly influenced; if no consideration is taken of his natural taste; if the purchase is reluctantly accomplished—that sale is a failure.

A few moments devoted to finding out the purpose and conditions under which an article is to be used, before ever showing it, is a most considerate and appreciative service to the customer.

You must cleverly discover his likes and dislikes; you must help him find what he wants—and when he sees it he will experience a thrill of satisfaction that will win for you a place in his affections. Then he will begin to ask for you by name.

And then you'll know that he thinks of you as a friend who serves instead of a salesman that sells.

Personally, I like the terms "service-men" and "service-women"—instead of "salesmen" and "saleswomen."

Salesmen differ in their ability to sense the customer's preferences. The prospective customer hasn't the time nor would he have the patience to see all things you have. You must be able to find out quickly what the prospective customer wants.

While you are busy sizing him up, he's sizing you up. If you seem to "flounder"—if you impress him that you are undecided as to what he ought to have—he will lose his confidence in you, and when that happens—"Good-bye."

He will then approach every article offered with an air of suspicion. He will take suggestions with a grain of salt—and you'll have a much harder time selling him than if you had won his confidence from the start.

Your approach is most important. As soon as you put your foot forward the customer is on the alert—he is beginning to size you up. He is saying to himself something like this: "Is this chap going to help me get the suit most becoming to me or is he going to see how quickly he can sell me so he can have a 'big book' to-day?"

Now understand that from the store's standpoint you should turn in as many sales as you

can but not at the expense of a customer's feelings. You must never give the customer the impression that you are in a hurry.

Why is it many men come in and say, "I'll wait for Mr. Brown"—or whoever it may be? Is it because the salesman asked for can show them different merchandise than any salesman they may have selected at random?

Of course not! It is because the customer has learned that Mr. Brown knows what he wants. Questions well worth considering are: How many stores have lost customers because they did not render efficient service? How many stores have you cut off your list because you did not like the way you were treated?

I used to drop into a certain store pretty often and I got so tired of the grouch behind the case and the Sphinx-like way of slanning down my change that I go elsewhere now.

The smile on the face or the "thank you" given over the counter must not be mechanical or merely for effect. The customer's feelings can sense it in a minute. It must be the spontaneous result of one really enjoying one's work and the patronage. A sort of "glad you're living" spirit.

I have known men to give up good positions because they simply could not stand the grouch of the proprietor. And I have known men who worked for less money because they enjoyed the "pat-on-the-back" of their employer. That is why so many small stores are prosperous—because they hold their trade through the genial personality of their salespeople.

Just a few days ago I heard one of our salesmen wind up a sale with the remark, "Here's my card. If anything goes wrong I want you to call on me." That was a clever touch. He has established a bond of friendship between himself and the customer. Note that he said, "Call on me." That makes it personal. That injects the personal element into the sale and that is what you should strive for all the time. If anything goes wrong with that suit that man knows some one by name on whom to call, and he likes that a lot better than going to no one in particular.

You should strive to build up a personal following. That's the only way you will ever get more money. That's the only way you will

get more patrons for your store or department.

Don't "knock" competitors' merchandise; no one likes to hear another store run down. If there are differences in favor of your merchandise use a little tact in pointing them out.

Don't use a hammer, use a pointer.

And don't run away from the customer who comes back with a "kick." You took his money cheerfully—now look into the trouble with just as big a smile. Don't make him feel as if he had done something wrong when he has cause for complaint. Give him the impression that you are glad he called your attention to the defect; in fact, you consider it a favor that he has come back.

If many customers are not coming back asking for you personally, look out. There's something the matter with your salesmanship. If some things are good enough to bring folks back again for them by name, surely salesmanship should have this "repeat" quality also. The salesman who has the biggest line of customers waiting for him is the salesman who will get there. We must all bear in mind that while a keen desire to "make a record" is natural and creditable, it must not blind us to the fact that far more important than to sell more is to satisfy more.

The department manager cries "give-me-an-ad-in-the-paper"—as if there were a sort of magic in that. And it is indeed a relatively simple matter for an advertising man to string words together to make pleasing mental pictures that attract folks to the store—particularly if the general reputation of the store is good.

But—when these people come to the store—what then?

Will they find the merchandise right—the prices right—salespeople capable of interpreting the goods, and who have caught the spirit of modern storekeeping; to be courteous, to be helpful, to remember that the customer is always right? I say, will they find these things? Because if they do not, then is all the advertising vain—yes, worse than vain—for then it will surely recoil on the house—and on us.

You see, there's no particularly miraculous power about advertising, after all. It's simply telling the news of the store and its offerings

(Continued on page 30)

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Grade "D" \$5.00 Grade "K" \$7.50

Carrying Straps: No. 1 \$1.00; No. 2 \$2.00; No. 3 \$3.50

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidery on any Cover; extra... 25c.
With Dealer's Name and Address, first Cover; extra... \$1.00
Same on additional Covers, each extra... 50c.

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

HELPING A CUSTOMER TO BUY OR MERELY SELLING HIM

(Continued from page 29)

in an interesting way. Like other news in the paper, it must be based on facts—facts truthfully and soberly presented, without even the tinge of exaggeration—or both store and "the paper" will in time be utterly discredited.

I am particularly keen on these matters because I feel myself to be in a deep sense a representative of the outside public. As the public's representative, I go about the store—watching—analyzing—criticizing—comparing. I must be shown. Can you sell me? If you can, then I can sell the public. But I must believe myself, or I cannot convince others.

Now let's get down to "brass tacks." How can we make our advertising constantly more effective? First, I believe, by always remembering that the house has an honored name, and that it is both our privilege and our duty to uphold that name in every way that we can.

And this means extraordinary care on our part that we never become careless, or superficial, or discourteous. Care, above all else, that we weigh our words and do not let our enthusiasm beguile us into overstatements, into claims that cannot be demonstrated, or promises that we or the house cannot fulfill. For public confidence is at best an unstable structure: the slightest misstatement may topple it over.

Let's be builders! Let's build confidence—always more confidence. And the only way I know to build confidence is to deserve it.

Perhaps the above may sound a bit like preaching. But this advertising problem seems to me to simmer down to about this: A store that rightly takes care of its customers will have the right kind of customers to take care of—whether it formally advertises or not.

But, of course, if it does advertise, and if its advertising is newsy, informative, and truthful through and through, that store will gain just so many more customers, for folks certainly like to learn about and patronize a store that treats

its patrons as friends, with all that this implies—a store whose first and last consideration is always—the customer!

One practice which I am utterly opposed to is that of offering a bonus to salespeople to move certain merchandise. While there are some few arguments in favor of this practice and which, if it could be carefully guarded and guided, might produce favorable results, still the practice is one that so easily leads one in wrong channels that it is best to steer clear of it altogether.

In many instances there is no practice in business which so creates selfishness on the part of the salesperson; which so beclouds the eyes of real service given to the customer as the practice of offering a bonus for moving certain slow-

WINS QUICK SUCCESS IN TRADE

James F. Neece, Manager of Victor Department of A. Herz, Terre Haute, Ind., First Entered the Trade as a Traveling Man

St. Louis, Mo., October 5.—One of the recent and welcome visitors to the headquarters of the Koerber-Brenner Co., Victor distributors here, was James F. Neece, manager of the Victrola department of A. Herz, Terre Haute, Ind. Mr. Neece ranks as one of the most capable and energetic talking machine men in the country, and has advanced steadily in his chosen field. His first experience in the trade was with the Bollinger Music Co., Ft. Smith, Ark., distributors of Edison cylinder phonographs. He traveled the State of Arkansas, selling cylinder machines and records. He next went to Chattanooga, Tenn., taking charge of the department of the Rhodes Mahogany Co., where his success as a Victor department manager attracted the attention of Clemons Bros., Chattanooga's largest Victor dealers, who also conduct a big

selling merchandise. It leads the salesperson to take undue advantage of the customer by selling things either which he is not in need of or which are undesirable. The removal of such merchandise is up to the buying end, and that of special sales which do not exaggerate nor force customers to buy.

Now in conclusion, and as a summary of the whole thing, I think it can be boiled down to this:

Always remember that it is the customer's privilege to decide where he shall buy and what shall be bought.

Further: Every sale doesn't do a store good. If the customer is not rendered a real service; if he is unduly influenced; if no consideration is taken of his natural taste; if the purchase is reluctantly accomplished—that sale is a failure. The right way is to help a customer sell himself.

furniture house. From Chattanooga, Mr. Neece went with Mr. Herz in Terre Haute, taking charge of that department about March 1 of this year. Since that time the Herz department has developed in a way that has proven the success of Mr. Neece's management.

NEW QUARTERS IN BIRMINGHAM

E. E. Forbes Occupies Handsome New Store and Takes Sons Into Business

BIRMINGHAM, ALA., September 24.—E. E. Forbes & Son, piano dealers of this city, have just moved to handsome new quarters at 1922 Third avenue, near Twentieth street. Mr. Forbes recently took his sons into the business with him, and appointed C. McLallin as manager. The house handles the Kranich & Bach, Steger & Sons, Pease, Jesse French & Sons and other makes of pianos and player-pianos, as well as Columbia Grafonolas and Vitrolas.

Experience is a good teacher, but is often a slow paymaster.

The Globe-Wernicke Co. offers



← No. 351 Art-Mission Top.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

← No. 0329 Art-Mission Disc Record Section for ten- and twelve-inch records.

← No. 357 Art-Mission Base.

Section by section it grows with the growing record library.

Sectional Cabinets For Disc Records

The better the facilities you furnish your customers for housing records the greater the quantity of records you will sell.

Look carefully at the cabinet.

It invites you to fill it, in fact, you cannot resist the temptation to fill it. No matter how many sections are bought there will be empty compartments and these are always in sight, and the records too are always in sight. Any record is so easily found and quickly replaced that this cabinet adds an extra charm and fascination to the playing of records.

Suppose each of your customers had this cabinet and you had a sample on your salesroom floor to remind them to buy additional sections. Not only would the sale of the cabinets increase but what a tremendous increase in the sale of records would result and there is excellent profit in the sale of both.

Each section has 90 compartments numbered consecutively from 1 up. Globe-Wernicke Catalog No. 317 T describes and illustrates these goods fully.

The Globe-Wernicke Co.
CINCINNATI

Every time you
sell a phonograph

Filling the Heavy Demand
for **MOTROLAS**



The Home of Motrola, you are gladly welcome.



Our well-lighted offices



A spacious plant.



Here the parts of the Motrola are assembled and tested.



In shipping rooms.

Sell a Motrola too

Your customer will appreciate this service, and—but read what these Motrola dealers say:

(Western Union Telegram)

“Send us 50 more Motrolas.”

Phonograph Company, Chicago, Ill.

“I received your Motrola and was very pleased with it. I sold it during the first two hours I had it in the store.”

Ferd Imfeld, Hamilton, Ohio

“For the last week we have had a Motrola in the window attached to an \$80 machine. As a result of this, a party came in late yesterday afternoon and we sold a Motrola. While waiting for the parcel to be wrapped the writer sold him a \$250 Edison.”

From One of the Largest Dealers in Boston

“I am quite positive I shall be ordering the Motrola in lots of a hundred and later even in lots of a thousand.”

Laurence A. Lucker, Minneapolis, Minn.

These and many more letters praising the quick salability of the Motrola are on file at our office.

You Can Now Get Motrolas
in Any Quantity

We now have five factories at work turning out Motrolas. Not only our own factory, but General Electric, Westinghouse, Arrow Mfg. Co., and Kendrick & Davis are under contract and are delivering Motrolas now.

We are therefore able to fill your orders for Motrolas at once, thus enabling you to make a much greater profit on the sale of every talking machine than ever before.

SPECIAL OFFER

For a limited length of time a Motrola will be sent on ten days' trial. Mail the attached coupon today.

JONES-MOTROLA, Inc.

29-33 West 35th Street

New York

CHICAGO, 57 E. Boulevard

KANSAS CITY, 702 Commerce Bldg.

SPECIAL TRIAL OFFER

Kindly send me a sample Motrola on ten days' trial. I will attach it to my demonstrating phonograph.

Also send folders describing the Motrola, for mail distribution to my customers.
(state make here)

My voltage is My current is

Name

Address

Price of Motrola \$25
Dealer Discount:
Less than 2 doz.,
33 1/3%
2 doz. or more, 40%



EDISON TRIUMPH AT HIPPODROME

Prominent Edison Artists Appear at Benefit for Athletic Fund and Army and Navy Model Phonograph Is Auctioned Off—Instrument Delivered to Soldiers on Elephant Back

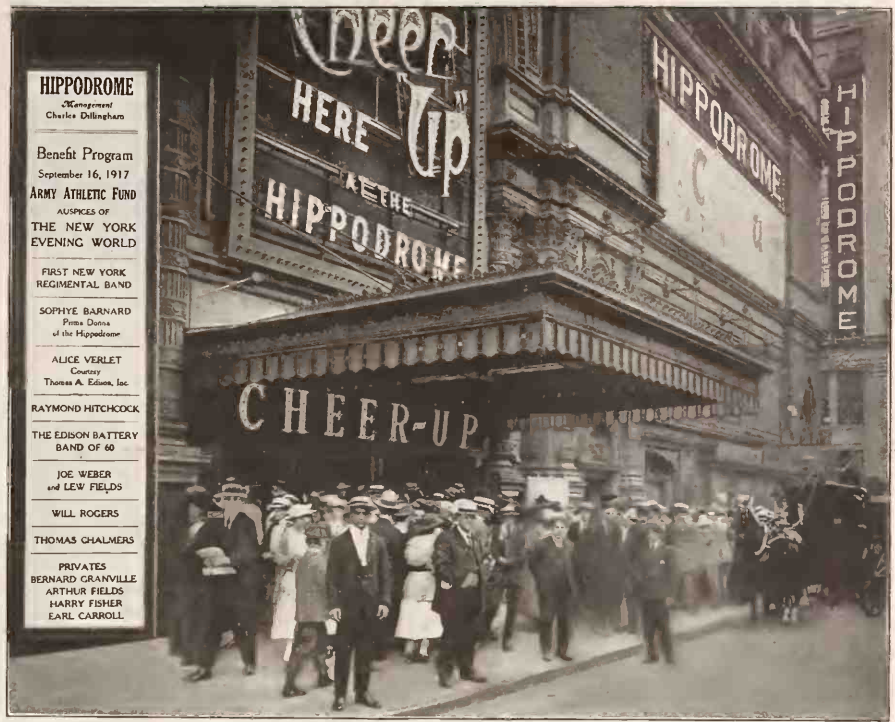
One of the most interesting and successful benefits for the soldiers thus far held in New York was that at the Hippodrome recently under the direction of the New York Evening World and for the Army Athletic Fund. A distinguishing feature of the benefit was the prominent part taken in the affair by leading Edison artists and by the new Edison Army and Navy model phonograph. The Edison artists who appeared at the benefit were: Mme. Alice Verlet, the noted coloratura soprano; Albert Spalding, the famous violinist; Thomas Chalmers and Arthur Fields. Messrs. Fields and Spalding have both joined the army as privates, and when they appeared at the benefit in khaki, they made a decided hit.

During the course of the benefit Raymond Hitchcock, the comedian, auctioned off the Army and Navy phonograph, which was bid in by Mrs. Barney Bernard, wife of the Broadway favorite, who paid \$80 for the privilege of naming the military organization to which the phonograph should be presented. Mrs. Bernard selected the United States Signal Corps, enlisted reserves, stationed at Forty-third street and Broadway.

Raymond Hitchcock, while he was auctioning off the instrument and presenting its qualifications to the audience as a musical instrument, said: "This is the famous war phonograph

made by Edison. You know whom I mean—our Tom. This is the phonograph that is going around the world and will be found in the trenches with our boys. Here it is. Listen to it. One of the singers, Alice Verlet, will stand beside it and sing while the instrument plays a record of her voice. Listen to it." The instrument began to play. Miss Verlet sang with it. The song was "Bonnie Sweet Bessie" and, when she had finished the song and the instrument had been stopped, Mr. Hitchcock turned to her and said, "Some singer," and then, turning to the phonograph, said, "Some phonograph." Then he began to ask for bids on the machine, which were quickly forthcoming.

On Friday afternoon, September 28, before an audience of several thousand persons gathered in Times Square, the Army and Navy phono-



HIPPODROME
 Management
 Charles Dillingham

Benefit Program
 September 16, 1917
ARMY ATHLETIC FUND
 AUSTRICES OF
 THE NEW YORK
 EVENING WORLD

FIRST NEW YORK
 REGIMENTAL BAND

SOPHYE BARNARD
 Prima Donna
 of the Hippodrome

ALICE VERLET
 Contralto
 Thomas A. Edison, Inc.

RAYMOND HITCHCOCK

THE EDISON BATTERY
 BAND OF 60

JOE WEBER
 and
 LEW FIELDS

WILL ROGERS

THOMAS CHALMERS

PRIVATES
 BERNARD GRANVILLE
 ARTHUR FIELDS
 HARRY FISHER
 EARL CARROLL

Crowds Entering the Hippodrome to Attend the Benefit



War Phonograph on Top of Hippodrome Elephant on Way to Signal Corps Headquarters—Soldier With Hat Off Is Arthur Fields

graph was formally presented to the Signal Corps boys and was installed in one of their towers, forty feet above Broadway. When the instrument was in position, the duplex telephone system in use was called into service, the wires thrown open and the phonograph started. Military camps within a radius of 100 miles were given the benefit of this improvised concert, the sound carrying through the open wires, giving a remarkable demonstration of how the Signal Corps can make use of the phonograph in their dugouts "somewhere in France."

The first song selected for transmission over the wires was "Good-bye Broadway, Hello France," and Chas. Edison, chairman of the Board of Directors of Thos. A. Edison, Inc., was an interested spectator while the experiment was being conducted.

A theatre party made up of officials and employes of Thomas A. Edison, Inc., one hundred and fifty strong attended the Hippodrome show. Among those in the party were William Maxwell, vice-president and general manager, musical phonograph division; Walter Stevens, head of the export division; N. C. Durand, S. B. Mambert, George Owen and R. A. Bachman.

LIVELY DEMAND FOR LYRIC RECORDS

Trade in All Sections Orders Liberally From Entire Catalog—To Issue Christmas Records Next Month—Much Activity at Factory

The Lyraphone Co. of America commenced deliveries of their records last month and have had the best test that speaks for itself regarding their products, viz., repeat orders in no small quantities. It would be invidious to single out particular territories as shipments have gone to every State and particularly to the Dominion of Canada.

The evenness of orders is another means for congratulation to this enterprising concern, the trade demanding every selection in their representative catalog.

Managing Director Thomas Quinlan informs us that he will issue his new Christmas numbers in November, giving the trade ample time to get records for the holiday season. The next supplement to be issued will contain at least thirty new numbers.

Their factory is working double shifts and they hope this will enable them to give prompt deliveries throughout the trade in all sections of the country.



Scene From "Cheer Up" Showing Immensity of Hippodrome Where War Phonograph Occupied Center of Stage (Insert) Alice Verlet Standing Beside Army and Navy Phonograph

Pathé Pathephone



MODEL 100
PRICE \$100⁰⁰



MODEL 75
PRICE \$75⁰⁰



MODEL 125
PRICE \$125⁰⁰



MODEL 175
PRICE \$175⁰⁰



MODEL 25
PRICE \$25⁰⁰



MODEL 50
PRICE \$50⁰⁰



MODEL 225
PRICE \$225⁰⁰

The Pathé Pathephone is the final word in phonographs and it possesses a dozen selling arguments that make it an easy selling proposition for dealers.

A Few Pathé Pathephone Features

It has the sweetest tone.

It has by far the most artistic effect of any musical instrument.

It gives the most natural sound reproduction.

It plays all makes of disc records perfectly.

It uses a genuine, round, highly polished permanent Sapphire Ball when playing Pathé Discs. This Pathé Sapphire never wears out and does not injure the surface of the record.

It is made with an all-wood Sound Chamber, amplifying the music in the fullest manner.

It has by far the most superior record repertory in the world, comprising selections recorded in every musical center.

Its Pathé Discs are all double-faced—including all operatic selections.

It has a perfect Tone-Control device for expression and volume.

In playing Pathé Discs there are no needles to change—no metal points to dig into and ruin the surface of the records.

Secure the agency now and reap your share of the winter and holiday talking machine business.

Write us for our dealers' proposition.

Pathé Pathephones from
\$25.00 to \$225.00

G. Sommers & Co.
Wholesale Distributors

Full stock of Pathephones and records always on hand

ST. PAUL

MINN.

E. J. DINGLEY SUCCEEDS FULGHUM

Becomes Manager of Order Department of Victor Co. Upon Resignation of W. B. Fulghum Who Will Become a Farmer in Indiana—Mr. Fulghum Honored by Jobbers and Associates With Testimonial of Appreciation

As was announced last month, W. B. Fulghum, who for over twelve years has been manager of the order department of the Victor Co., recently gave up his post with that company to return to his home district in Indiana and engage in farming and cattle raising on a broad scale. Mr. Fulghum was very successful in his work for the Victor Co. and enjoyed the esteem of

the original was handsomely framed and sent to him accompanied by a six-piece silver service also with the jobbers' compliments. Mr. Fulghum was also given a "round up" dinner by his associates of the Victor Co., at which overalls, big straw hats, bandannas and whiskers were much in evidence.

Mr. Fulghum has been succeeded as manager of the order department by E. J. Dingley, who was his able assistant for a number of years, and who also is well and favorably known in the talking trade.

WERREN RATH'S MUSICAL NEIGHBORS

The story is going around that Reinald Werrenrath, the celebrated baritone and Victor artist, had a rather unique experience recently while rehearsing with his accompanist, Harry Spier, at the home of the latter on University Heights. As this is within a few blocks of Mr. Werrenrath's home on University avenue, the baritone frequently runs over for an hour of practice, and Mr. Spier's unfriendly neighbors have been heard to express their dislike for these hours of practice, and have manifested it in various forms. Several times they have played the piano in an attempt to drown Mr. Spier's accompaniment, and at other times they have put their talking machine on the porch, pointed it spicward, and played the loudest record in their possession.

On the occasion mentioned above, as Mr. Werrenrath was walking up the porch stairs, a diminutive member of the family was heard to remark, "Say, there goes the singer again; let's get the machine going and put on that new patriotic record; it's good and loud, and ought to kill any old noise."

The baritone continued on his way, accustomed to the neighborly criticism, and began singing. After ten minutes' work, the machine started in as usual, but so loud that work had to be suspended. "Dixie" was heard shrilling above the drums, and a few measures of the "Star Spangled Banner" given out by the trombones. As the two men listened attentively for what followed, Mr. Werrenrath heard his own voice singing "Flag of My Heart," his latest patriotic record. The small person violently cranking the machine was heard to say, "Guess I got him this time—he stopped."

AN EDISON ANNOUNCEMENT

The Edison laboratories announce the issuance this week of an Edison Re-creation of the "Quartet from Rigoletto," sung by Ciccolini, the noted tenor, Alice Verlet, coloratura-soprano, Arthur Middleton, bass-baritone of the Metropolitan Opera, and Merle Alcock, contralto.

Thos. A. Edison, Inc., has also been prompted at the request of a number of jobbers to bring out the official laboratory model in walnut style. This will be in the William and Mary design and will be known as W-250. The new model should prove quite popular.

What a mercy it is that omniscient people don't happen to be omnipotent!

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS
strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets

To Walter Fulghum

BROTHER IN A PRINCE and FELLOW
IN A BEGGAR is he found WORTHY



our friends in the trade to which you were such an honor and in which you were a shining light take this occasion to express to you, in a substantial manner, their appreciation of you as a man, a friend, and a business associate of years.

Your name has always stood for what is best, most honorable, and most upright in your dealings with your fellow-men and we honor ourselves in testifying to this fact.

We regret exceedingly your departure from amongst us, but how that you, a modern Christmatus, have returned to the plow, we wish for you the best of blessings in the calling to which you will devote your life. Good health to you and yours. May happiness and prosperity ever make your home their abiding place.

- | | |
|------------------------------|-----------------------------------|
| American Talking Machine Co. | Tyon & Brody |
| W. D. Anderson | C. C. Miller Co. |
| M. D. & W. N. Andrews | Real, Clark & Neal Co. |
| Badger Talking Machine Co. | Nebraska Cycle Co. |
| Blackman Talking Machine Co. | New York Talking Machine Co. |
| Beckwith-Wright Co. | Omara, Inc. |
| Essauel Hunt | W. H. E. Prescott Co. |
| C. Bruno & Son | Venn Phonograph Co. |
| W. H. Buecher & Sons Co. | Victrola-Flora Co. |
| Easton Wash Co. | Whitely Bros. Co. |
| Chicago Talking Machine Co. | Wherman, Clay & Co. |
| Covert & Hughes, Baltimore | M. Weiser & Sons Co. |
| Dee Coring Co. | Windsor Talking Machine Co. |
| Oliver Dixon Co. | Wright Talking Machine Co. |
| Eastern Talking Machine Co. | Whitney & Currier Co. |
| Eclipse Musical Co. | Wright W. W. W. Co. |
| Geisig-Walter Co. | S. S. Williams Co. |
| Grinnell Brothers | Rudolph Wurlitzer Co., Chicago |
| Kosher-Brenner Co. | Rudolph Wurlitzer Co., Cincinnati |
| Kosberg Bros. | |

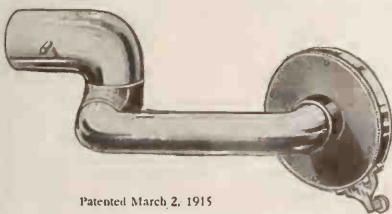
Engrossed Resolutions Presented to Walter Fulghum

both his associates in the company and the jobbers and dealers with whom his work brought him in contact.

As an indication of the regard in which he was held by the jobbers, upon leaving the Victor Co. he was presented with an engrossed resolution by the members of that branch of the trade. The elaborate character of the resolution is gleaned from the accompanying illustration, and

**FACTS ABOUT THE
KENT ATTACHMENT NO. 1**

To Play Lateral Cut Records on the
Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.



No. 498. Udell Cabinet for
Victrola IX or Grafonola 50

Shipped with vertical wood rack
interior—flat horizontal shelves
or upright felt-lined shelves

**RECORDS ARE
SELLING FAST**

Of late there has been a very noticeable tendency on the part of both manufacturers and dealers to advertise record music.

Sometimes publicity is devoted to the records of a renowned artist, sometimes to a particular class such as Hawaiian or dance music, and sometimes to definite single selections.

The answer to every bit of this publicity, whether it be through the newspapers, window displays, mailing circulars or display bulletins is a bigger record business.

But the wise dealer sees further than this first result. The wise dealer never forgets that a bigger record business means a decided boom in the sale of record cabinets.

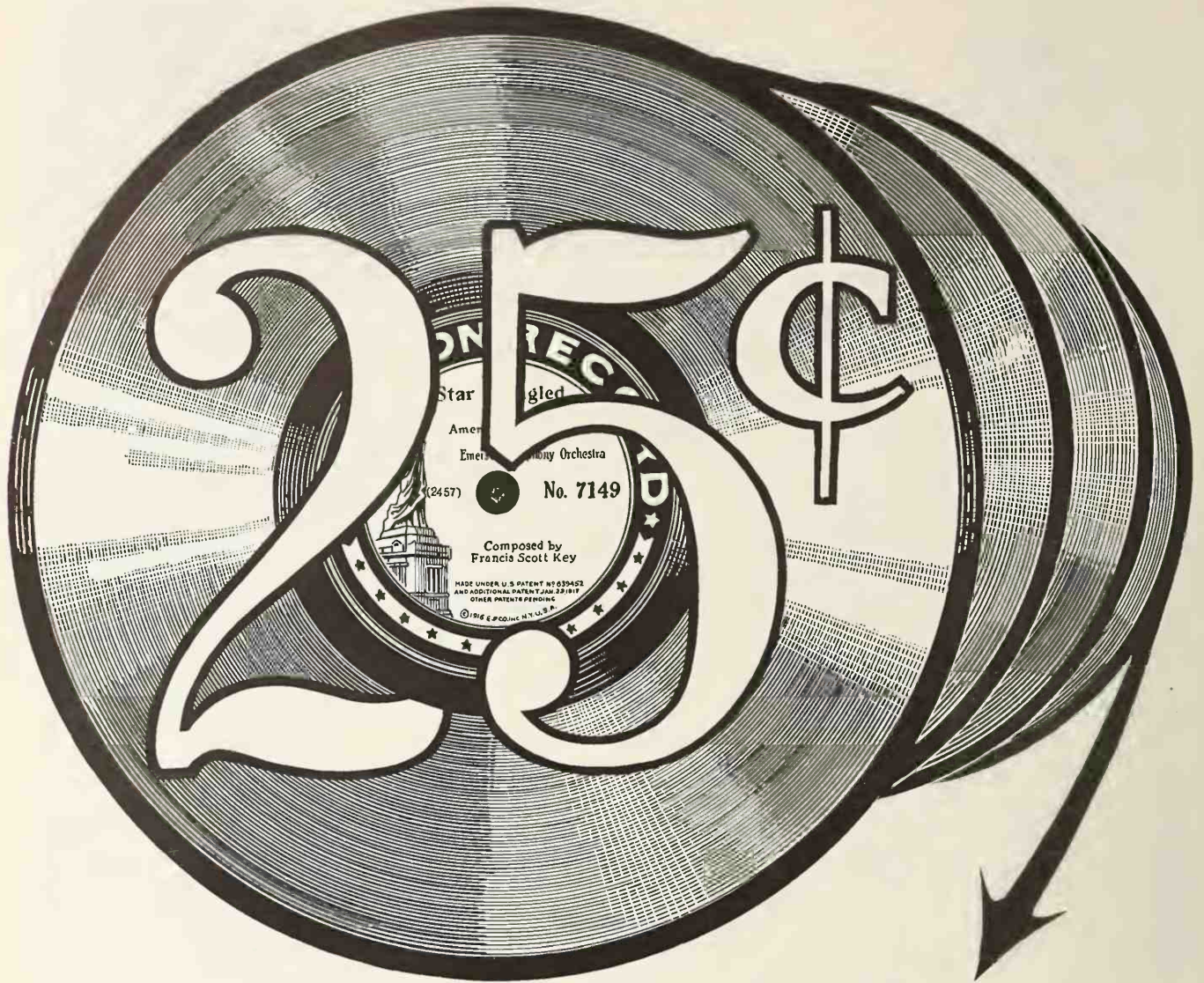
The celebrated Udell record cabinets are the dealer's best selection, because their high quality, their moderate price and their fitness for every individual need opens up the maximum field of buyers for the dealer.

In this single column we cannot do justice to the extensive Udell line—you need one of our handsome new catalogs.

THE UDELL WORKS

1205 WEST 28th STREET

INDIANAPOLIS, IND.



You Can All Sell Emerson Records Now

The U. S. Government has decided

Any and every dealer in the United States can now sell Emerson Records. There are no more restrictions relating to the sale of talking machines or records. The recent action of the Federal Trade Commission is responsible for this change in the situation.

This decision means that you, Mr. Dealer, can take advantage of the big demand for

Emerson Records — real, live, seven-inch records of the finest quality retailing at 25c each, four for \$1. Records with music on both sides; with the newest and catchiest selections straight from Broadway, recorded by famous stars and by orchestras and bands. Write for terms.

ADDRESS

EMERSON PHONOGRAPH COMPANY, Inc.

3 West 35th Street

New York City

Emerson Records

Every Columbia Record that is made must receive the approval of our Sales Department before it is issued. That's why Columbia Records sell.



Columbia Graphophone Co.
Woolworth Building, New York

PITTSBURGH ASSOCIATION MEETS

Talking Machine Dealers Hold Annual Session and Elect New Board of Officers With Leo Half as President—Members Enthusiastic Regarding General Business Prospects

PITTSBURGH, PA., October 3.—The annual business meeting of the Talking Machine Dealers' Association of Pittsburgh was held at the Fort Pitt Hotel recently and the usual year's business was summed up, and the officers for the ensuing year were elected. Leo Half, of Half Bros., Homestead, Pa., was elected president to succeed C. L. Hamilton, of the S. Hamilton Co., Pittsburgh, Pa. The other officers were elected as follows: H. N. Rudderow, vice-president; A. R. Meyer, secretary, and Jacob Schoenberger, treasurer.

The meeting was a very interesting one and the enthusiasm shown over the work of the past year and over the work of the year to come was very marked. Over fifty members were present and a large portion of those present spoke very optimistically regarding business prospects for the coming fall and winter. The general shortage of machines was mentioned and discussed to some extent and other matters of vital importance to the talking machine industry were taken up.

The new president enters upon his new duties not only with an understanding as to the big job ahead of him as president of the largest retail talking machine association in the country, but with zest and enthusiasm for the big possibilities to be accomplished.

Mr. Half's firm has been in business over eighteen years in Homestead, but started handling talking machines in a very small way about 1906. During 1914 they built four attractive sound-proof booths and, because of the success of this innovation, were enforced to double this number last year. Although the Half Bros.' furniture business is the largest and most successful in this region, their talking machine trade has developed to such an extent that this is now a very important part of their annual sales.

Mr. Half, as representative of his firm in the Talking Machine Dealers' Association of Pittsburgh, has always taken a very active part in its various activities and is a firm believer in the work it is doing, always quick to co-operate with improvements which it suggests for the trade. There is every indication that his administration will be an active, aggressive and successful one.

F. J. TUCKFIELD IN THE SERVICE

F. J. Tuckfield, assistant to Managing Director Thomas Quinlan, of the Lyraphone Co. of America, was recently appointed by the War Department to the Intelligence department of the service, and it is expected he will shortly leave for France. Maurice C. Rumsey, who has been connected with one of the largest recording organizations in the country, has succeeded Mr. Tuckfield.

CHANGES IN PACKING RULES

Additions to Regulations in Official Classification Territory Will Prove of Interest to Talking Machine Jobbers All Over the Country

Announcement has been made by the Official Classification Committee of additions to the requirements of Rule 2, contained in Supplement 15, Classification 44, which are as follows:

Beginning with October 1, 1917, all shipments to points in Official Classification territory—which generally speaking is that territory north of the Ohio and east of the Mississippi Rivers—forwarded in fibreboard, pulpboard or double-faced corrugated strawboard boxes, fibreboard or pulpboard pails or drums, fibreboard baskets and fibreboard barrels, must show a description of the contents of such containers.

This provision is made to facilitate the handling of these shipments. The Western Classification Committee has found it very beneficial to the lines operating in that territory, as it eliminates the necessity for opening a package in order that its contents may be ascertained.

It is also expected that the handling of "astray" freight will be greatly expedited by this provision, as the necessity for prompt disposition of the package will be more readily seen by the local agent of the carrier.

The description shown on the package should conform to the description on the bill of lading and members should avoid, wherever possible, the use of trade names.

NEW QUARTERS IN PEORIA

C. E. Wheelock & Co. Have Elaborate Victrola Department in New Store in That City

PEORIA, ILL., October 6.—C. E. Wheelock & Co., china, glass and talking machine dealers, of 216 South Adams street, recently held a formal opening of their elaborate new quarters at that address. The front of the building has been remodeled and an elaborate show window of the island style installed. The company's Victrola department is located on the mezzanine floor and a special concert was arranged for the opening, with Sol. Cohen, a local violinist, playing accompaniments to the various Victor records.

L. & H. Khaki Talking Machine Covers

HAVE STOOD THE TEST

Heavily padded with substantial Felt. Quilted, fleece-lined, strongly sewed.



We specialize in making "to-order" Covers to fit any make machine.

Special Inducement to Jobbers

LYON & HEALY,

Chicago

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., October 8.—The dealers in talking machines in Philadelphia have been having a lively time of it in September. It has been a very good month for them, in spite of the shortage of machines, and there is every indication to point to a very active fall.

Sonora Fall Opening on October 15

Manager F. D. W. Connelly, of the Sonora Co., at 1311 Walnut street, reports that the business at his place has been fine. On Tuesday of this week the winter draperies were put in place, and considerable repainting and redecorating is being done.

Mr. Connelly says: "We have had a fine September, and things are looking excellent for October. Our fall opening occurs on the 15th of this month, at which time concerts will be given, with the assistance of several Metropolitan artists."

Among the visitors at the Sonora recently were Frank J. Coup, the advertising sales manager, who stopped here on his way home from Washington, D. C. William R. Keech, who has been a salesman of the Sonora at their warehouses from the time they were opened, nearly a year ago, has severed his connection with the retail firm to go with the Sonora wholesale department of Smith, Kline & French. A series of unusually fine concerts will be given during the season at the Sonora warehouses.

Busy Times With Penn Phonograph Co.

The Penn Phonograph Co. enjoyed a very satisfactory September business, and Mr. Barnhill says he believes that October is going to be even more satisfactory from the way the month has begun. He states that machines are coming in much better, and that they anticipate being able to give very satisfactory service from now on upon the orders already placed.

E. G. Dare, of the Penn Co., who for some time has been their credit manager, has been drafted into the United States service, and is now at Camp Meade, where he is doing clerical work. He writes that he is being kept very busy in the Quartermaster's department.

September Was a Dandy Month

Herbert Blake, of the firm of Blake & Burkart, says that September was a dandy month for his firm, and was way ahead of last September, which was also a very good month. They have

Penn Victor Service

is backed by a warm personal interest in each individual account, which interest insures our clients a maximum of service attention.

PENN PHONOGRAPH CO.

17 South Ninth Street PHILADELPHIA

Weymann Service

For many years we have helped Dealers to grow not only in VICTOR TALKING MACHINES and RECORDS, but also those Dealers who handle MUSICAL MERCHANDISE and SHEET MUSIC.

We offer you our experience gained by 54 years in the Musical Industry, in a Service not found elsewhere.

WEYMANN

Victor Distributors

EVERYTHING MUSICAL

1108 Chestnut Street

Philadelphia, Pa.

also started October very well. The firm are putting in a larger bulk window on the Eleventh street side of their building, near enough to the corner to obtain a view in every direction. It will not only be an attractive show window, but will be the means of attracting attention to every one passing that vicinity.

Blake & Burkart have received several of the new William and Mary designs of the Edison, and they are most attractive machines. One of them is being displayed at present in the Walnut street window of their store, 1102. Mr. Blake has taken this entire store for Edison purposes and recently has constructed three very fine hearing rooms, and now has ten altogether. They are unusually large and commodious.

Blake & Burkart have sold quite a number of their special Edison machines for the army and navy. These machines are nicely boxed, easy transportable, and contain as fine a motor as the more expensive machines and only cost \$55. They are only sold to army and navy men, and not to the general public.

To Give Edison Tone Test

The Edison dealers of Philadelphia will give a tone test of the Edison at the Academy of Music on October 22, and will have as assisting artists Marie Rappold and Signor Ciccolini. Complete arrangements for this event were formulated at the regular monthly meeting of the twelve Edison dealers here held at the Bingham House on Monday evening of this week. Blake & Burkart have taken on a new salesman, Ralph Ziegler. Mr. Burkart, who recently severed his connection with the firm, has gone into the jobbing and distributing of patent spring heels in shoes.

Closed a Big September Trade

Louis Buehn, of the Louis Buehn Co., states that his firm has been kept very busy in September. Their record business was especially good, and the machines are now starting in to come from the factory in very much better quantities. Two of the Buehn salesmen have been enlisted into the Government service, L. D. Callahan and E. T. Bliss, Jr.

Some Recent Visitors

Among the out-of-town talking machine dealers seen in Philadelphia the past week were J. J. Steif, of Steif & Young, Mt. Carmel, Pa.; Mr. Holland, of Roebelin & Co., Trenton, and Mr. Davie, of the George W. Davie firm, of Coatesville, Pa.

Doing Well on Market Street

B. B. Todd, who recently purchased the talking machine store at 228 Market street, and is conducting it along with his former store at 1306 Arch street, reports that business has been most excellent at both stores. At the Market street store he has had all the upstairs booths brought to the first floor, and is having it attractively painted and decorated.

Attractive Weymann Window

H. A. Weymann & Sons have been devoting their window displays of late almost entirely to

(Continued on page 38)

Save Your Energy

is a thought in line with to-day's saving suggestions. The conserving of the country's resources begins with MAN POWER, and the elimination of all unnecessary movement is essential for success. It means to concentrate on your bases of supply and to dig deeper into your selling territory.

For example, Buehn Service concentrates on GETTING and DELIVERING. If you concentrate your purchases of Victor Records it means more efficiency in your store, for you can get from us ALL Victor Records in any quantity. You know

how fast Buehn service is growing; you know of its National reputation for service; you know that quality service is its concrete foundation, and that many dealers absolutely rely upon it.

You are assured of an October Profit Harvest by adopting the above "saving suggestion."

**BUEHN
SERVICE
on VICTOR
RECORDS**

The Louis Buehn Company

VICTOR DISTRIBUTORS

PHILADELPHIA

THE TRADE IN PHILADELPHIA

(Continued from page 36)

the talking machine end of their business, and having an expert decorator they have been having some remarkably attractive windows. Last week's was especially novel. The decorator had secured a number of old-fashioned school desks and benches and had them arranged in a class formation, and on the blackboard was a list of every possible way that the talking machine was of value in the school room.

The Weymann business was very good in September, and they received a great many machines, although not enough for their requirements. Their record stock, however, is in excellent shape. Their business in September was considerably ahead of the corresponding month of last year. Harry Weymann, the present head of the firm, was in New York several days the early part of this week.

BIG DEMAND FOR GIFT CERTIFICATE

Orders for Victor Christmas Certificate Assume Large Proportions

Since the Victor Talking Machine Co. announced the new Victor Christmas Gift Certificate, thousands of orders have been received at the Victor office from dealers located in every part of the country. The individual orders have already totaled into the hundred thousands. Many of the orders contained supplementary remarks, complimenting the Victor Co. on the issuing of such a thoroughly practical certificate, which, as many said, "is bound to materially boom the sale of Victor records."

CO-OPERATING WITH THEIR JOBBERS

PHILADELPHIA, Pa., October 6.—At present the Domestic Talking Machine Corp., of this city, is extending vigorous co-operation to two of its jobbers. P. C. Adams, sales manager of the Domestic Co., is spending several weeks in Chicago co-operating with Carson, Pirie, Scott &

HERE IS A PICTURE OF 3 "LIVE ONES"

Camera Snaps Baby and Her Dog Listening to a Victor Talking Machine

Geo. L. Harway, manager of the DeRivas &



Baby Harway and Her Live Victor Dog

Harris retail store in Dover, N. J., does not profess to be as good a photographer as he is a piano man, but according to the accompanying snapshot which he recently took of his little daughter he seems to be holding his own with the camera. One might think to look at the dog that it is the regular papier mache type listening to "His Master's Voice," but three seconds after this picture was snapped this "Victor trade-mark" was wagging all there was left of what was once a long tail. In other words, the three subjects of this picture are all the real thing, a real baby, a real dog and a real Victor. Little Miss Harway is already a Victor enthusiast, as the picture shows.

Co. in the development of dealer accounts, while E. Bauer, special representative of the Domestic Co., is spending several days in New York with the Frederick J. Bauer Co.

ISSUE TWO INTERESTING CATALOGS

The Rishell Phonograph Co., Williamsport, Pa., Sends Out Handsome Publications Bearing Upon Their Line of Phonographs and Records

The Rishell Phonograph Co., Williamsport, Pa., manufacturer of Rishell phonographs and records, has just issued two interesting catalogs featuring its products. These publications which have been mailed to the company's dealers give a fair idea of the progress which the Rishell phonograph has achieved since its introduction in 1916.

The catalog devoted to the phonograph line presents illustrations of the different models, together with adequate descriptions. Featured in this catalog are models retailing at \$250, \$200,

\$150, \$100, \$75, \$60 and \$50, together with a special art model retailing at \$300. Rishell phonographs have been generally recognized as representative of artistic cabinet work and the company has always emphasized the fact that quality is a paramount consideration in the manufacturing of these phonographs.

The Rishell record catalog contains 106 pages and there is listed in these pages every type of music that is in demand at the present time. Rishell records are vertical cut and the company suggests that they be used with a Rishell sapphire ball. Many well-known artists are listed in this catalog, while the Rishell orchestral military band and stringed orchestra have produced a splendid library of records of this description. This catalog is well worth the close attention of Rishell dealers who can doubtless find a ready sale for the records that are listed.

The builder of credit is and has been the greatest single factor in the business world.

LONG CABINETS



D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line.*

That's why you should anticipate your wants *NOW, when the season's at its height.*



D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

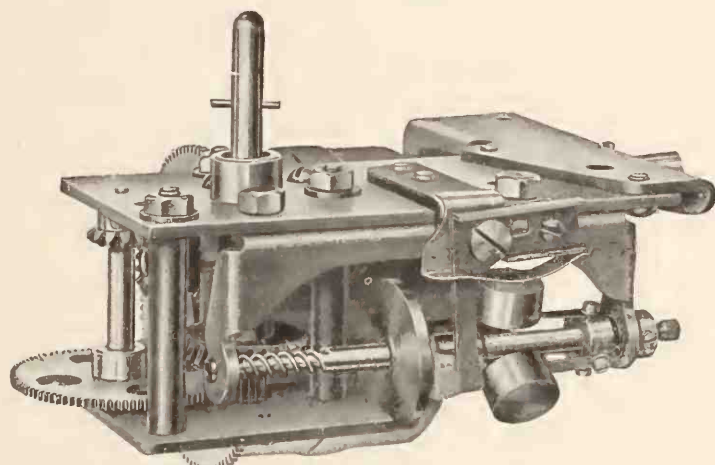
SEATTLE

CINCINNATI

TORONTO

Meisselbach Motor No. 10

The Most Efficient Motor for Table Machines



(List of Parts on Reverse Side)

Meisselbach Motor No. 10

SPECIFICATIONS

Capacity—Plays any two 12-inch or three of the average 10-inch lateral cut records entirely through with unvarying regularity of speed.

Frame Construction—Extra heavy gauge, high quality flat steel. General contour of frame and disposition of parts such as to facilitate installation in any type of phonograph cabinet.

Springs—Two carefully tempered springs; completely enclosed and operating in lubricant; interconnected by our patented coupling.

The entire spring box shaft is readily detachable by the removal of one screw, without disturbing the adjustment of any other part of the motor.

Transmission—Silent gears of special form cut by the hobbing method.

Speed Governor Drive—Worm gear of most approved construction with highly finished alloy steel worm.

Turntable Spindle—Cylindrical shaft of special steel, running in large, automatically lubricated bearings. Fitted to take 10- or 12-inch turntable. Tapered spindle supplied at small advance in price.

Speed Regulator—Knurled finger knob adjustment with plain or graduated dial on motor-board of cabinet. Most convenient and accurate.

Net Weight (motor as illustrated) 4 lbs.

Otto Heineman
President



MEISSELBACH

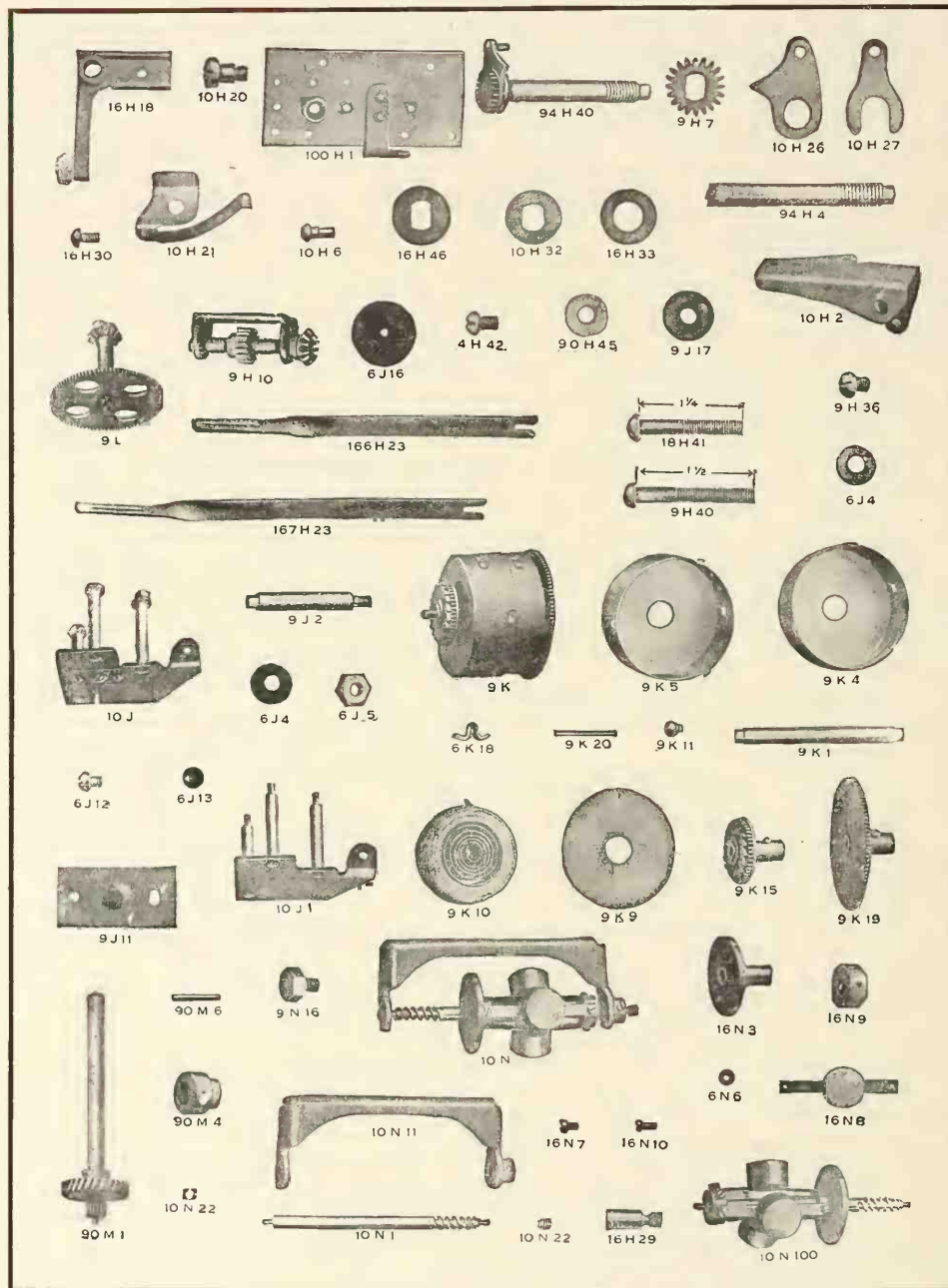
TONE ARMS

MOTORS

SOUND BOXES



Meisselbach Motor No. 10—Parts List



Parts List No. 10 Meisselbach Motor

100	H	1	Top Plate.	9	H	40	Motor Suspension Screw, 1½"	9	K	4	Winding Side Spring Cup.
90	H	45	Turntable Shaft Lubricating Washer.	18	H	41	Motor Suspension Screw, 1¼" long.	9	K	5	Driving Side Spring Cup.
10	H	2	Winding Shaft Bracket.	6	J	4	Motor Suspension Screw Steel Washer.	9	K	9	Spring Cup Inside Washer.
9	H	36	Winding Shaft Bracket Screw.	6	J	16	Motor Suspension Screw Felt Washer.	9	K	20	Spring Cup Hook Pin.
94	H	4	Winding Shaft.	6	J	5	Motor Suspension Screw Fibre Washer.	6	K	18	Spring Cup Hook Pin Plate.
9	H	7	Winding Pinion.	9	J	11	Turntable Shaft End Plate.	9	K	1	Spring Box Shaft, Assembled.
10	H	32	Winding Pinion Washer.	6	J	12	Turntable Shaft End Plate Screw.	90	M	1	Turntable Shaft with Worm Gear and Spur Pinion.
10	H	26	Winding Pawl.	6	J	13	Turntable Shaft End Plate Fibre Disk.	90	M	6	Turntable Shaft Pin.
10	H	27	Winding Pawl Spring.	10	J	1	Bottom Plate with Cross Bars.	90	M	4	Turntable Shaft Collar.
10	H	6	Winding Pawl Pin.	9	J	2	Cross Bar.	10	N	22	Turntable Shaft Collar Set Screw.
16	H	33	Winding Pawl Paper Washer.	6	J	4	Cross Bar Washer.	16	N	1	Governor Worm Shaft.
16	H	46	Winding Pawl Steel Washer.	6	J	5	Cross Bar Nut.	16	N	9	Governor Worm Shaft Collar.
94	H	40	Winding Shaft, Assembled.	9	J	11	Turntable Shaft End Plate.	16	N	10	Governor Worm Shaft Collar Screw.
9	H	10	Mitre Gear Shaft and Bracket, Complete.	6	J	12	Turntable Shaft End Plate Screw.	16	N	3	Governor Disk with Bushing.
4	H	42	Mitre Gear Shaft Bracket Screw.	6	J	13	Turntable Shaft End Plate Fibre Disk.	16	N	8	Governor Spring with Weight.
9	L	18	Intermediate Shaft, Complete.	10	J	1	Bottom Plate, Assembled.	16	N	7	Governor Spring Screw.
16	H	18	Speed Regulator Lever.	9	K	1	Spring Box Shaft.	6	N	6	Governor Spring Washer.
10	H	20	Speed Regulator Lever Shoulder Screw.	9	K	15	Winding Gear, Ratchet, and Sleeve with Spring Hook.	10	N	100	Governor Shaft, Assembled.
10	H	21	Speed Regulator Lever Spring.	9	K	19	Main Gear and Sleeve with Spring Hook.	10	N	11	Governor Bracket.
166	H	23	Speed Regulator Lever Arm, 6¼" long.	9	K	11	Spring Hook.	9	N	16	Governor Bracket Screw.
167	H	23	Speed Regulator Lever Arm, 7½" long.	9	K	10	Main Spring.	16	H	29	Governor Bearing Cylinder.
16	H	30	Speed Regulator Lever Arm Screw.	9	K	11	Spring Hook.	10	N	22	Governor Bearing Cylinder Set Screw.
				9	K	10	Main Spring.	10	N		Governor, Assembled.

Happenings in the Dominion of Canada

"TALKERS" A BIG FEATURE OF NATIONAL EXHIBITION

Held in Toronto—J. P. Bradt Enthusiastic Over Western Conditions—M. H. Matthews' Interesting Views—Music Supply Co. Entertain Columbia Jobbers—Christine Miller in Edison Recital

TORONTO, ONT., October 4.—A striking feature of this year's National Exhibition in Toronto was the talking machine's representation. This was impressively strong, and the numbers of makes were a surprise to the trade and bewildering to the layman. Many of the visiting dealers confessed that they came to the exhibition more because of this branch of the music trades than to inspect the piano and player exhibits.

In view of the number of piano firms either manufacturing or contemplating the manufacture of talking machines, it was decided that this line might be shown in the sound-proof rooms in the rear of the music pavilion if desired. The larger number, however, were shown in individual tents erected for the purpose. The prominence of the talking machine industry, and the fact that no provision has hitherto been made for it by the exhibition management suggests that the manufacturers and distributors should get together immediately to formulate a plan to present to the Exhibition Association if it is desired to exhibit collectively as the piano manufacturers are doing.

Among recent out-of-town visitors to Toronto and other points was D. R. Doctorow, manager of the credit and sales department for Leonard Markels, the New York manufacturer of talking machine motors. Mr. Doctorow was calling on firms who have already been using the Markels motor, and others who have expressed their interest in the firm's new "Butterfly" motor. In conversation with your correspondent Mr. Doctorow pointed out that he was arranging for a service station in Canada.

This visitor from New York expressed his surprise at the greatness of the Canadian National Exhibition, which he said was on a much more extensive scale than he had any idea of. He also expressed his pleasure at seeing the high quality of talking machines and pianos made in Canada.

"Anyone in the musical business in this country who fails to put it across in a big way this year should take stock of himself or his product," said Jas. P. Bradt, general manager for Canada of Columbia Graphophone Co., on his return to Toronto from a trip to the Pacific Coast. "One or both can safely be declared to be unfit. There is just one fly in the ointment and that is the scarcity of labor. We manufacturers who are doing a tremendously increased business, and could do a lot more if we could get product, are very hopeful that the report that munition plants in Eastern Canada are to close down is true and will quickly become a fact. That would release many thousands and enable us to fill our ranks."

Mr. Bradt came back full of enthusiasm from his personal survey of Western Canada, his first trip since returning to this country in his present capacity after an absence of nearly five years. "The craze of speculation in 'city lots' has disappeared from Western Canada," he observed. "Enough lots have been staked off and sold in past years to provide for the growth of the respective cities for the next fifty years. Almost everybody invested, but practically all have completed their payments or thrown over the load. Now they are buying what they need, and, of course, I am endeavoring to give them largely increased quantities of Grafonolas and Columbia records."

"Music in the Home" Mr. Bradt noticed, is becoming a strong feature of the newspapers, and this he considered significant of the place of music in the life of the people, and that fact being recognized by the public, and therefore the newspapers, the publishers of which are cooperating with the trade as never before. The

enormous crops of the West made a strong impression upon Mr. Bradt, who appreciated that in spite of the districts in which drought and hail did its deadly work, the yield will be enormous, and at the prices at which the grain will be marketed the prospects are most alluring.

"My trip was full of pleasure," concluded Mr. Bradt. "My old-time friends, with whom I did business years ago, were exceedingly good to me, and it was pleasant to hear them thank me again and again for putting them in the talking machine business, and I was mighty glad to find them prosperously happy and optimistic."

The Lippert Furniture Co., Ltd., furniture manufacturers of Kitchener, Ont., are entering the phonograph field and will shortly show samples of a number of models to the trade.

F. J. Hill, Wingham, Ont., is featuring as his leader the Pathé phonograph and records.

F. A. Schmidt, Kitchener, Ont., has been appointed Canadian distributor for the Phonograph Specialties Mfg. Co., of New York.

John A. Sabine, of the Music Supply Co.; H. Rits, Toronto Grafonola Co., Toronto, and R. L. Tamplin, Columbia dealer of Windsor, Ont., recently motored from Toronto to New York and return, and whilst there they had the pleasure of inspecting the new Columbia home on Fifth avenue, and also paid a visit to the Columbia recording laboratories where they met a number of celebrated Columbia recording artists.

Max Landay, the well-known Victor distributor of New York, recently visited Toronto and Montreal.

The Wright Piano Co., London, Ont., have taken on the representation of the Brant-Ola for London and district.

A Toronto gentleman who went the rounds of the talking machine tents at the recent Toronto Fair claimed to know good tone when he heard it. Asked as to his occupation he said: "Retired, and breeder of canaries."

That the talking machine with nothing to recommend it but cheapness will have short shrift with Canadian people is the opinion of M. H. Matthews, president of the Thomas Mfg. Co., Dayton, O., manufacturers of motors. Mr. Matthews with M. L. Baxter, vice-president of the company, and superintendent of the factories, visited Toronto during fair week and carefully investigated talking machine trade conditions and prospects. They were most agreeably surprised and impressed with the standard of the Canadian manufacturers and their appreciation of the high-class motors that Mr. Matthews announces has been his firm's policy from the commencement. As a result of the visit of Mr. Matthews and Mr. Baxter, the company are considering plans to give trade in Canada closer attention and efficient service. They foresee important phonographic developments with the higher class articles predominant.

Fred Gennett, secretary of the Starr Piano Co., Richmond, Ind., which firm's lines of phono-

graphs and records are being distributed in Canada by the Canadian Phonograph Supply Co., of London, Ont., recently paid that firm a visit. Mr. Gennett expressed his delight with the progress Starr phonographs and records have already made in the Dominion of Canada, and he predicts for them a large share of public interest. R. M. Allen, of the same firm, took in the Canadian National Fair, and like all Americans on their first visit, was amazed at the extent of this annual world-famous exposition, the nature of the permanent buildings, streets and sidewalks. His visit was during the first week of the fair, when the crowds are supposed to be much lighter than during the second week.

The Nordheimer Piano & Music Co., Ltd., Toronto, Canadian distributors of the Aeolian-Vocalion, announce a free service to Vocalion representatives throughout Canada. They have prepared a series of advertisements in one, two, three and four-column widths, and various depths. These advertisements are illustrated, and the matter has been carefully written. Plates of the complete advertisements are supplied Vocalion dealers free of charge.

During exhibition week the Music Supply Co., Toronto, distributors of Columbia lines, entertained a number of their dealers at a dinner at the Old Mill Inn on the Humber. By invitation the guests of the company met at the office of the Music Supply Co. and from there adjourned via motor cars piloted by John A. Sabine in his Haynes car. A chicken dinner par excellence was surrounded in short order, the guests all occupying one large table. Between courses the new records for October were played over on a Grafonola brought along for the purpose. This gave an opportunity that none present had previously enjoyed of hearing the records with other dealers and comparing notes as to the selling possibilities of the different titles. Order blanks were provided, so that any who desired could enumerate their preference. Later the party adjourned to Mr. Sabine's flat, where they were royally entertained. Owing to his absence in New York, where he went on a motor trip, C. A. Leake, the other member of the firm, was unable to be present.

In this city recently Christine Miller, the noted concert contralto, proved to a critical audience that the ear cannot detect the slightest difference between her own voice and her re-created voice on the New Edison. Miss Miller sang in direct comparison with her re-creations, pausing now and then to allow the phonograph to sing alone, and in the words of the Toronto World the result was weird, for so wonderful was the reproduction that it was impossible to tell whether the actual voice or the reproduction was singing.

C. W. Lindsay, Ltd., Ottawa branch, recently ran an advertisement in the Ottawa dailies in the interest of their phonograph department headed C. C. C. and offering as a prize to any one sending a correct wording represented by the three C's a Columbia ten-inch record of their

(Continued on page 42)

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS,
NEEDLES

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

THE UNICO SYSTEM

ORDER YOUR UNICO EQUIPMENT NOW



Steinert Louis XVI Victrola Salons—Display Window



Steinert Louis XVI Victrola Salons—Demonstrating Rooms



Steinert Louis XVI Victrola Salons—General Interior

UNICO DEPARTMENTS are being installed daily in all sections of the country. Among the Departments equipped during the past few weeks are the following:

- | | |
|-----------------------------------|---------------------|
| M. Steinert & Sons | Boston, Mass. |
| Neal, Clark & Neal Co. | Buffalo, N. Y. |
| Nebraska Cycle Co. | Omaha, Neb. |
| O. K. Houck Piano Co. | Nashville, Tenn. |
| Berliner Gramophone Co. | Montreal, Can. |
| Grinnell Bros. | Bay City, Mich. |
| E. F. Droop & Sons | Baltimore, Md. |
| Frederick Piano Co. | McKeesport, Pa. |
| Hertzberg Jewelry Co. | San Antonio, Tex. |
| Wm. L. Nutting | Nashua, N. H. |
| Gushard Dry Goods Co. | Decatur, Ill. |
| Leithold Piano Co. | LaCrosse, Wis. |
| Carney, Jackson & Enoch | Parkersburg, W. Va. |
| McManus Bros. | Elizabeth, N. J. |
| Harry & Mowry Co. | Woonsocket, R. I. |
| Robelen Piano Co. | Wilmington, Del. |
| D. Buchanan & Sons | Norfolk, Va. |
| Calder Music Shop | New Haven, Conn. |
| Will Marlar | Flagstaff, Ariz. |
| Jones Bros. | Hobart, Okla. |
| Rogers & Wilson | Goshen, Ind. |
| Wichita Showcase Co. | Wichita, Kan. |
| Savolainen Co. | Duluth, Minn. |
| Collister & Sayle Co. | Cleveland, O. |
| Hubert Huewe | Remsen, Iowa |

and over 100 others (in 25 states)

UNICO EQUIPMENT AND Decorations are executed both in Standard Unico Designs and also in Period Styles, such as Adam, Louis XVI, Empire, Colonial, or to exactly match Your Present Equipment.

UNICO SERVICE delivers the

UNICO PLANNING Service promptly submits Plans for Departments of Maximum Efficiency at Moderate Cost. Simply specify available space, number of Rooms and Record capacity desired.

THE UNIT CONSTRUCTION

RAYBURN CLERK

121-131 South Thirty-first Street

LITERATURE UPON REQUEST

UN

THE SALES BUILDER

DOUBLE YOUR FALL AND HOLIDAY SALES

UNICO DEPARTMENTS will establish new high water marks during this Fall and Holiday Season in the sales of both Machines and Records.

You can still secure the advantages of Unico Equipment for the present Season, but you should act quickly and communicate with us immediately.

UNICO DEMONSTRATING Rooms, Patented Elastic Sectional Units, Cabinet Construction, Superbly Finished and Appointed, Promptly Shipped from Stock in Design and Finish to suit your Requirements. Prices start at \$90.00, including delivery East of Mississippi River.

UNICO RECORD COUNTER (Patented) Eliminates Cashier and Wrapping Departments, Speeds the Service, Increases the Sales, Price \$100.00 delivered.

UNICO RECORD RACK System most practical yet devised. Maximum capacity in Minimum Space. Costs but 3 cents per record for any capacity delivered.

Goods, at the right price, right away

YOUR REQUIREMENT, whether a single room, record rack or counter, or the complete Equipment of a chain of stores, can be immediately covered through Unico Service.

CTION COMPANY

H, President
PHILADELPHIA, U. S. A.

WIRE, WRITE, PHONE OR CALL TO-DAY



Steinert Louis XVI Victrola Salons—Display Lobby



Steinert Louis XVI Victrola Salons—Demonstrating Rooms



Steinert Louis XVI Victrola Salons—Record Department

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

own choice. The correct solution was Cozy, Convenient, Comfortable.

Howard Russell, the well-known Toronto baritone soloist, has returned home from New York City, where he sang for the Columbia Co., and no doubt the music lovers of Canada will shortly have the pleasure of hearing his voice on the records.

Torcan Fancy Goods, Ltd., 77 Bay street, are exploiting the Melbaphone Emerson seven-inch records and the Winner ten-inch records.

The Sherlock-Manning Piano Co., London, Ont., have placed on the Canadian market a piano and phonograph combined—a piano and a phonograph that can be played separately or together, which is the newest development in the Canadian piano industry. This instrument has proved to be one of the most talked of products of recent years.

The Columbia Co. recently ran in good sized newspaper copy a list of Columbia records which got the most applause at the Toronto National Fair.

Orme, Ltd., Ottawa, at the Ottawa Fair, had a separate exhibit of Victor Victrolas and records in the main building where records and machines were demonstrated in their own sound-proof room.

Matthew Webster & Co., 202 Gloucester street, Ottawa, who handle His Master's Voice product, report a growing clientele for Victor machines and Victor records.

A new vocalist has arrived in Hamilton, Ont., She is the daughter of L. E. Eager, manager of the Nordheimer Piano & Music Co., Ltd., branch here. He is thinking seriously of naming her Vocalion, a compliment to both the young lady and the machine.

J. H. Wildfong, who for thirteen years was sales manager for Gordon Mackay & Co., Ltd., wholesale dry goods merchants of Toronto, Ont., is now manufacturing in Toronto the Melbaphone talking machine.

The Ottawa Typewriter Co., Ltd., 191 Queen street, Ottawa, have been appointed Pathephone representatives.

Circassian walnut, mahogany, etc., and a wide range of Pathé records is always in stock.

W. D. Stevenson, of the Canadian Phonograph Supply Co., London, Canadian distributors of Starr phonographs and records, recently paid Montreal a short visit and in conversation with your correspondent stated that the list of Starr records coming into Canada commencing with the October release would be increased 400 per cent. Mr. Stevenson is particularly well pleased with Starr business and development throughout Canada and prophesies great things in the near future for this make. Hereafter he says a still greater amount of attention will be devoted to Montreal and the Province of Quebec. Queried as to the demand for period designs, Mr. Stevenson admitted it was first class especially for Style VI, William and Mary model, which is proving one of the most popular sellers.

George M. Reece and Harold Dewar, of the retail staff of the Berliner Gramophone Co., Ltd., Montreal, have left Canada to enlist with the American Marines stationed at present at Paris Island, S. C.

The number of Victrolas kindly loaned to the Street Fair by the Berliner Gramophone Co., Ltd., helped socially to make this society event in aid of patriotic funds and local charitable institutions the biggest event ever pulled off in Montreal, so much so that it will now become an annual event.

The Montreal Symphonola Co. (registered, A. K. Kempton and H. A. Bemister) have opened up an office in Montreal in the Mappin & Webb Building for the wholesaling of the Symphonola, a Canadian-made machine.

MONTREAL AND PROVINCIAL TRADE HAPPENINGS

Sonora Line With C. W. Lindsay, Ltd.—Starr Phonograph Display at Sherbrooke Fair—Berliner Gramophone Co.'s Generosity—Holland & Son Co.'s Display of Pathephones—Other News

MONTREAL, CANADA, October 8.—C. W. Lindsay, Ltd., in addition to featuring the Columbia and Pathé machines, have taken on the Sonora agency and will retail this machine in Montreal and at their various branches throughout Canada.

Among the attractive exhibits in the Main Building at the recent Sherbrooke, Quebec, Fair was that of Wilder's Music Supply Co., of this city, who exhibited three models of the Starr phonograph, as well as a number of various styles of Celeste phonographs of their own manufacture.

Wm. Lee, Ltd., is handling a large amount of Edison Amberola business in addition to Columbia Grafonola sales which are growing increasingly every day.

Edison week will be fittingly observed this year by the various Edison dealers and even at present writing much enthusiasm is rampant in this regard.

I. Montagnes, of I. Montagnes & Co., Toronto, Canadian distributors of the Sonora, was in Montreal the latter part of the month making his headquarters with his local distributors, Charles Culross and C. W. Lindsay, Ltd. "To say that business is good," said Mr. Montagnes, "is almost superfluous, for all manufacturers of repute are enjoying excellent trade. Our main trouble is our inability to supply the demand and keep up with the call for Sonoras from all parts of Canada."

Henry E. Braid, who has been manager of the phonograph department of Layton Bros. for some little time, has tendered his resignation and will return to Toronto where he will be associated with the sale of the Sonora. A host of friends will regret his departure.

The Berliner Gramophone Co., Ltd., loaned a Victrola and supply of records for the annual occasion of the 30,000 or more children who were in attendance at the Fruit Festival held this year in Lafontaine Park. The rustic and fancy dances by the children were done to the accompaniment of the Victrola.

Charles Culross when interviewed was just

on the point of closing the sale of a \$150 Sonora machine. Mr. Culross reports that fall business has opened up very nicely. He has received his first shipment of Aeolian-Vocalion machines and expects next week a supply of the new Vocalion records.

The Canadian Gramophone Co., distributor of Columbia Grafonolas and records in the Province of Quebec, is keeping up to the highest point so far obtained this season and is extremely gratified with present conditions and the outlook for the immediate future.

J. A. Hurteau & Co., Ltd., is hustling for Pathé business with great success locally and the past month has booked many satisfactory orders for the Pathephone, in addition to disposing of an unusually large number of records of this make.

The Outremont Record Exchange has opened up at 1078 Laurier avenue.

N. H. Phinney & Co., Ltd., 454-56 Barrington street, Halifax, N. S., find that the demand for Edison and Columbia Grafonolas has overtaxed their Barrington street store and for this reason have opened a second store at 98 Gottingen street, which will be devoted exclusively to the sale of the above lines.

Victrola sales are adding much to their already wide popularity and all Berliner Gramophone Co., Ltd., stores report heavy fall selling both in machines, records and supplies.

The Ottawa Typewriter Co., Ltd., 191 Queen street, Ottawa, have been appointed Pathephone representatives.

Wilder's Music Supply Co. is opening an exclusive phonograph branch store on Bleury street, near the corner of Ontario, another one in Lachine and will shortly open other branches in the leading towns and cities of the Province of Quebec where they will feature Starr phonographs and records and the Celeste, a machine of their own manufacture.

The Pratte Piano Co., St. Lawrence boulevard, it is stated, contemplates the manufacture of talking machines on a large scale.

The appearance of the opera "Miss Springtime" in His Majesty's Theatre considerably increased the sale of Victor records from this popular score.

W. J. Whiteside is now representing "His Master's Voice" products and is most enthusiastic over the prospects for the future of this popular make of machines and records.

All the leading talking machine manufacturers are using large newspaper copy in the daily newspapers, especially those who have lately introduced their product locally.

G. A. Holland & Son Co., 519 St. Catherine street West, are pushing the sale of Pathephones and have in stock on the floor models in

TRADE CONDITIONS IN WINNIPEG

Stanwoods, Ltd., Secures Starr Agency—Edison Demand Active—General Business Reported Brisk by Jobbers and Dealers—Other News

WINNIPEG, MAN., October 6.—G. L. Stanwood, of Stanwoods, Ltd., who has recently added the Starr phonographs and records to his stock reports a splendid month's business in phonographs.

James P. Bradt, Toronto, general manager for Canada of Columbia Graphophone Co., recently spent a few days with the firm's Winnipeg distributors, the Western Fancy Goods Co. R. Shaw, their Winnipeg manager, reports fall orders coming along nicely with no cancellations. Machine stock is also coming in more freely.

D. J. Young & Co., Ltd., and Gourlay, Winter & Leeming, Ltd., Calgary, Alta., report good Edison business following a tone test recital given in that city lately by Miss Ellman.

Additions to the staff of the Melotone Talking Machine Co., Ltd., are evidence of progress.

An increased sale of Victor Flora Bella records is reported by H. L. Conlin, manager of the Western Gramophone Co., owing no doubt to the recent visit of this opera to Winnipeg.

E. E. Nugent, of Heintzman & Co., Fort William, Ont.; C. N. R. Still, of Neepawa, Man.; W. J. Porter, of Gilbert Plains, Man., were recent visitors to His Master's Voice headquarters here. Machine shortage is improving for which the branch is very thankful.

Phonograph trade is reported as "good" by the Chopin Piano & Talking Machine Co. Mr. Robinson, manager of the company, is at present in Montreal looking after the interests of the company there.

The Dominion Sewing Machine and Phonograph Co., 300 Notre Dame avenue, are handling the Viola talker.

Joseph Tees has removed from 35 Portage avenue to Room 514 Builders' Exchange, Portage avenue.

A fair month's business for September is reported by the Canadian Phonograph & Sapphire Disc Co. with excellent prospects for fall selling.

"Business as usual" is the report of Babson Bros., Edison phonograph dealers.

**SCHUBERT
PHONOGRAPH**

RECORDS

The greatest series of 75c. records ever made.

**10-INCH DOUBLE SIDED
ALL STARS ALL SELLERS**

New list by 15th monthly.
Dealers, write for list and prices

**BELL TALKING MACHINE COMPANY
44 WEST 37th STREET, NEW YORK**

Selling a man a Columbia Grafonola is giving him the squarest kind of a square deal. That's why he comes back to you for Columbia Records. Satisfactory merchandise begets more business.



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

JOHN CHURCH CO. TO MANUFACTURE TALKING MACHINES

Prominent Piano Manufacturers Will Enter Field, It Is Said—Reports From Leading Jobbers Tell of Healthy Business Situation—Activity With Starr Co.—New Edison Dealers—Other News

CINCINNATI, O., October 3.—Formal announcement is about to be made by the John Church Co. of it having entered the talking machine field, a certain part of the Harvard factory in this district having been turned over to that department.

Officials of the corporation now in the city are reticent relative to the details of the new machine. None of its points has been made known, but it is believed that the invention of a Cincinnatian, who claims to have perfected a method of developing sound through the use of a special method of making the sound box, is incorporated in the new product.

Vocalion Manager Byars spent a week the last part of September in New York and returned full of enthusiasm over the fall and winter plans of the Vocalion department of the Aeolian Co. The September business was extremely gratifying and indicates that expectations for a tremendous holiday business are not unfounded. The Aeolian store is putting in a new suite of Vocalion demonstrating parlors on their second floor, which have been carefully designed to be commodious and acoustically perfect. There will be one large parlor, with a natural solid oak interior fitted out in a most artistic manner, which will be used for the Art Style Vocalion only. The old Vocalion rooms on the first floor will also be retained and used. Considerable trade was lost last year through lack of demonstrating room and the local store is going to take no chances the coming season. The Vocalion sales force is being augmented by several new experienced salesmen. Mr. Byars predicts that October, November and December will unquestionably be the three biggest months in the history of the Vocalion business.

Manager Ditrich, of the Victor department of the Rudolph Wurlitzer Co., summarizes the situation as follows:

"The month of September has passed without any noticeable change in the talking machine business with the exception of the natural increase in demand that should be expected under the circumstances.

"Record business is showing the usual healthy increase that always manifests itself with the coming of cooler weather. Record stock is available in large quantities and dealers are stocking up because of the active record demand. There is promise of a phenomenal fall and winter business.

"Machine developments will not occur until the stock begins to be plentiful, but the natural demand, which is always an indication of what can be expected when the dealers get down to hard work, is unusually good and would indicate that the machine end of the business will show the same heavy increase that the record sales have demonstrated so far this year.

"The demand is running, we might say, exclusively to high grade instruments and this is always a healthy indication."

The Fritzsche Phonograph Co. last week opened its sales headquarters at 124 West Fourth street, which has been placed in charge of John F. McCarthy, who is a student of music and is also of a mechanical bent, thereby combining two qualities of salesmanship which may shortly be featured in the talking machine field. On Thursday the company invited musical critics to hear the first public demonstration of the Fritzsche machine, the event taking place at Music Hall, the city's largest auditorium. This resulted in the company receiving some favorable criticism.

The Starr Piano Co.'s Cincinnati branch, the headquarters for many of the subagencies in the Middle West, is unable to secure a sufficient stock of the popular styles of phonographs now being turned out by the factory at Richmond. This is the main complaint of Manager Pauling who, during the past month, found it necessary to put on a special delivery truck for the benefit of the talking machine department.

Two new dealers have been added to the list of Manager Peterson, of the Phonograph Co., those being Sam Pushing Bros., of Bowling Green, Ky., and C. F. Wheeler Co., Danville, Ky. The first tone test recital of the season, under the direction of the Edison rosters in the Cincinnati district, will take place at Hamilton, October 15, Ciccolini, the Italian tenor, be-

ing featured. He will also appear at Middletown and Columbus, O.; Charleston and Bluefields, W. Va., the same week. Miss Morissey, an Edison favorite, is scheduled for recitals in this territory in the latter part of November and December, including a visit to Newport, Ky.

ADDITIONS TO PEARSALL CO. STAFF

The sales staff of the Silas E. Pearsall Co., New York Victor distributor, has been augmented recently by the addition of C. R. Hutchins and Helmuth Kranich, Jr. Both of these representatives are visiting the Victor dealers in this territory and have been successful to date in co-operating with the Pearsall clientele and rendering dealers efficient service.

Mr. Hutchins is well known in musical circles and was one of the entertainers at the dinner of the Talking Machine Men, Inc., which was held last April at the Hotel McAlpin. He possesses a pleasing baritone voice and his services are in frequent demand in musical circles in Westchester County.

Helmuth Kranich, Jr., is a son of Helmuth Kranich, secretary of Kranich & Bach, New York, one of the country's leading piano manufacturers. He has, therefore, inherited a love for music which is finding a suitable outlet in the Victor industry.

All of us should endeavor to keep ourselves constantly at our best. We should be ready and willing to do our utmost for the business at all times.

THE INSTRUMENT OF QUALITY

Sonora

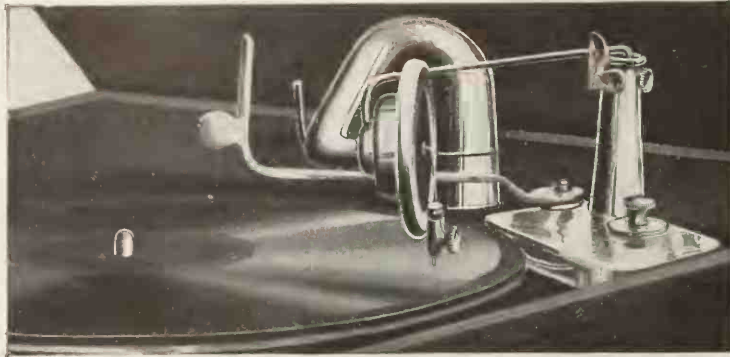
CLEAR AS A BELL

PPROMPT, careful, reliable service and twelve unequalled models of The Highest Class Talking Machine in the World make certain that *this will be a sensationally big Sonora year.*

Send us your holiday orders immediately!

\$50 \$55 \$60 \$75 \$100 \$135 \$150
\$175 \$200 \$250 \$375 \$1000

C. W. SNOW & CO.
New York State Sonora Distributors
SYRACUSE, N. Y.



It Automatically Repeats Records

Wonderful invention. Plays any record over and over as often as you wish. Furnishes continuous music for dances, dinners, card parties, kindergartens and entertainments of all kinds. Go to any dealer in phonographs and ask him to demonstrate the


Re-Pla-Stop
 TRADE MARK

and see how it adds to the value of your phonograph. A handsome nickel plated or gold plated device which you attach without interfering in any way with any part of the phonograph. Insert the record in usual way and the Re-Pla-Stop will repeat the selection from one to five times or continuously as you determine in advance.

Stops automatically with needle lifted clear from record. Only perfect stop yet devised. Can not injure record or needle. No adjustment of tone arm, and no attention to machine required while Re-Pla-Stop is in operation. Try it for ten days on the maker's guarantee. See for yourself what a wonderful device the Re-Pla-Stop is.

\$5.00 is all you pay for the Re-Pla-Stop and your money will be refunded if it is not satisfactory after ten days' trial

Almost any dealer in phonographs will gladly demonstrate this wonderful device. Ask your dealer. If he cannot furnish it, write to us for the name of a dealer who can.

Dealers Write to us today on your letterhead asking for demonstrating sample Re-Pla-Stop, stating what phonographs you handle. We will send it to you for free trial, with discounts and terms to the trade. Show your customers what this remarkable device will do.

Re-Pla-Stop Company, Cincinnati, Ohio

*The Above Advertisement Is One of a Series Appearing in
The Saturday Evening Post Starting Our Big Advertising Campaign*

SALESMEN

Here Is a Wonderful Opportunity for You

Yes, here is a big opportunity to get in on the ground floor and make big money. We are now organizing a nation-wide selling campaign for our Re-Pla-Stop and we want at once a number of high grade salesman, salesmen with ability and integrity, men who have a record of success back of them, men capable of earning \$10,000 to \$15,000 a year. Will give exclusive sales rights of an entire state to right man who is able to finance himself up to \$2,500. Big commissions paid on first orders, thus insuring constantly increasing income. Every Talking Machine dealer can be made a permanent customer for the reason our device is a big money maker for the dealer, and because also every Talking Machine owner who sees it wants one. Our Re-Pla-Stop device can be attached to any free swinging tone arm Talking Machine and sells both to dealers and to owners on sight.

Not only will our sales organization have this device to handle, but we have another exclusive or non-competitive proposition for Talking Machine dealers which will be ready shortly that will also be the greatest thing ever offered to the phonograph trade, something that will retail from \$300 to \$400 and which will also be a big income maker for every member of our sales organization. Opportunity will be given to salesmen who prove their ability to get an interest in our company, thus assuring him extra big profits. Men at head of company are known successful business men of highest integrity with vast capital. Therefore you can rest assured any agreements will be lived up to strictly to the letter. Write now while best territory is open, giving reference, territory covered, experience and past results.

RE-PLA-STOP CO., 325 Greenwood Bldg., Cincinnati, Ohio

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the eighth in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

OPPORTUNITIES IN RECORD FIELD

He who would write a faithful history of any epoch in the career of a people must beware of becoming so engrossed in the details of battles, diplomatic quarrels and palace intrigues that the great deep current of national life, flowing steadily and silently over all the obstacles thrust up from its bed, becomes wholly ignored. Likewise he who would trace the true path of any social or industrial movement must beware lest he fall into the error of supposing that the noisy incidents are always the important ones, or the loud voices those which represent the feelings, and guide the conduct, of the crowd.

The temptation to preach to the people is one not less common than dangerous. Nothing is easier, in effect, than to assume as proved some idea that seems good to oneself; and then to reprove the public for not falling in with it. Nothing is easier; nothing more futile. Yet, it is just as true that there are true principles of conduct to be recognized and that those who do recognize them have the right, if not the duty, to set forth their ideas about them to the world. Articles and essays on business subjects commonly fall under one of two headings. Either they assume a principle and scold those who do not agree; or they flee from all ideas of principles in horror, and content themselves with vague phrases about giving the public what they want; quite forgetting that the public does not, because the public cannot, manifest a want or desire for that which is wholly new to them and of which they have never heard.

The Business Analyst

The analyst of business, like the analyst of history, must traverse a path surely surveyed and solidly built if he is to cross the marsh of opinion and safely reach the dry land of certainty. Just as the historian must possess extraordinary powers of co-ordinating the materials that lie before him and be able to discern the steady flow of national life beneath the eddy and whirl of political strife, never mistaking the one for the other, so also the Business Analyst must be able to look beyond the interested opinions and partisan cries of those who would puff their own wares, to the underlying facts of the popular mind, the popular thought and the popular desire.

With every great specialty business, with every industry that depends upon the creation of a public demand for something not actually essential to the preservation of life, the great and overmastering important duty of all concerned is to discover ways and means for inducing the public to buy what is manufactured. Of all these ways and means, none exceeds in importance that of ascertaining the direction in which public demand travels after it has once been started into life. The act of creating the original public interest is, of course, of the first importance; but after the act of creation, the demand will travel along lines largely determined by considerations entirely outside our own control. No one can tell just how public taste will run, nor can any one accurately predict the particular element in some advertised article which will take the public fancy and prove to be the mainstay of its success.

Sources of Taste

Just for this reason, all who have at heart the best interests of the talking machine should recognize the vast importance of finding out, as far as possible, and in the most impartial manner, the sources of the people's tastes and ideas in reference to that whole mass of as-

sociated likes and dislikes bound up with an instrument of this sort.

It is to the people then that we must return finally whenever we find ourselves needing to know the truth about our business. We can no more analyze the talking machine business without basing our research on the people than the historian can compose a valuable narrative of any epoch in national development on the basis of the intrigues and amours of a few rulers and their ministers of state, while neglecting the truths buried in the obscure records of national commerce, customs, manners and education.

Twenty years ago the entire talking machine industry was a veritable infant. It had been supposed by the pioneers that the commercial value of a speech-reproducing machine would be found in developing it for use in the office, in the preservation of oratory. That it would develop mainly along musical lines was not, and could not, be foreseen. Yet precisely this has happened. The talking machine has become a musical instrument first and foremost. Can we not discover in this significant fact something of value to the whole trade?

Recording Demand

If I were asked to analyze the retail talking machine trade I should naturally first turn to the sales of records. The manufacturers would be able to show me charts indicating the relative popularity of various famous recordings, and the general trend of public demand. The state of these indications does not bring much comfort to those who would see the public taking real advantage of the wonderful instrument they have at their command. But it would also show that the public is really not to blame for its apparent capriciousness and even stupidity.

We cannot understand the truth about the progress of the talking machine as a musical instrument until we are in possession of a body of fact sufficiently elaborate and complete to justify us in drawing conclusions therefrom. Now, the manufacturers of records are, of all people, those who most need such data, and they have for a long time past been accumulating and systematizing these. At the present mo-

ment it is entirely possible, from direct observation of the public taste, from direct knowledge of what records are bought in largest quantities, and by whom they are bought, to discover some general truths which are in the highest degree interesting and to a very large extent quite unexpected.

It is by such inspection of recorded facts and not by any squaring of the facts to suit preconceived theories, that principles alone can be enunciated with confidence.

The Wonderful Catalog

The catalogs of the great record manufacturers show an enormous variety of names, of types of music, of smaller groups within those types; and they exhibit a desire, well carried out, to provide something which shall please every possible kind of taste for every possible kind of speech, song, or instrumental music. But above all, the great record catalogs are distinguished for the wonderful array of great musical names they present. Beginning with the greatest singers of the day, and going on to great violinists, cellists and pianists, the record catalogs are blue-books of musical eminence. All the great interpretative names are in them. It is evident, from the most cursory inspection of any record catalog, that no expense has been spared to render available to the mass of the public an enormous amount of the very finest efforts of musical artists. When record manufacturers go to the immense amount of trouble and labor, not to say expense, incident to the production of a classical violin duet by Kreisler and Elman, it is evident that the talking machine industry, at any rate, believes in the best art and is willing to back its belief with money.

The Real Public Interest

Now, if this proves anything at all, assuredly it proves that the public has exhibited an interest in good music, and is continuing to exhibit such interest. If the experience of the talking machine record men with the public had been parallel with that of the music roll men, this would have shown readily enough on the face of the catalogs. Nothing can be plainer than that the public is really interested in good

(Continued on page 46)

Unlike
Any
Other

A super - talking
machine for those
customers who
want "something
different."



In Operation
Almost
Human

Plays without—
Changing needles,
Changing records,
Winding up.

GABELOLA

Merely press a button and a continuous entertainment of 24 selections is launched. You can listen to a single record or a dozen, as you wish.

GABEL'S ENTERTAINER CO.

General Offices and Factory

210 N. Ann Street

CHICAGO, ILL.

Gabel's Entertainer Sales Co., Suite 512, No. 117 N. Dearborn St., Chicago

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

music well delivered, especially in the glory of the human voice and the melting beauty of the stringed instruments of music. Nothing is plainer than that the public will pay to have a fine voice or a fine violin "on tap," as it were. If this public demand did not exist, or if it were impossible to keep it going, the record catalogs would not show annually their wonderful increase in the number and variety of their high class numbers. So much is obvious enough.

The Meager Choice

Yet, it is unfortunately equally certain that the enormous majority of the record buyers are contented with a relatively very small selection of numbers. Caruso's "Celeste Aida," the Lucia Sextet with his voice in it, Galli-Curci in a Verdi aria, Barrientos in the Mad Scene from "Lucia," Schumann-Heink in "Stille Nacht," Kreisler in his arrangement of the seventh Humoresque of Dvorak; these are all known, all asked for, all bought in profusion. Yet Caruso has records of wonderful beauty that are relatively ignored. So has Kreisler, so has Schumann-Heink. The voice of the divine Nordica has been preserved to future generations. Clara Butt's marvelous contralto sings out "O Rest in the Lord" in all its splendid sonority. And there are hundreds of others in all the catalogs, Victor, Edison, Columbia, Pathé; hundreds of gems that the public ought to like and certainly

would like; if only some one would occasionally demonstrate them.

What I ventured to suggest above about the music rolls tells the story if one knows how to solve the secret. The public neglected good music on music rolls until the records of artists playing that music became available. In short, the public would not buy good music for player-pianos till they had it demonstrated to them. That is really what it came to.

Think, if you please, of the people who come each day to the talking machine dealers to pick out records. The vast majority of them are wholly incapable of picking out for themselves any but a very few widely advertised numbers in all the enormous army of high class records. Who then is to assist them to widen their choice, who is to enable the manufacturers to move slow-selling numbers, who is to put the record departments on a broad basis of profitable usefulness, if not the salesmen and the managers of those salesmen?

There is no escaping the fact. Too many dealers do not take the trouble to study the record catalogs or to acquaint themselves with their contents. They hear that a certain McCormack or Schumann-Heink record is a hit. They demonstrate it to everybody. Everybody buys it. Nobody buys other records, equally good, by the same singers or players; because

RECORD ENVELOPES

STOCK RECORD POCKETS

J. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

those other numbers are embalmed in the catalog and there is none to resuscitate them. Yet all that is necessary for this is a little energy and a little interest.

Induction

Deduction can only be verified by induction. The other day I took the trouble to go shopping for records. I called at several fine stores in the middle of the city. Let them be nameless. At each I asked for a good tenor operatic number. All but one dragged out instantly John Mc—; but why be cruel enough to name names? Second choice of each was a gentleman whom everyone of the obliging salesmen referred to as "Crusoe." He also apparently had only sung one song. Never mind its name. You all know it. None of them had ever heard of Clara Butt, it seemed, or of Louise Homer. The name of Julia Culp awakened glimmerings of intelligence, but she, too, poor girl, knew only one tune (yes, of course, it was that one, you know).

I asked for a violin number, and out came—well, you need not all speak at once. It was Elman's record, and they called it "Say, have y' heard humerresk?" But the name of Powell was familiar to but one in four, while that of Parlow awakened nary a response. And there were other horrors, involving such names as Plancon, Tamagno, Werrenrath and so on.

But why prolong the agony? Each of the salesmen was a nice young man. All were clean fellows, obliging in their way and only average in bad manners. Yet, would any man in any other line of business consider that salesmen whose knowledge of their stock is on this order are competent? Surely not!

Up to the Retailer

I am not trying to be facetious or superior. The matter is too serious for showing off my personal likes and dislikes. But it is only too well known to the recording experts, to the sales departments, and to the advertising managers of the manufacturers that the retail end of the business is slack in its methods of selling records. When you consider the amazing wealth of the catalogs, their extraordinary variety of music in every style, the astonishing opportunity offered to live dealers to do something for the music of their community—and ten times as much for themselves—in broadening out public taste, you can only wonder at the blindness of these men.

I want this thought to go forth to every retailer; that the unexplored wealth of the record catalogs should not forever remain unexplored; that the fitting out of an exploring expedition is easy, and the results certain.

If some house would only organize an inter-salesman contest to run down, demonstrate and popularize some of the lesser known numbers by the great artists. Imagine a week devoted to "selling" the voice of that remarkable young American, Reinald Werrenrath, or to reviving the marvelous tones of dead Tamagno. Imagine, in a word, salesmen competent to sell their whole catalog and not one or two isolated bits from it.

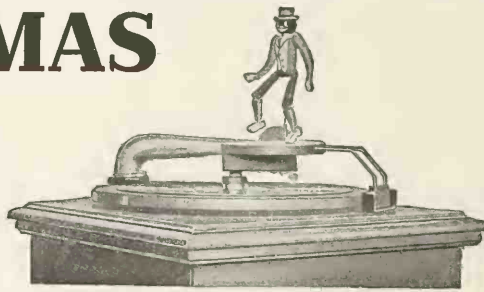
These notions will be described in some quarters as extreme, but I cannot help that. Improvement is purchased only at the price of rigid self-examination and subsequent pruning away of discovered faults and defects. Undoubtedly a real fault is disclosed here; and one which could and should be eliminated so far as may be possible. The process may be lengthy; but it can be begun any time, and carried to a successful culmination.

In future expressions I shall hope to discuss some gem-filled but neglected pages in the record catalogs, with the view of helping those who would like to become better acquainted with the treasures they contain.

CHRISTMAS**RAGTIME RASTUS****An Automatic Dancing Doll**

that does one hundred different steps to music and can be put on or taken off any Victor or Columbia and other standard machines (except Edison) in 5 seconds. Rastus is painted by hand in four colors—dances well with any clog, jig or dance record, and amuses children and grown people.

Rastus retails \$1.00

RAGTIME RASTUS
PATENTED MARCH 16, 1915.**TOYS****THE BOXING DARKIES**

These little figures do all the blows, swings, shifts, counters and side-steps known—and then some new ones of their own. Put on a good lively record, and these little men box away with wonderful accuracy and speed.

The figures are painted in four colors, and the Boxers retail at \$1.25

THE BOXERS
PATENTED MARCH 16, 1916.

SPECIAL COMBINATION—The Combination Rastus and Boxers are both sets of figures with one mechanism, making the two toys in one. This is very popular and retails at \$1.50

Uncle Sam and Kaiser Bill

Uncle Sam is booting Kaiser Bill in vigorous Yankee fashion and boxing his ears. Kaiser Bill is "Goose-Stepping" it away as fast as he can, dragging his "U-BOAT PRETZEL" with him.

This Novelty is Timely and a Side-Splitter

Uncle Sam and Kaiser Bill
retails at \$1.25

These toys fit all standard machines (except Edison) and can be put on or taken off in 5 seconds. They do not injure record or mar the machine. They simply perform, dance or box away as the music plays.

Talking Machine Stores and Departments find these Novelties attractive and good sellers. Something to buy for the children during the Holidays will please your trade.

Packed for shipment in 1 dozen, 3 dozen and 6 dozen lots of one kind or assorted. Each toy packed in individual box. Handled by Victor Distributors, Columbia Branches or direct from us at 40% trade discount in dozen lots or more. Samples \$1.00 each.

Kindly send Holiday Order now. Prompt Shipments.

National Toy Company, TOYS and SPECIALTIES
Manufacturers of
281 Congress Street Boston, Mass., U. S. A.

APPOINT NEW SONORA JOBBERS

A Number of Important Companies Recently Added to the List of Jobbers Distributing Sonora Phonographs Throughout the Country

The Sonora Phonograph Corp., New York, has recently added to its list of jobbers a group of prominent houses in different sections of the country who will merchandise the Sonora products in their respective territories. The company announced a few weeks ago that it had decided to increase its list of jobbers and as the result of this announcement applications have been received from some of the most responsible wholesale houses throughout the country. Consequently Sonora products will receive a splendid representation in all of the leading cities, as every one of the new jobbers is admirably equipped to co-operate with dealers handling the Sonora line in their territories.

Among the new Sonora jobbers are the following well-known concerns: Hillman Phono Co., Wheeling, W. Va.; Southern Sonora Phonograph Co., Selma, Ala.; Southwestern Drug Co., Wichita, Kan.; C. D. Smith Drug Co., St. Joseph, Mo.; Strevell-Patterson Hardware Co., Salt Lake City, Utah; Kieffer-Stewart Drug Co., Indianapolis, Ind., and the Griffith Piano Co., located in Newark, N. J.

TO MAKE TALKING MACHINES

NEWARK, O., October 6.—The Bader Chair Co., of this city, which is well known in furniture circles, is planning to place on the market a line of talking machines to be known as the "Baderola." The company's plans are not yet complete for official announcement but there will probably be several models in the line, retailing at the standard prices. The company, it is announced, will make a specialty of distinctive mechanical equipment.

NEW VICTOR SIGN FOR DEALERS

New Illuminated Sign of Attractive Design Offered to the Trade at Less Than Cost

The Victor Talking Machine Co. has made arrangements to supply its dealers with a special new type of illuminated sign of original design, featuring the well-known Victor trademark and the word "Victrolas" in large letters immediately underneath.

The sign is made of heavy metal, and the glass



The New Victor Sign

sections of the sign are fashioned with copper cleats to insure permanency. It is double-faced and can be read from both sides, and is made to be fastened to the wall, being supported from the outside end by heavy chains. The sign comes already wired for use, and with sockets for seven lamps.

The signs are offered to the dealers at \$17.50 each, complete with chains, etc., for hanging, and this price is less than the actual cost to the Victor Co. The general attractiveness of the new sign may be gleaned from the illustration herewith.

Be loyal to every interest of your employer, give every detail your best endeavor.

Y. M. C. A. DISPLAY WINDOW

Introduced by the Grafonola Co. of New England Wins Much Favor From Public

Boston, Mass., October 6.—There recently appeared at the store of the Grafonola Co. of New England, 175 Tremont street, a Y. M. C. A. display window which attracted unusual attention and which was the subject of general praise from everyone who saw it. This store handles the products of the Columbia Graphophone Co. exclusively, and Arthur C. Erisman, treasurer and general manager of the company, devoted special attention to the preparation of a display which would link the Y. M. C. A. and Columbia product. He evidently succeeded in his effort, for this special window contained a patriotic appeal that was both timely and effective.

One unusually interesting feature of the display was the use of a blue card three feet long and eighteen inches wide which stated as follows:

"An army of 1,000,000 men will require 200 association buildings, 1,200 association secretaries, 200 moving picture machines, 268,000 feet of film each day, 1,200 Columbia Grafonolas and graphophones, 60,000 disc records, 3,000,000 sheets of writing paper daily, 40,000 pounds of ice per day, 10,000 pens a day, 75 barrels of ink, magazines and books by the hundreds of tons, 1,000,000 Bibles, one for each man."

At the bottom of the card was a suggestion that the public help the Y. M. C. A. War Work Council provide these requirements.

JOINS C. E. WARD CO.'S FORCE

F. H. Cunningham has joined the forces of the C. E. Ward Co., New London, O., manufacturers of khaki covers for talking machines, succeeding P. M. White. He will look after this important branch of the Ward Co.'s business.

Excellent Combination—Low Priced!

Any of the small "Victrolas" set into a Converto Cabinet makes a very practical, attractive cabinet machine selling at a combined price lower than even the cheap cabinet machines. And your customer has withal a genuine Victrola.

Converto cabinets improve the sound, protect the machine, and provide dust-proof record compartments. They sell easily to present owners of small Victrolas and to people who want Victrola cabinet types but are tempted to buy other makes because of low prices.

Converto cabinets have become standard stock with many large and small Victor dealers. If you will send for sample, see it and play it, you will instantly realize its possibilities for you.



Talking Machine Cabinet

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

Branch Office: Flatiron Bldg.

New York City



Setting Victrola into Cabinet



Sound Doors Open for Playing



Completely Closed

United States Court Recognizes the Exclusive American Rights of the B & H FIBRE NEEDLE



ON September 17th, 1917, the United States District Court at St. Louis rendered a decree, by consent, in the suit brought by us for infringement of our patents on fibre needles.

The case in point relates to some 80,000 Japanese fibre needles sold to the Field-Lippman Piano Stores, St. Louis, Mo. The Field-Lippman Stores sold 50,000 of the needles, for which the court decreed they should pay our Mr. Frederick D. Hall, patentee of the B & H Fibre Needle, all profits, gains and advantages derived from the sale thereof, and to return the unsold needles. We have received the check of the Field-Lippman Stores for \$200.00. and have also received the 30,000 unsold needles.

We give this publicity to the court decision in our favor by consent of Mr. Andrew B. Remick, Attorney for the Field-Lippman Piano Stores, and for the purpose of preventing other dealers from being imposed upon in a similar manner.

The B & H Fibre Needle is the **ONLY** fibre needle that can be legally sold in America. It is the Fibre Needle used by owners of Victor, Columbia and all other machines on which fibre needles may be used.

*"It Takes the Scratch
Out of the Record"*

It Pays to Push the B & H

Write for Samples and Prices

B & H FIBRE MFG. CO.
33-35 W. Kinzie St. Chicago, Ill.

STEINERT & SONS NEW VICTOR SALON

Steinert & Sons Open New Louis XVI Victrola Headquarters in Boston—Elaborate Installation Made by the Unit Construction Co.

BOSTON, MASS., October 4.—M. Steinert & Sons, after many weeks of preparation, including extensive remodeling of their building, opened to the public last month their new Victrola department on the first floor of the Steinert Building, 160-162 Boylston street, the entire floor being devoted to the sale and display of Victrolas and Victor records.

From standpoints of efficiency, convenience, sales capacity and service arrangements Steinert & Sons in their exclusive Victor department have attained maximum results. Executed throughout in special Louis XVI period style, no detail has been overlooked in treatment of interior to produce a setting, not only in keeping with Victor standards of quality but also satisfying the most critical of the notably exacting Boston musical public.

The remodeling of the exterior of Steinert Hall as developed by Desmond & Lord, noted Boston architects, and executed by the Unit Construction Co., provides an imposing entrance in bronze and plate glass finish, while the display windows on both Boylston and

are carried out in Circassian walnut, the background being formed by a semicircular screen with French casement doors. The large circular panels in this window screen are of peculiar beauty even for Circassian walnut, and with the other appointments combine to make these display windows among the finest in the country.

On entering the department one is first impressed with the beautiful lines and proportion of the display lobby. The lobby or foyer, which is also semicircular in form at one end, is paneled to a height of ten feet, the paneling



Exterior View of Steinert Co.'s Store

being finished in two tones of French gray enamel with ornamentation of pure Louis XVI detail. The impression of substantial quality and perfect taste which is received on entering this foyer is the keynote of the successful treatment carried out in the entire department. A woodblock parquetry floor of specially selected quartered oak is laid not only in the lobby but extends throughout the department and is also used in the display windows.

Concealed by the lobby panels on one side are the desk spaces allotted to the department salesmen and on the other the ticket office used for the leading musical events of the Boston season.

Immediately adjoining the lobby is the spacious private office of Russell Steinert, the foyer screen at this point being fitted with large plate glass panels, controlling a view of the entrance. The offices of Manager Newman and the cashier are conveniently located directly opposite.

The Unico demonstrating rooms, twelve in number, are of unusually generous proportions consistently carried out in the two-color French



Front View of Louis XVI Salon

gray Louis XVI detail and harmoniously furnished.

The record department, centrally located, with capacity of over 20,000 active records, is equipped with the Unico system of record racks, record counters and counter cases. Speed of service has in this section been given exceptional consideration and will undoubtedly result in a maximum record business.

The details of furnishings, hangings, lighting fixtures, and floor coverings have been carried out with utmost consistency, even the hardware which is used being of special design and finished in silver.

The entire work was executed under the personal supervision of Rayburn Clark Smith, president of the Unit Construction Co. in co-operation with Desmond & Lord, architects, and M. Steinert & Sons Co. is indeed to be congratulated on the exceptional results secured in its Victrola salons.



Looking From Rear to Front of Salon

Carver street frontages have been enriched with a treatment of black and gold African marble and solid bronze mouldings.

The display windows, of majestic proportions,

INTRODUCE "INVINCIBLE" SOUND BOX

The New Jersey Reproducer Co., Newark, N. J., has just placed on the market a new sound box known as the "Invincible." The company has its executive offices and factory at 10 Oliver street, Newark, N. J., and is planning to produce a sound box that has numerous distinctive qualities.

George S. Thompson, the secretary of the company, is the inventor of the "Invincible" sound box. He has been associated with the talking machine industry for twenty-two years, and therefore has a thorough knowledge of the necessary requisites of a successful reproducer. Hector Pocaroba, who has been identified with several successful enterprises in Newark, is president of the company.

JOINS THE NEW NATIONAL ARMY

A. J. Herman, a member of the wholesale staff of the Sonora Phonograph Corp., is now at Camp Upton, Yaphank, as a member of the new National Army. His successor has not yet been announced.

The Manophone

"THE MUSIC MASTER OF PHONOGRAPHS"

Can now be seen in our warerooms. Manophone Models in beauty and finish truly indicate the artistic character of Manophone musical qualities. The choicest specimens of the cabinet maker's art are shown in the various styles. Write for Catalog and Proposition.

We will gladly mail illustrated Manophone Catalog and our Manophone Merchandising Plan, which will prove decidedly interesting to all dealers.

24 and 26 EAST 13th STREET
NEW YORK

G. GENNERT, Manophone Distributor

CHICAGO SAN FRANCISCO
LOS ANGELES



You know how Columbia Records have sold in the past—well, they're going to go even better. Our Sales Department says so. And our Sales Department knows.

Columbia Graphophone Co.
Woolworth Building, New York

TRADE NEWS FROM CLEVELAND

Dealers Report Great Business in September—Eclipse Musical Co.'s Display Attracts—Ciccolini and the Edison Score in Recital

CLEVELAND, O., October 5.—Talking machine dealers of this city report the biggest business for September in their history. The merchants were quite taken by surprise by the large number of orders. They can by no means begin to supply the machines to meet the orders. Deliveries are way behind at all the stores. Some of the dealers are selling machines for Christmas delivery, hoping that the machines will get here by that time anyway. A number of the dealers have gone to New York recently to endeavor to dig up machines to supply the demands in the retail stores. Such a condition has not been known here before.

Passers-by on Euclid avenue last week were attracted by a very striking window display by the Eclipse Musical Co. The display consisted of a large talking machine record about a yard wide. Around it were placed a dozen or more regular-sized records. These standard records revolved around the mammoth record. The display must have netted many sales.

The Edison Phonograph Co. gave the first of a series of re-creation voice recitals at its local headquarters, 1240 Huron road, September 29. The star performer was Guido Ciccolini, the celebrated grand opera tenor, assisted by Elias Breeskin on the violin. Ciccolini sang a number of selections at the same time that the Edison machine played the Ciccolini record. When the tenor stopped singing and the record kept on it was indeed difficult

to tell whether Ciccolini was not actually singing there on the platform. It was a remarkable demonstration of the quality of the New Edison machine.

Among the selections offered by Ciccolini were "Vesti la Giubba" (from I Pagliacci); "Elegie," by Massenet; and "Recondita Armonia" and "E Lucevan le stelle," both by Puccini. They were all rendered in matchless style by the noted singer.

Other concerts of the same nature will be given by the Phonograph Co. here from time to time during the winter, with famous singers as the entertainers. Invitation to these concerts is by special card.

PLANNING FOR THE GREATEST YEAR

SYRACUSE, N. Y., October 6.—C. W. Snow & Co., who are jobbers of the products of the Sonora Phonograph Corp. in this territory, are making plans for the biggest year that they have ever had with the Sonora line. The company has a large stock of machines on hand and orders are being received with exceptional activity for the early part of the fall season.

In order to render Sonora dealers efficient service, arrangements have been completed to place another traveler on the road, and nothing will be left undone that can add to the value of the service which the company is prepared to offer Sonora dealers.

People like to trade at a store where the clerks show by their actions that they believe in the goods they are selling and are working faithfully and conscientiously in the interests of every customer who comes to purchase.

ENJOYS VACATION AT LAKE MAHOPAC

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, returned to his desk last week after a belated vacation which he spent at Lake Mahopac, N. Y., where



Mr. and Mrs. F. P. Oliver

he had stayed for the summer. Mr. Oliver stated that he spent the greater part of his vacation getting thoroughly acquainted with the golf course at Lake Mahopac, and although he made exceptional progress, we fear that he has not yet become a member of the privileged "80" class. In the accompanying illustration Mr. and Mrs. Oliver are presented, and from all indications they were enjoying their vacation immensely at the time they were snapped.

ECLIPSE

Eclipse Victor Service Defined

The broader spirit of co-operation such as prevailed in the recent Convention of the Northern Ohio Dealers' Association, we believe, makes for the highest type of efficiency in the retail talking machine business. It is the same worthy co-operative spirit that we endeavor to incorporate in Eclipse Victor Service, to the end that a maximum of harmony as well as of constructive co-operation may characterize the relations between Victor Jobber and Victor Dealer.

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

TALKERS MEETING WAR-TIME NEEDS IN INDIANAPOLIS

Heavy Demand From People Who, It Is Believed, Hesitate to Accept Burden of Heavier Investment at This Time—Formal Opening of Brunswick Shop—General News

INDIANAPOLIS, IND., October 5.—The first weeks of fall business lead most of the local talking machine dealers to express the belief that the fall business this year will exceed that of last year.

M. C. Rosner, manager of the Vocalion department of the Aeolian store, says that business has been particularly good and that the prospects point to a better fall than last year. Mr. Rosner pointed out that the smaller musical instruments are probably attracting many people who hesitate, because of war conditions, to tie themselves up with a long-term contract in buying pianos or players. This situation applies, however, mostly in cases of young married men subject to the draft.

Mr. Rosner expects the addition of the coming Aeolian records to his department will tend to stimulate the sale of the Vocalion.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reports that his department has been doing a nice Edison business in connection with an advertising campaign on the Edison. Both the Edison and the Victrola business has been picking up steadily and the prospects are for a large fall business, Mr. Whitman said.

C. P. Herdman, manager of the talking machine department of the Baldwin Co. store, is pleased with the way the fall business has opened, saying that September has been the best month the department has had. Mr. Herdman believes that business this fall will be so good that the chief complaint will be getting the machines fast enough.

The Brunswick Shop, which the All Records Phonograph Co. is opening in North Pennsylvania street, will probably have its formal opening about October 10, George F. Standke, manager, says. Mr. Standke, who designed the interior arrangement of the shop, has been superintending the work of installing the booths and fixtures. The front of the shop will be devoted to a sales display space in connection with the large front windows and in the rear are three built-in booths of sound-proof construction. At the back of the shop a rest room will be fitted out attractively and Mr. Standke is expecting to make the slogan, "Meet me at the Brunswick Shop," popular among downtown shoppers.

Lester Burchfield, a well-known talking machine man, who is connected with Sanger Bros., Dallas, Tex., paid Mr. Standke a visit last week. Mr. Standke has announced that he intends to employ only Indianapolis people in the Brunswick Shop.

Ben Brown, manager of the Columbia store, has assumed charge of the territory he used to have when he was manager of the Louisville Columbia store. The Louisville Columbia retail business has been taken over by the Grafonola Co., of which Ben L. Loventhal is proprietor. This company will occupy the same storeroom as the Columbia branch had. The wholesale business formerly transacted through this store will be handled by Mr. Brown.

Miss Susie F. Brown, a sister of Mr. Brown, who was bookkeeper in the Louisville branch, has been transferred to the Columbia store in Detroit, Mich.

Miss Carrie Althaus, who worked for the Louisville branch for years, will remain with the Grafonola Co. as a saleswoman.

B. C. Fletcher, the retail floor manager at the Indianapolis Columbia store, has answered the call of his country and is at Louisville in the training camp. Dan Wheeler, formerly connected with Bradstreet's, has succeeded Mr. Fletcher in the Columbia store.

Frank J. Clark, manager of the Dictaphone department, has been pleased with the sales record his department is making.

S. H. Nichols, district manager, visited the local branch last week.

The Starr Piano Co. made a window display of six Starr phonographs that were sold to the Indiana Catholic Publishing Co., which publishes a local weekly. The phonographs were bought for premiums in a circulation contest.

The Edison Shop has made ready for the fall business by redecorating its rooms and it continues to be one of the show places of the city in the talking machine field. The fall business at the Edison Shop has started briskly.

The Carlin Music Co. has completed its work of installing new sales and demonstrating rooms which were destroyed by fire recently. The entire storeroom has been redecorated and, as Mr. Frank Carlin puts it, the company now has one of the most attractive salesrooms in the city.

H. A. W. Smith, manager of the Pathé Shop, reports that business has picked up wonderfully in the last few weeks and that prospects are fine for the fall business opening up sooner than usual.

The Stewart Talking Machine Co., distributors of the Victor line, reports that the fall business is opening up much better than last fall and that the number of applications for the opening of new accounts is unusually large for this time of the year.

E. R. Eskew, who has charge of the talking machine business of the Mooney-Mueller-Ward Co., jobbers of the Pathé machines, reports that he is getting his organization in shape and expects to do a good wholesale business this fall.

The Kiefer-Stewart Co. has taken on the Sonora line and is beginning a campaign for Sonora dealers.

One likes to trade at a store where the clerks know where to find what he wants promptly without unnecessary delay or keeping him standing on one toe.

DELPHEON

The Incomparable

¶ We have on display a complete line of the *Delpheon Phonograph.*

¶ Dealers should see the *Delpheon*—hear it, and compare it with other well-known makes, facilities for which *we place at your disposal.*

¶ We are prepared to establish *Delpheon* agencies with responsible dealers in this territory. Our proposition is an excellent one. Write today for details or drop in and see us.

DELPHEON SALES CO.

Delpheon Distributors

25 Church Street

NEW YORK

Telephone—Cortland 4744



SPEED INDICATOR

SHOWS CORRECT TURN-TABLE SPEED AT ONCE
When used in any Room Lighted by Mazda Lamps supplied with the usual 60-Cycle Alternating Current.
IMPROVED FIBERLOID MODEL NOW READY
\$1.50 Per Doz. Retail for 25c. Each.
"As Simple and Easy as Changing Records"
THE PHANTOM-METER CO., NEEDHAM, MASS.

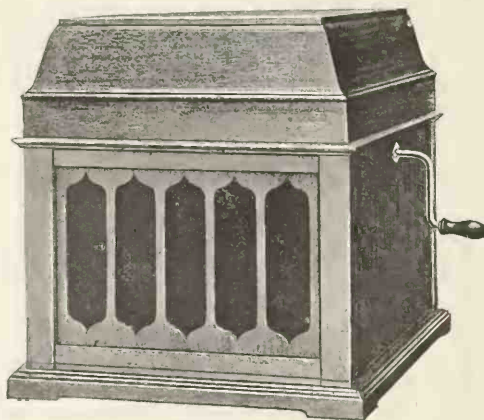
The New Edison Diamond Amberola Supreme in Comparison Tests

THE Edison line of Amberola instruments and Blue Amberol records possesses two superlative features seldom found in any single line of merchandise — *quality* and *economy*.

The New Edison Diamond Amberola has sustained the most severe comparison tests of musical quality between sound reproducing devices.

Repeatedly the \$50 Model Diamond Amberola has won comparison contests against

talking machines costing three to five times as much. Any Edison Amberola dealer is in a position to repeat these tests in the home of any prospective purchaser who can succeed in inducing a talking machine dealer to risk placing one of his machines in the prospect's home where it will be heard in direct comparison with the Amberola.



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50 RETAILS FOR \$50

Why not request conditions, terms, profits, etc., from

THOMAS A. EDISON, Inc.
Amberola Dept. ORANGE, N. J.

Don't forget that we are talking superior "tone quality" in all our Columbia Grafonola advertising. We are also putting it into every Grafonola that leaves our factory.

Columbia Graphophone Co.
Woolworth Building, New York



TWIN CITIES ARE BUYING MORE THAN EVER BEFORE

Talking Machine Jobbers and Dealers See No Prospects of Dropping Off in Trade During Balance of Year—All Makes of Machines and Records in Steady Demand

ST. PAUL and MINNEAPOLIS, MINN., October 5.—One good wish for the entire world would be that every one on the old globe was as pleasantly situated as the talking machine dealers of Minneapolis and St. Paul. Only the most encouraging reports are received in the rounds of the dealers. Twin Cities are buying more than ever before, while the country, proportionally, is buying more than the Twin Cities. The outlook for a continuance of general activity until after the holidays appears to be excellent at the present time.

The holiday pace already is the rule with some of the jobbers and dealers. The Beckwith-O'Neil Co., Victor jobbers, for instance, have been unable to assemble any stocks whatever of machines, as they are sent out again as soon as they are unpacked.

Foster & Waldo are putting out machines at a rate that the other Victor dealers pronounce "phenomenal." Archie Matheis, now one of the veterans in the trade in this part of the country, reports that talking machines are in much greater demand at present than a year ago.

The trade lost one of its bright lights last week when David M. Dyer, of the famous house of W. J. Dyer & Bro., passed away. As wholesale manager for his house he was one of the earliest phonograph dealers in the Northwest, and immense numbers of Edison and Victor machines had gone through his hands in the past twenty-five years. Frank Gunyo, manager of the New England Furniture Co.'s talking machine department, has been very ill, but now is reported on way to recovery.

While the Dayton Drygoods Co. has purchased the Victor stock of the J. E. Frank Music Co., it has made no public announcement of the opening of a talking machine department.

A steady increase in the public demand for Edison machines and records is reported from the Minnesota Phonograph Co.'s headquarters. The jobbing end of the business has shown almost unprecedented activity, but the retail stores in St. Paul and Minnesota hardly have done as much business as had been expected. Notable sales by the Minnesota Phonograph Co. for the past month include a carload of instruments and supplies to Watertown, S. D., and another carload to Sisseton, S. D., the latter a town of but 2,000 inhabitants.

The Edison people are featuring a tone test tour of two months through the Twin City territory. Marie Kaiser will be the star and will be accompanied during a part of the tour by Richard Szerwonky, concertmeister of the Minneapolis Symphony Orchestra. They will include in their itinerary such towns as Calumet, Mich., Virginia, Duluth and Mankato, Minn., Williston and Minot, N. D., Watertown, S. D., Eau Claire and LaCrosse, Wis., the tour ending at Minneapolis and St. Paul.

The Minnesota State Fair gave the Pathé lines a fine boost according to Department Man-

ager Wheeler, of G. Sommers & Co. Numerous dealers visited the booth daily, and some excellent country connections were made. Numerous sales and prospects were obtained among the Twin City visitors. While the exhibit was planned mainly as an advertising feature

TO MARKET NEW PHONOGRAPH

Reed, Dawson & Co., Newark, N. J., announce the "Dolce-Tone" Phonograph as Being Ready for the Trade—First Catalog Published—Fabric Diaphragm One of the Features

Reed, Dawson & Co., 6 West Park street, Newark, N. J., announce the introduction of the "Dolce-Tone" phonograph to the trade. This machine is the invention of T. H. Reed, of the company, and has been sold at retail locally for the past two years with good success. The company delayed advertising their product until their factory capacity was enlarged so to enable them to deliver the instruments in quality lots. One of the features of the "Dolce-Tone" is the fabric diaphragm, which the Reed, Dawson Co. announces is far superior to mica. The machines will play all makes of records, being equipped with a universal tone arm.

A catalog of the new line of machines has just been published, and the same will be mailed to dealers throughout the country. The "Dolce-

it proved that and a great deal more. On account of the immense stock put away last summer G. Sommers & Co. do not expect any dearth of machines for some time and plan to go through to the holidays without serious impediment.

S. A. McLeod, who was in charge of the talking machine department of the Emporium, is now in the national army as lieutenant in the Commissary department.

Tone" line is composed of seven models ranging in price from \$50 to \$275. The cabinets are mostly in genuine mahogany, and there are three models of Sheraton design which lends extra richness to those styles. The cabinets can also be obtained in oak.

DISPLAY THE SONORA SUPREME

\$1,000 Sonora Phonograph Attracts Much Attention in Store of Warrick Bros.

FLINT, MICH., October 4.—Warrick Bros., who handle the Sonora phonographs with great success at their store in this city, attracted much attention recently by displaying in their window the \$1,000 model of the Sonora known as the Sonora Supreme. The elaborate character of the machine made a strong impression on that section of the public who saw it.

Joe Goldman, a jeweler with a store on Eleventh avenue, Milwaukee, Wis., has opened a phonograph department featuring the Brunswick phonograph.

Q. E. D.

If a man buys something because a friend has had experience with it, that proves that the article must have been satisfactory.

If a visitor to New York spends several hours in getting to our factory to obtain a

VICSONIA

that proves how much he wants it.

Within the past few days we have had visitors from Canada, France, Cuba, Louisiana, Illinois, and California who had heard VICSONIA Reproducers play Edison Records and who came to our address to obtain them.

Mr. Dealer: You should have made these sales. There is a lot of business waiting for you but you cannot get it if you let your stock of VICSONIAS run out. Send your order now and get prompt delivery.

If you don't know the VICSONIA you can become acquainted without risk, by taking advantage of the following offer.

We will send to any dealer, upon receipt of \$3.50, one N. P. VICSONIA with permanent Sapphire point. If the reproducer is not satisfactory we will refund the money if same is returned in good condition within ten days. State make of Phonograph.



Vicsonia Manufacturing Company, Inc.
313 East 134th Street
NEW YORK

FORTY-SIX MODELS OF PERIOD VICTROLAS ANNOUNCED

Long Expected and Welcome Addition to Victrola Line Embraces Case Designs in Leading French and English Decorative Periods—Set Forth in Elaborate Catalog

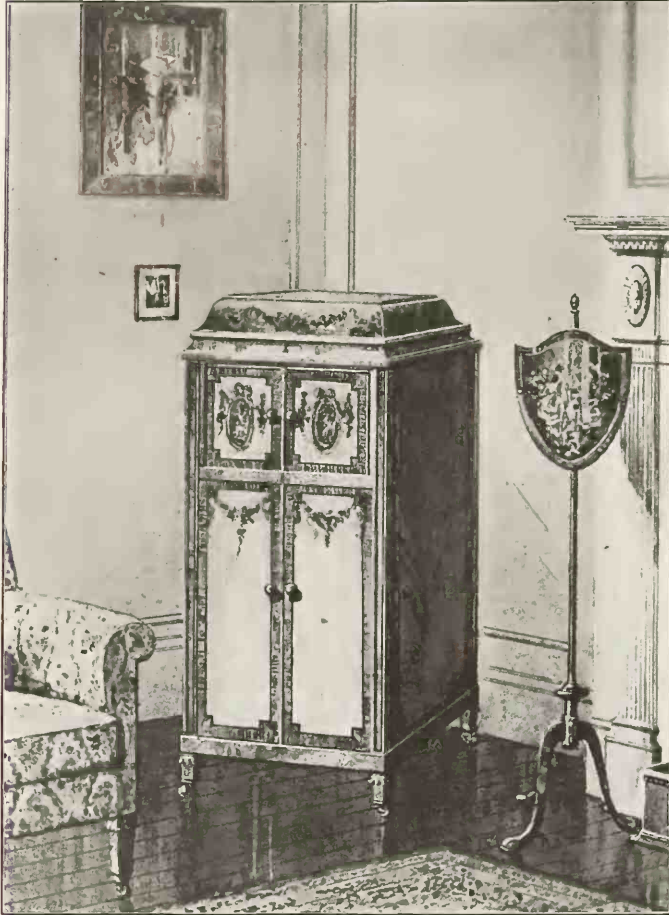
For some time past Victor dealers throughout the country have awaited the formal announcement by the Victor Co. of the new period Victrolas, and when the announcement came recently it was found that the instruments themselves went far to exceed expectations as to their artistic qualities, faithfulness of design,

and general attractiveness. The announcement was made through the medium of a specially prepared catalog illustrating and describing the entire line of forty-six distinct models covering twelve of the most popular decorative periods, including William and Mary, Sheraton, Gothic, Jacobean, Chippendale, Heppelwhite, Empire,

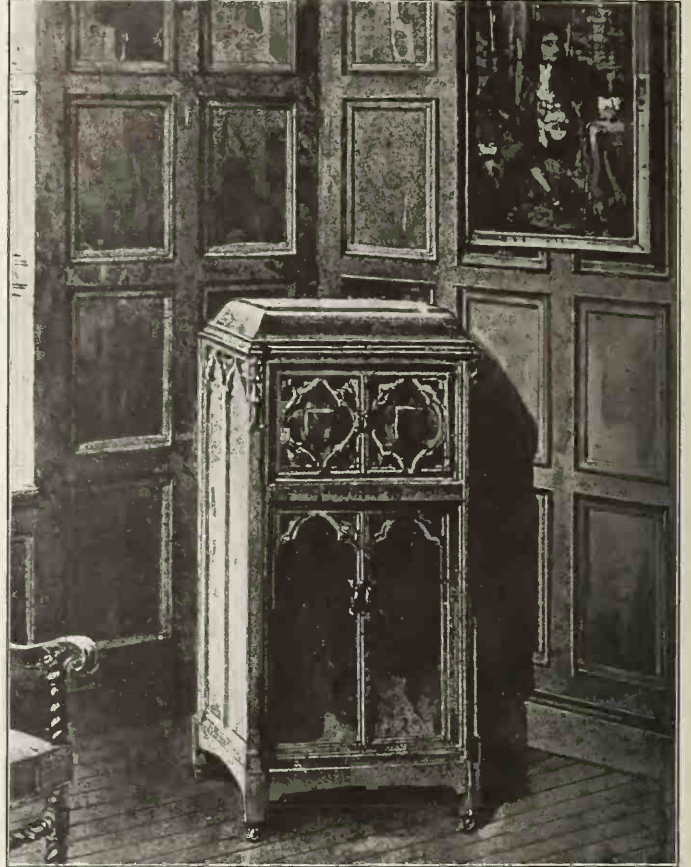
Adam, Queen Anne, Louis XV and Louis XVI.

The new period models are notable for the faithfulness with which the chief characteristics of each of the period styles have been reproduced in the case design. The result is that those who desire period Victrolas to harmonize with the decorative treatments of their homes will find it an easy matter to select an instrument that will fit into the decorative scheme without a jar.

In order to give the dealers the proper con-



Sheraton Victrola



Gothic Victrola



Adam Victrola



Jacobean Victrola—Stuart Period

No two songs of another day fit in so well now as those on Columbia Double Disc Record A-2357. "Tramp, Tramp, Tramp, the Boys Are Marching" and "The Battle Cry of Freedom." This record is going strong everywhere.

Columbia Graphophone Co.
Woolworth Building, New York



ception of the treatment of the various models they are for the most part shown in the catalog, through the medium of elaborate wash drawings, as they would appear in surroundings of the same period and in conjunction with period furniture and wall decorations. This factor alone should prove of material assistance to the dealers in bringing to the attention of prospects the particular period Victrola best suited to their requirements.

The prices of the period Victrolas range from \$300 to \$900, with the majority of the styles priced around the \$500 figure.

Owing to the elaborate character of the machine, it is not expected that dealers will carry a full range of period styles, depending upon a few samples and the catalog to bring the new models to the attention of the public.

Victrolas in period styles will be made only on special orders, requiring in most cases considerable time to make shipments from the factory.

RECORD DELIVERY ENVELOPES SELL

DETROIT, MICH., October 8.—Lewis C. Frank, of this city, who handles a complete line of paper products, has achieved signal success in the introduction of record delivery envelopes which are marketed under the trade designation, "Lufranc Quality." These envelopes, which are made of heavy "Kraft" paper, give adequate protection to the records and through the use of a string and button fastener frame permit unusual speed in wrapping. Mr. Frank has made it a point that his envelopes should be unusually strong and the fact that they are in universal use speaks well for their quality and the excellent service they give.

ATTRACTIVE WINDOW POSTERS

The Columbia advertising department has just sent out to Columbia dealers a set of four very attractive window posters, supplementing the series which was mailed last week. These four window posters feature the following four Columbia records: Figaro's aria from the "Barber of Seville," sung by Riccardo Stracciari; "Good-bye, Broadway, Hello, France"; "Lily of the Valley" and "From Me to Mandy Lee."

So many things go wrong that we are tired of becoming indignant.

SPRING STEEL FOR SALE

We are overstocked with spring steel for phonograph motor springs.

Ten tons or any portion of it will be sold at a low price. Dimensions: 25/32" wide by .027 thick in large coils. Or we will make up springs to order, any length desired. Wire or write for prices and details.

GARDEN CITY PLATING CO.
Tolman and Ogden Ave. Chicago, Ill.

OPENS NEW STORE IN PERTH AMBOY

R. Montalvo, Jr., Now Occupying Larger and Handsomer Quarters in That City—Edison Tone Test and Dance Features at Opening

PERTH AMBOY, N. J., October 1.—Ramon Montalvo, Jr., who about two years ago opened a talking machine store in this city under the management of Norman T. Jones, has found his business increasing to such an extent that new quarters have become necessary. The result was the opening of a handsome new store in the Odd Fellows Building at 90 Smith street on September 21.

The opening of the new store was marked by a special Edison tone test, given under the auspices of Mr. Montalvo in the Perth Amboy High School. The affair was attended by about 1,200 people, all specially invited, and the featured artist was Ciccolini, who also appeared recently under the Montalvo direction in New Brunswick, where Mr. Montalvo also conducts a talking machine store.

The opening of the store proper was heralded with a special dance to the music of the Edison Diamond Disc phonograph. The front of the store has the usual appearance of a phonograph shop, with its show window and stock of machines, but in the rear there is a long stretch of floor highly polished and designed particularly for dancing. It is Mr. Montalvo's plan in the near future to organize private dancing classes in his store, using the Edison Diamond

Disc phonograph, and also the Columbia Grafonola, which he handles, to furnish the music. According to the plan, the people themselves will form their classes. Mr. Montalvo will furnish the instructor, the hall and the music at a nominal figure, probably about \$1 per couple.

DEMAND FOR SCHUBERT RECORDS

Bell Talking Machine Corp. Finds They Are Popular—Hand Painted Window Signs for Advertising Purposes Now Ready for Dealers

The new Schubert records, which were announced last month by the Bell Talking Machine Corp., 44 West Thirty-seventh street, New York, are making a distinct hit according to L. Rommel, of the company. To a representative of The World this week he said: "We have had many compliments regarding the new Schubert records, which are being demanded by dealers all over the country. Within the near future we expect to have a large quantity of them on the market, and will be able to supply the demand regularly."

In connection with its aid to dealers, the Bell Corp. has prepared a series of hand-painted window signs, which advertise the Schubert talking machines and records. These signs are not only attractive, but are most artistic in appearance, and in every way lend an artistic atmosphere to the window in which they are. There are five different kinds, each one as attractive and interesting as the other.

Be Up-to-Date

Equip your high grade talking machines with our latest model

Veeco Electric Motor and Vitraloid Turntable

Runs on either current and is guaranteed by us for two years.

This motor is not a plaything thrown together but was designed and made by one of the best mechanical experts in the United States, who today holds a high position in the Government Service (U. S. Arsenal) with a thousand machinists under his supervision.

Send for descriptive circular, prices and terms.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

The Original Producers of a Complete Electric Drive
for the Talking Machine Manufacturer's Use



10,000,000 well-to-do People are reading STARR ads this Fall

Hundreds and thousands of them live in your locality. Become a Starr dealer and you can invite them to YOUR store.

Starr National Advertising

In addition to the use of leading national periodicals, prominent metropolitan newspapers whose circulations reach hundreds of miles beyond the cities where they are published are used each week for Starr Phonograph and Starr Record advertising.

Starr Local Advertising

Starr Dealers receive a monthly ad service free of cost. Ten or a dozen ad suggestions of a timely nature are supplied. Some are small. Some are medium-sized. Cuts of very attractive illustrations are sent free. Movie slides, attractive display cards, form letters, leaflets, booklets, etc., are also to be had without charge. "Getting up" his local advertising is very simple for the Starr Dealer.

Starr "Singing Throat"

This heavily-advertised feature of Starr Phonographs is a powerful factor in making the sales easy.

Silver Grain Spruce is the wood of which the Starr "Singing Throat" is composed. It is a close, straight-grained wood, beautiful to look at and beautifully vibrant.

Both eye and ear are won by this exclusive Starr feature.

Starr Prestige

The greatest of all features about the Starr is, however, that for a half century its creators have been successful as makers of high-grade musical instruments. This is a guarantee that the Starr is properly designed and properly made. And because each part is Starr built, the uniformity of Starr quality is a certainty.

With a Starr dealership the sale of Starr Records may also be had. Hundreds of the most popular selections are now recorded on Starr Records at 65c, 75c and \$1.00 retail.

We invite correspondence from representative dealers

THE STARR PIANO CO.

Starr, Richmond, Trayer and Remington Grand, Upright and Player-pianos—
The Starr Phonograph—Starr Phonograph Records

Established 1872

RICHMOND, INDIANA

There's the right kind of stuff in Columbia Record A2356. Two songs that are sweeping the country sung in the Columbia way. They are selling that way too.



Columbia Graphophone Co.
Woolworth Building, New York

HIGH PRICED MACHINES HAVE CALL IN SAN FRANCISCO

Best Styles Will Be in Demand This Fall and Winter—Patriotic Records Have Great Vogue—The Sonora in Los Angeles—New Domestic Agencies—Talking Machine Men Meet—Outlook Good

SAN FRANCISCO, CAL., October 6.—The volume of talking machine business in California, despite numerous handicaps due to labor strikes, is claimed to be ahead of last year during the summer months. More high-priced machines were sold than ever before, and the indication is that the fall demand for the best styles of standard instruments will be exceptionally heavy. The people have become educated to the high-priced machines. While the talking machine business in the San Francisco downtown district has suffered from the long-continued street car strike, the smaller concerns in the outlying districts report proportionately heavier business. Dance music records sold heavily all summer and are still going very well. Patriotic airs have a splendid vogue, especially those which are composed in dance time. Recent high-class musicals and concerts in the city have boosted the demand for classic records. Madame Matzenauer is giving recitals in San Francisco this week, and there are a French and an Italian opera company here.

Sonora Jobbing Agency in Los Angeles

F. B. Travers, manager of the Sonora Phonograph Co., announces that the company is putting in an exclusive jobbing agency at Los Angeles to cover the territory of southern California and Arizona. The representative in charge is E. M. Brunnell, a talking machine man of wide experience, and Mr. Brunnell is making his headquarters in the Broadway Department Store of Los Angeles. This concern has the Los Angeles retail agencies for Sonora goods. For the present no wholesale stock will be carried in Los Angeles, but it is probable that a warehouse will be opened in the near future. Mr. Travers says business has been so promising in the Southwest in the past year that it has become necessary to take care of the wholesale trade from a more convenient point than San Francisco. He also reports a very active opening of the fall season in the Northwest. The past season in the Northwest was the best the company has had.

Reports His Biggest Business

F. A. Levy, president of the California Phonograph Co., says his biggest business in the past month has been in Edison machines, due to the increased output of Edison records. He has had excellent results with the Edison machine, C250.

The Stern Talking Machine Co., of San Francisco, has opened a branch store at 721 Macdonald avenue, Richmond, Cal.

Open Many Domestic Agencies

W. S. Gray, Pacific Coast manager for the Domestic Talking Machine Co., has just returned from an extended trip through the Northwest. He placed jobbing agencies in Portland, Seattle and Spokane. The Eilers Music Co. will handle the jobbing from Portland and Spokane, and the Pacific Music Co. is to handle the business from Seattle. Mr. Gray has been

doing strenuous missionary work with the Domestic line since he came to the Pacific Coast, and he is well satisfied with the results obtained.

Business at High Mark of Year

August J. Bruhn, manager of the Emporium talking machine department, says the high mark of the year in the talking machine sales of his department was reached in July, and that the volume of business for the season shows a big increase over last year notwithstanding the numerous strikes and other setbacks. He is not carrying on any special advertising campaign, but is offering machines on very attractive easy-payment terms.

Talking Machine Men Meet

The Talking Machine Dealers' Association held a regular monthly meeting on Wednesday, September 26, after a season of no meetings during the summer. The dealers met at the

Wiley B. Allen store in San Francisco and discussed plans for the holidays. With one or two exceptions, the members are agreed on general policies of merchandising.

Returns From 1,500-Mile Auto Trip

Mr. Corcoran, of the Wiley B. Allen talking machine department, spent his summer vacation this month by taking a 1,500-mile automobile trip through northern California. Jas. J. Black, of the Wiley B. Allen Co., says he has most of his holiday stock in already and is prepared to supply a big demand.

Some Personal Notes

Frank D. Curtis, of the Curtis & Henkle Talking Machine Co., of San Jose, Cal., has returned from a six weeks' trip in the East, during which he visited New York, Boston, Baltimore, Cincinnati, Chicago and other cities and inspected the factories of the leading talking machine companies.

Everett Worthington, who succeeded Mr. Gercoyich as manager of the talking machine de-

(Continued on page 58)

KANE INSTRUMENT STANDS

NOTE REDUCED PRICES



Praise
Any Home

They Sell
as
Easily as
Phonograph
Needles



Rubbed Finishes— MAHOGANY; GOLDEN, FUMED, OR WEATHERED OAK.

- No. 594—Top 13 1/4" x 14 1/4" each—\$2.00
- No. 596—Top 20 1/4" x 24 1/2" each \$2.75
- No. 595—Top 17 " x 17 " each—2.25
- No. 597—Top 17 1/4" x 20 3/8" each 2.35

ALL 30" HIGH

NET—F. O. B. KANE, PA., IN LOTS OF SIX OR MORE.
CONSTRUCTED SUBSTANTIALLY—FINISHED ELEGANTLY.

The slide under the top is a "third hand" for changing records. The shelf is convenient for record files. Immediate shipments.

KANE MANUFACTURING COMPANY, Kane, Pa.

TRADE NEWS FROM SAN FRANCISCO

(Continued from page 57)

partment of Kohler & Chase, resigned his position on September 15. No new manager of the department has yet been announced.

Martin Klein, of the Wiley B. Allen Co., is the latest of the San Francisco talking machine salesmen to be called to the colors. He left a few days ago for the concentration camp at American Lake, Wash.

Fred A. Denison, Pacific Coast manager of the Columbia Co., reports much extra record business on the Pacific Coast by reason of the mid-monthly record list now sent out to the trade in addition to the regular monthly list.

Business in the Dictaphone department of the San Francisco office of the Columbia Graphophone Co. has increased to the extent that two new men have had to be added to the sales force. A. J. Rocca has been engaged to cover city territory, and Albert T. Church was taken on to work the fields of Oakland, Stockton and Sacramento.

Larger Quarters for Sherman, Clay & Co.

The talking machine department of Sherman, Clay & Co. has been enlarged by two new demonstrating rooms which were made possible by the removal of all the wholesale stock to the wholesale warehouse and headquarters on Mission street. The alterations are now practically completed, and the new rooms are finished in harmony with the rest of the floor.

The Pacific Phonograph Co. and the Edison Shop have been making a special feature of the Matzenauer records of late. It is predicted that by the way these records are taking with the people that they will soon be among the very best sellers.

Takes Charge at Thearle & Co.

John Gercovich, formerly manager of the Kohler & Chase talking machine department in San Francisco, and who recently went East to accept a position as a traveling salesman, has suddenly come back to the Coast to assume charge of the talking machine department of

Thearle & Co., of San Diego, one of the most prominent music houses in southern California.

New Colored Motion Pictures Win Praise

Leon F. Douglass, of the Victor Talking Machine Co., and inventor of some new colored motion pictures, gave an exhibition of colored pictures at the Union League Club, of San Francisco, on the evening of September 12. Mr. Douglass was accorded high honor by the club on account of the pictures and was guest of honor at the dinner served. The exhibition was given to raise funds for the Red Cross.

Busy Times With Byron Mauzy

The Byron Mauzy talking machine department is doing a very nice business though they would have done much better had not the street car strike reduced the efficiency of their street car advertising. Charles Mauzy, manager of the talking machine department, says patriotic records such as "Where Do We Go From Here" and George Cohan's "Over There" are big hits in San Francisco.

INTRODUCE NEW MODEL

NEEDHAM, MASS., October 6.—The Phantom-Meter Co., of this city, has just produced a new model of their "Phantom-Meter" made of "Fiberloid." Many advantages are claimed for this new material over the bristol board of which the first model was made—neater in appearance, easier to operate. Early demands for the Christmas season have already been felt.

NEW INCORPORATION

The Grafonola Co., Louisville, Ky., has been incorporated with a capital stock of \$10,000 to buy and sell talking machines and records. The incorporators are Ben L. Loventhal, H. B. Loventhal and Gus. Boldt.

The man who dwells too long, thinks too deeply, figures too far—defeats his own intention. He is a theorist. His brain has but a single groove.

FANCY STUNTS IN HIGH DIVING

J. J. Davin, of the traveling staff of the New York Talking Machine Co., Victor distributor,



J. J. Davin Diving

has long been recognized as an enthusiastic Victor man, but few of his friends in the trade know that he is just as adept in the water as he is when pointing out the merits of the latest Victor supplement. Mr. Davin, in company with Ernest Fontan, another member of the New York Talking Machine Co.'s staff, spent a few days this summer at the Scranton Canoe Club, Scranton, Pa., where he entertained the members of the club with some fancy stunts in high diving, as the accompanying photograph will show. He also spent some time surf board riding, which is one of his pet hobbies, and on the whole his vacation was thoroughly enjoyed and provided him with the necessary vigor for the fall campaign.

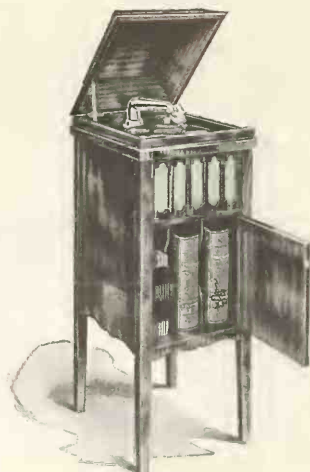
GIFT FOR LEO E. G. SHATNEY

PROVIDENCE, R. I., September 24.—At the close of business Friday afternoon, the employes of the Vocalion Co., 336 Westminster street, presented their manager, Leo E. G. Shatney, with a beautiful silver shaving outfit and a hand-knit sweater before his leaving for the National Army. The presentation was made by Miss Helen V. Casey in behalf of the force, and Mr. Shatney feelingly expressed his appreciation of the gift.

Entirely too many people in this world are making themselves cross-eyed looking for the streak of easy money. This is as vain and foolish as hunting for the pot of gold at the end of the rainbow.

Three Money-Making Phonographs

Moderate priced machines will bring a world of business to a "live" dealer in every town. Our three models cover 90% of the entire demand—they go to every home



MODEL F
40 inches high, 18 inches deep, 15 inches wide

Retail Price \$40

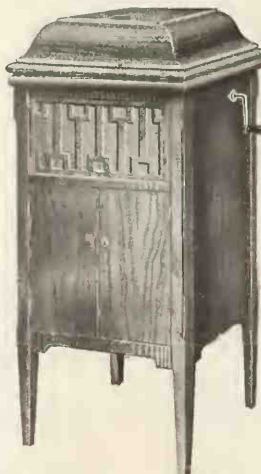
Big Selling Chances

By selling low-priced machines you do not tie up your money for a long period. Low prices cause Quick Sales—and bring Quick Returns.

WRITE FOR OUR SPECIAL DISCOUNTS

Rush order for samples so you can get started.

The Perfect Tone
OPEROLLO
For Every Home



MODEL A
41 inches high, 18 inches wide, 20 inches deep

Retail Price \$50



MODEL MASTER
50 inches high, 20 inches wide, 20 inches deep

Retail Price \$75

Three Outstanding Features

Perfect Tone—
Reproduction full, rich, natural

First-class Motor—
That gives satisfaction

High-Grade Finished Cabinets

OPEROLLO PHONOGRAPH CO., Inc.

Lightner Building, DETROIT, MICH.

THE COWAN CLASSIQUE



MODEL No. 4.



MODEL No. 2.

Tone Quality Distinction

are all embraced in the new Cowan Classique Gramophone. A truly artistic musical instrument, such as is wanted and required in the home of culture and refinement.

After twelve months of unremitting toil, designing, playing, testing and perfecting, a new and absolutely perfect phonograph has been developed—one which is admittedly in a class by itself. A phonograph made in our own shops—not an assembled product. The tone is marvelous and unequalled, and the many unique and patented features combine to make this instrument nothing short of musically perfect.

In every sense and from every viewpoint the

"Cowan Classique"

marks the advent of a DISTINGUISHED phonograph.

Each instrument is equipped with our own patented tone arm and perfected sound box—one which reproduces all disc records and gives a soft, round, mellow tone—a distinct feature with this instrument and a great advance over anything heretofore offered to the public.

The method of tone control is a component part of the throat and sound chamber, and is absolutely perfect and simple in operation.

The spring motor is of absolute precision, and is equipped with a perfect speed indicator properly registering the turn table revolutions. The turn table is of hard rubber, true running and in harmony with the instrument. All the equipment throughout is of the highest grade and unequivocally guaranteed.

The cabinet work is made by recognized leaders in the manufacture of fine period furniture for over twenty-five years.

Distributor and Dealer contracts now ready—also catalogue.

— The Classique — Phonograph Corporation

401-405 N. Lincoln St.
Chicago, Ill.

MANUFACTURERS OF FINE GRAMOPHONES



MODEL No. 16.



MODEL No. 11.



MODEL No. 7.



MODEL No. 12.



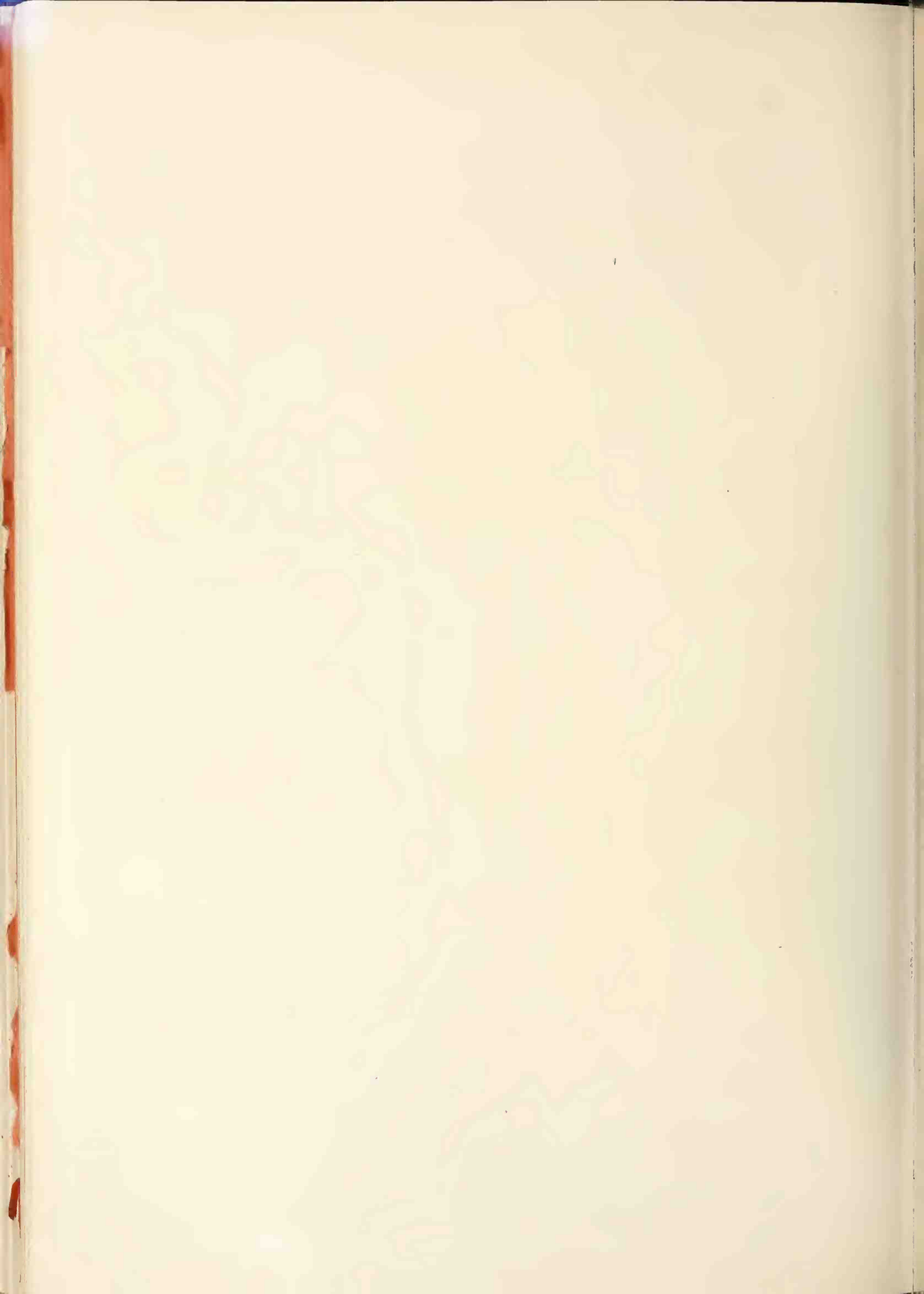
MODEL No. 8.



MODEL No. 3.



MODEL No. 21.



MILWAUKEE TRADE WELL PREPARED

Dealers in That City Succeed in Getting a Fair Amount of Stock in Advance—Look for Record-Breaking Business—Interest Charging Campaign Under Way—Association to Meet on October 18—News of Trade Interest

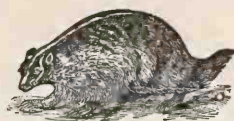
MILWAUKEE, Wis., October 12.—The talking machine trade is prepared for the largest fall and holiday business that Milwaukee has ever known. Through herculean effort during the past month or two, local dealers have succeeded in collecting stocks which should fortify them against any shortage, unless the demand for machines is far and away beyond that expected. Shipments now on the way or in process of manufacture will take care of the surplus. It is going to mean a lot of hustling to break records for volume of Christmas sales, with the country at war and the public in a conservative demeanor, but a well-filled public purse is before local dealers and it needs only to be induced to be opened and send forth a stream of gold.

Dealers in this city and vicinity have been highly encouraged to look forward to a splendid holiday trade by the results of their efforts during the last few months, every one of which so far has shown increases over the same periods of 1916. It should be remembered that last year was the highwater mark for talking machine sales, and that dealers should be able to better the mark is in itself a notable achievement. So it is not an overoptimistic feeling that leads them to believe that they are going to do things this month, and next, and in December, until the stores close on Christmas eve.

If it has been possible to improve 1916 records in 1917, in which year the full effect of the declaration of war broke upon the people, it is figured that there is no cause for alarm, inasmuch as business has been improving every month since April. September was the best month of all, and October thus far shows every promise of exceeding the volume of business of the tenth month of last year.

The trade at this moment is absorbed in the big problem of effecting something like revolutionary changes in the manner of doing business, by placing all deferred-payment contracts on an interest-bearing basis. The Milwaukee Association of Music Industries has given the subject more or less attention ever since its organization last February. With the decks now cleared of other important matters, the interest problem is receiving the bulk of attention. A special committee of talking machine dealers and piano merchants is working together to frame a uniform plan whereby all members will include interest clauses in their contracts. It is hoped to be able to place the new regulations in effect to cover all business during the coming holiday season.

With one or two possible exceptions, every talking machine and piano dealer who is a member of the association feels that it is proper to charge interest, and that it is not good business to let their customers have the use of their money for nothing, inasmuch as dealers pay dearly for that same money at their banks. Yet all have hesitated to make effective an interest clause for fear that the dealer who does not



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

charge interest will have a better sales argument. Every dealer is anxious to charge interest, and will do so if his competitor does the same.

There probably has never been a more propitious time for making effective an interest clause than now, when the entire nation is alive to the urgent need for conservation and economy as necessary adjuncts to a victory in the war. It is admitted that to neglect to charge interest is a waste that no good business house can afford to tolerate. Probably no other line of business that exists fails to charge interest, and it is felt that talking machine customers will accept an interest regulation in the same spirit that they have accepted such charges when buying other goods on time.

The Milwaukee Association will hold its regular monthly meeting at the Hotel Wisconsin on Thursday noon, October 18, and it is expected that definite action will be taken to commit each member to the policy of charging interest on every contract which covers a period of three months or more. The experience of the few dealers who have had such rules in effect for two, three or more years is so favorable that there is little or no fear that business may be adversely affected.

By the voluntary and self-sacrificing act of Louis M. Kesselman, of the Kesselman-O'Driscoll Co., Victor retailer, the Victor jobbing trade of this city has been recognized by representation on the board of directors of the Music Industries Association. Mr. Kesselman has resigned as a director, and upon his suggestion the association has elected Harry A. Goldsmith secretary of the Badger Talking Machine Co. in his place.

The proposed Milwaukee music show, which the Milwaukee Association of Music Industries intended to stage at the Auditorium during the week of October 1 to 6, has been postponed until next spring.

Each week that passes bears witness to the fact that the retail jewelry trade of this city and State is becoming more and more alive to the possibilities of profitable handling of talking machines, and new dealers are booked among jewelers at a rapid rate. The jewelry trade press has devoted much attention to the question and the result has been an unusual stimulation. In the smaller communities, especially, it is to-day difficult to find a retail jeweler who does not carry talking machines and the list is growing daily. More dignified surroundings could hardly be found for a phonograph than a high-class jewelry store and a splendid type of trade is to be garnered thereby.

John H. Becker, formerly associated with the

Victrola department of the Edward Schuster Co.'s Twelfth street department store, is back in this city after a lapse of about eight months, and has cast his lot with the Columbia line. He is now manager of the Grafonola department of Espenhain's.

Lawrence McGreal, head of the Pathephone Co., of Wisconsin, has brought suit against the New York Central Railroad Co. for damages aggregating \$52,515. Mr. McGreal claims that while returning from New York last July with his nine-year-old daughter he was obliged to leave a train at Buffalo because the conductor refused to honor his ticket. It is alleged that a mistake was made by the company's agent, and recourse is sought for the expenses of a two-day extra stop at Buffalo, and for mental anguish, loss of business, etc.

Joe Goldman, jeweler, 459 Eleventh avenue, is a new Brunswick dealer. Part of the store is being remodeled to accommodate the new department, which will be handsomely equipped.

Otto F. Leidel, manager of the talking machine department of the Lyric Music Co., Kimball and Pathé dealer, presented an army model to the young men who have been drafted in the Tenth Milwaukee district for service in the new National Army and are now quartered at Camp Custer, Battle Creek, Mich.

The Lance Music Co., Bloomington, Wis., is enlarging its store to accommodate its increased business in the talking machine line.

Al Oehlers, Kilbourn, Wis., is disposing of his entire stock of phonographs, jewelry, etc., as he has been drafted into the military service.

E. J. Youngquist, Osceola, Wis., has added the Pathé line to his jewelry business.

L. C. Parker, manager of the Victrola department of Gimbel Bros., has been doing an excellent business during the first ten days of October by reason of the big Diamond Jubilee anniversary sale conducted by the store. On October 1 Gimbel Bros. celebrated the seventy-fifth anniversary of the founding of the first Gimbel store, which was located at that time in Vincennes, Ind. The Milwaukee store was opened on October 1, 1887, making a double anniversary. The Philadelphia establishment dates back to 1894 and the New York store to 1910.

The S. W. Miller Piano Co., Sheboygan, Wis., is reported to have engaged in the manufacture of phonographs.

Edwin Steussy, of the Levitan-Steussy Co., talking machines and pianos, New Glarus, Wis., has been certified for military service, but was granted a six months' extension in order that he might arrange his business affairs.

Dan J. Parks has opened a new phonograph and piano store at Rice Lake, Wis.

Crip-N
RECORD FILE
TRADE MARK

UTILITY and DURABILITY

Undisputed points of superiority that have made The Crip-N Record Filing Cabinet a NECESSARY PART OF ANY COMPLETE TALKING MACHINE EQUIPMENT.

SEND US YOUR ORDER

CRIPPEN-RASE CO., Inc.
77 South Avenue Rochester, N. Y.

THE
INTERNATIONAL MICA COMPANY
ARE
IMPORTERS **MANUFACTURERS** MINERS
OF
MICA

for all purposes, and maintain an efficient organization and a separate department with adequate facilities for the exclusive manufacture and regular delivery of satisfactory

DIAPHRAGMS

Sales Department
1228 FILBERT STREET
PHILADELPHIA PA.

BRANCH AMELIA CO. VA.
BRANCH MONTREAL CAN.
BRANCH CHICAGO ILL.
FACTORY WEST PHILADELPHIA PA.

(Insulation Dept. Only)

Prepare for the inevitable scarcity and forward your DIAPHRAGM DIFFICULTIES to the Manufacturer For The Large Consumers
SAMPLES AND QUOTATIONS PROMPTLY FORWARDED UPON REQUEST.



DELPHÉON

"THE PHONOGRAPH WITH AN INDIVIDUALITY
UNLION"

DO you know what "Guaranteed Without Time Limit" signifies?

Can you picture yourself buying a phonograph and maybe not being able to decide which you like best? One has one thing that you like, another has something else, but still you are not just satisfied—you don't seem to find one in which are combined all the things you have wanted in a phonograph. Finally you find one that for tone quality, completeness, workmanship and beauty of design—yes, and price too—surpasses every other one—it's just exactly what you have been looking for—and then, besides, you learn that it is guaranteed against defective material and workmanship *without time limit*. Would it take you long to decide?

Do you know that every customer coming into your shop feels the same way? They are "up in the air." Wouldn't it be easy if you could offer them this instrument that would wipe away their doubts at the first glance?

There is just such a phonograph. You've heard of the Delpheon lots of times.

Perhaps, though, you can't just make yourself believe all you hear about this Delpheon. Somehow it seems too good to be true. At that, you can't be blamed, if you have never heard it.

But now that guarantee—it begins to look as if there were something to this talk after all. It certainly doesn't leave much room for argument.

There is no need to argue. The Delpheon can take care of itself. Here is what one dealer says:

"The test was made against the following machines:
\$100 _____, \$200 _____, \$225 _____, DELPHEON
carried off the honors in every instance, and, as the matter stands
today, it is without a doubt 'DELPHEON THE INCOM-
PARABLE.'"

No question about it. You'll say the same thing.

And by the way, you'll want one of the new Delpheon art catalogs. You'll learn from it things about phonographs that will help you lots, no matter what line you sell.

With it you will of course get full information on the Delpheon. You'll want that anyway.

The Delpheon Co
Bay City, Mich.

Chicago Display, Sixth Floor, Republic Bldg.

Delpheon Sales Co.
25 Church Street
New York City

Verbeck Musical Sales Co.
435 William Street
Buffalo



GOOD PROSPECTS FOR RECORD HOLIDAY TRADE IN BUFFALO

Shortage of Competent Help, as Well as Scarcity of Stock, Troubles Dealers in That City—Talking Machine Stores Being Enlarged—Victrola Week Celebrated

BUFFALO, N. Y., October 3.—Plans for an early holiday trade are engaging the attention of Buffalo talking machine dealers and jobbers, "Big business—better than usual" will be their slogan for the next three months. "Three jobs for every two men" indicates the unprecedented activity in all industrial, commercial and other lines in Buffalo. Women, too, can find an abundance of work at wages they never before received. All this means that money is flowing freely through all merchandising channels, and the talking machine trade is reaping the harvest of a banner year.

Business at the Buffalo branch of the Columbia Graphophone Co. is reported to be far ahead of the trade of last season. There have been several new dealers appointed in the territory, among whom are Record Music Co., Inc., of Rochester; W. J. McFarlane, Canandaigua; J. P. & M. Sullivan, Elmira; and S. W. Atherton, Belfast. The local branch was honored with a visit from N. F. Milnor, Dictaphone sales manager. George W. Hopkins, general sales manager for the Dictaphone, visited here recently.

M. Turchin, who is handling Columbia Grafonolas at his store, 160 East Ferry street, Buffalo, reports that business is very much better than last year, and he foresees a big fall and Christmas trade.

The C. F. Adams Co., of which John Wells is manager, recently opened a new four-story store at 546-550 Washington street. In giving the reasons for moving to new quarters the company made this announcement: "Lots of customers, lots of friends—more than we could accommodate. That's why we had to move to our new, bigger, better store."

The formal opening of the Pathephone department at Adam, Meldrum & Anderson Co.'s store was held recently, and several columns of newspaper advertising announced the fact. This is one of Buffalo's largest department stores.

Unless charity works can prove that their cause has been regularly organized and in operation for a year, they will not receive official recognition from the Buffalo Chamber of Commerce. This new ruling is pleasing to members of the talking machine trade, who have been frequently pestered by collectors for various forms of charity.

"Victrola week" was recently celebrated by the William Hengerer Co. Extensive window displays and many inches of valuable newspaper advertising were used to advantage by Manager Brennan, of this department, to boom the successful event.

At a mass meeting of employes of the William Hengerer Co., held recently, Edward L. Hengerer, president of that company, announced that hereafter the store hours would be 9 to 5.30 o'clock, daily, except during the Christmas season, which hours will be announced later.

A careful analysis, made for a number of months, of the shopping periods by hours revealed that a very small percentage of customers trade after 5.30 o'clock so that the change will not seriously inconvenience Hengerer customers.

The New Edison is being advertised, displayed and sold extensively by C. H. Utley.

Lieut. Moessinger and A. J. Cordes, sons of officers of the Kurtzmann Piano Co., Victrola dealers, are both in the military service. Lieut. Moessinger has been transferred from Camp Dix to Fort Hancock. He is attached to the First Pennsylvania Field Artillery. Mr. Cordes has completed his ground school training in aviation, and is now awaiting orders for service abroad.

C. H. Heinike, manager of Denton, Cottier & Daniels' Victrola department, was recently visited by Oscar Saenger, the prominent vocal teacher of New York City. The Victrola section at this store has been enlarged.

John Schuler and the Hoffman Piano Co. are planning an important holiday campaign on the Sonora.

A new musical arrangement of "America" has been written by Laurence H. Montague, a local Columbia dealer.

A successful "Victrola Week," beginning October 1, was conducted by W. R. Gardner, manager of the Victrola department of J. N. Adam & Co. Extensive advertising and window displays were features.

Goold Bros., Victrola dealers, have added another salesroom.

A New Edison tone test was successfully conducted recently by Charles J. Hereth. A large audience enjoyed the program. Selections were given by Florence Ferrell, vocalist, and Helen Jeffrey, violinist.

WM. MILLER A BENEDICT

Wm. Miller, a member of the sales staff of the G. T. Williams Co., Brooklyn, N. Y., Victor distributors, was married last Wednesday to Miss Alice Kiel, formerly manager of the Victor department of the Armstrong Piano Co., Newark, N. J. Mr. Miller, who is well known in the local trade, met Miss Kiel while visiting the Victor dealers in Newark. Mr. and Mrs. Miller are now away on their honeymoon, which they are spending far distant from the sounds of any Victrola or Victor records.

TO DISPLAY EDISON PERIOD MODELS

Boston, Mass., October 4.—The Boston warehouses of the Pardee, Ellenberger Co., Inc., are to place on exhibition beginning Tuesday, October 9, for one week the new models of the Edison Period cabinets, including the famous \$6,000 French Gothic model, which created such a tremendous interest over in New York. Vice-President F. H. Silliman is sending out announcements of the opening to the Pardee, Ellenberger Co.'s dealers and a large attendance is looked for during the week.

Use Louisville Built-up Stock for Your Talking Machine Cases

We furnish the veneered or built-up stock that is required for the Sides, Backs, Doors, Domes, etc., sawed to your dimensions and sanded smoothly, ready for finish. Mahogany, Quartered Oak and American Walnut.

All materials carefully selected and tested, face veneers of good figure, properly matched; well glued and workmanship first class in all respects.

Our facilities are strictly modern, and enable us to give dependable, prompt shipments. We manufacture all of our sawed and cut veneers.

WILL GLADLY QUOTE PRICE, PER SET, ON YOUR SPECIFICATIONS MINIMUM ONE HUNDRED SETS IN ANY ONE MODEL

THE LOUISVILLE VENEER MILLS

Makers of Good Veneers and Panels for More Than Quarter of a Century : LOUISVILLE, KY.

Announcing the **UNIVERSAL RECORD-LITE** A Light That Fits Every Phonograph



UNIVERSAL LITE ON
AEOLIAN



UNIVERSAL LITE ON
BRUNSWICK



UNIVERSAL LITE ON
COLUMBIA

UNIVERSAL LITE ON
EDISON



Less than a year ago the original Record-Lite made its bow to the phonograph buying public. Victrola dealers throughout America know the result. For the Record-Lite proved to be the fastest selling music specialty in America.

But the original Record-Lite was constructed to fit *Victrolas* only. There was an insistent demand for a Record-Lite that could be used with *every* make of phonograph.

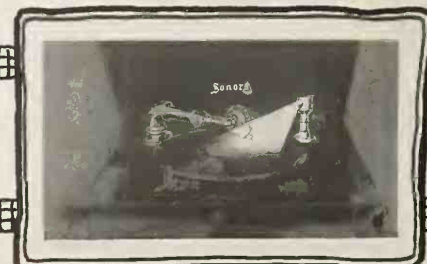
So, we now offer the

UNIVERSAL RECORD-LITE—It Fits Every Phonograph—Makes Money for Every Dealer

The illustrations on this and the opposite page show six different makes of phonographs equipped with the Universal—also the simplicity and beauty of its construction. Great as was the success of the Record-Lite, we *know* that a far greater success is awaiting the UNIVERSAL RECORD-LITE—with resultant profits for the dealers who are ready to *cash in quick*.

UNIVERSAL LITE ON PATHE

UNIVERSAL LITE ON SONORA



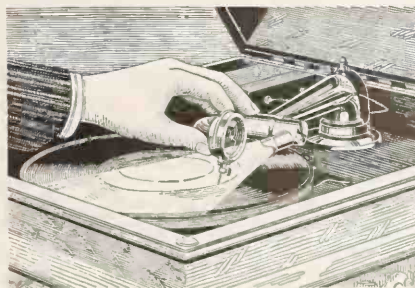
The **RECORD-LITE** Products— A Complete Line of High-Class, Fast Selling Phonograph Specialties

Here is pictured THE ORIGINAL RECORD-LITE—the handsome little Victrola flashlight that found a real need among Victrola owners—and filled it, with satisfaction to these owners and extra profits to the dealers who sold them. The smaller cut shows the complete



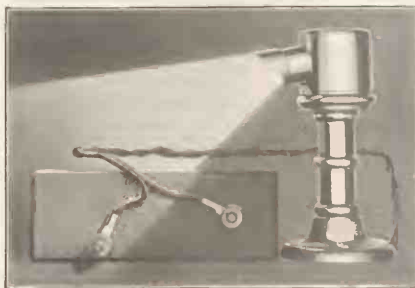
RECORD-LITE OUTFIT

RECORD-LITE outfit—light, bulb and battery. Is sold in either a nickel or gold finish. *These lights are today moving rapidly from the shelves of every wide-awake Victor Dealer in America.*



THE RECORD-LITE

HERE IS THE UNIVERSAL RECORD LIGHT—the light that bids fair to outsell even its fore-runner, the Record-Lite. The demand is waiting—you can't afford to disregard it.



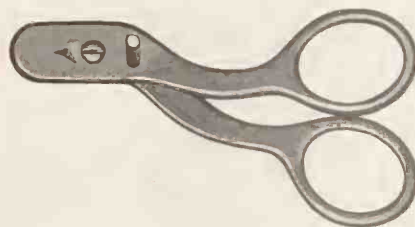
THE UNIVERSAL RECORD-LITE

Another Winner—The Record-Lite NEEDLE CUTTER

Built entirely on a new principle, simpler, more durable, *absolutely perfect*. The Record-Lite Needle Cutter is another new profit-opportunity for phonograph dealers.

The Record-Lite Cutter does away with the old force-cut principle found in other cutters. With a slicing, shearing cut that leaves a permanent edge on the blade, it clips the fibre needle cleanly and sharply. The cutting blade lasts many times as long as the blade of any other cutter, but it may be changed as easily as a safety-razor blade.

Another *important* advantage lies in the fact that the needle is placed in the slot far more easily—a groove enables the operator to *slide* it in without trouble.



THE RECORD-LITE NEEDLE CUTTER

No wide-awake, aggressive, profit-seeking dealer can afford to be without the Record-Lite line. These products sell themselves.

Your jobber will supply you—information and prices will be mailed the day you write—do it right away—today.

The RECORD-LITE COMPANY

(INCORPORATED)
SOLE MANUFACTURERS AND PATENTEES
MANHATTAN BLDG. " " MILWAUKEE, WIS. U.S.A.

The Record-Lite is being added as standard equipment on many instruments. Manufacturers and Jobbers should get in touch with us at once.

We will be glad to correspond with high grade foreign representatives.

BUFFALO VICTOR JOBBERS ACT AS HOSTS TO DEALERS

C. N. and W. D. Andrews and the Neal, Clark & Neal Co. Entertain Talking Machine Dealers' Association at Elaborate Banquet at Hotel Statler—Some Prominent Speakers

BUFFALO, N. Y., October 3.—From the standpoint of instructive interest and educational value the meeting of the Talking Machine Dealers' Association, which was held at Hotel Statler on September 28, was considered one of the best yet held.

The large number in attendance, the enthusiasm manifested and the long distances which many of the dealers traveled in order to be present were proof of the great amount of good expected and received. Members and dealers came from Ohio, from Pennsylvania and all over New York State.

T. A. Davies, head of the talking machine department at the big store of William Taylor Son & Co., of Cleveland, was present, and W. D. Andrews, of Syracuse, represented the interests from that city.

The program was preceded by a dinner at which one hundred dealers and their friends sat down. Selections were given during the dinner of classical and popular numbers by Miss Lillian Rose Veatch.

Introducing Oscar Saenger, the lecturer of the evening was W. H. Daniels, of Denton, Cottier & Daniels, of Buffalo. In his introduction Mr. Daniels emphasized the value of the meetings of the association and also the privilege of hearing as able a man as Oscar Saenger and the practical advantages of the trade in listening both to the lecture and the demonstration.

Oscar Saenger, who is one of the most prominent of the music teachers of New York, and who is responsible for the Oscar Saenger Course in Vocal Teaching, issued by the Victor Talking Machine Co., gave a lecture and demonstration of the value of the Saenger records in vocal instruction, placing of the voice and its general development to perfection of tone and phrasing. The audience was delighted with the splendid results not only of Mr. Saenger's method, but the ease and accuracy with which

each and every tone was reproduced on the machine.

He was ably assisted by Miss Melvona Passmore and F. A. Delano, both of whom are his pupils. Miss Passmore's voice is of remarkable clearness and resonance, and it was difficult in listening to many of the intricate vocal exercises to know when Miss Passmore's voice had ceased and the record begun. Thoroughly resonant and quite as perfect in phrasing was Mr. Delano's demonstration.

Following the demonstration Miss Passmore and Mr. Delano presented a special program of music.

On the following afternoon at the Hotel Statler Mr. Saenger gave a public demonstration, repeating the lecture in substance, but more briefly describing in detail his vocal method.

There were 175 persons present, consisting of vocal teachers, vocal students, members of choirs and others interested in music. The audience greatly appreciated the recital, from which they derived considerable benefit.

A plan was worked out by Mr. Saenger and Mr. Delano whereby a lecture and demonstration could be given in smaller towns at a very nominal figure. Anyone interested may correspond with the Buffalo jobbers.

W. H. Daniels on Charging of Interest

During the course of the meeting W. H. Daniels, head of Denton, Cottier & Daniels, made the following interesting talk in which he urged the charging of interest on all talking machine contracts and gave his reasons. He said in part:

The charging of interest on instalment sales is a sound business proposition. It is equally fair to all. It is fair to the cash purchaser. It is fair to the instalment purchaser and it is fair to the dealer.

The dealer who sells goods on instalments, without charging interest, at the same price that he does for cash, does a great injustice to the cash buyer—his best customer.

I believe the man who invented interest was one of the

greatest inventors the world has ever known. Large sums of money are continually being made through interest. Banks and trust companies make all their profits through interest. Insurance companies make large sums through interest. Many people do not work at all, but get their living from interest on their money.

Why should not talking machine dealers participate in interest profits?

An interest account is a wonderful account. It works while you sleep.

It works 365 days in the year. It works 365 nights in the year.

It never takes a vacation. It continually keeps on producing profits, like a good gas or oil well, practically without expense.

I cannot understand why some dealers should spend their time selling needles at 10 cents a package and not charge interest on instalment sales.

Interest is a product of the brain and not manual labor. No man ever became wealthy through manual labor alone. Most of us should use our heads more than we do in business.

Do not say your business is too small and the interest doesn't amount to anything. Your business will grow if you attend to it properly, and an interest account will help it grow. If you have no use for the money you might give it to your employes by raising their salaries. They will be perfectly willing to take it. Start an interest account a-going and in a short time you will be surprised what it will amount to.

If you have \$10,000 out on instalment paper at 6 per cent. you will receive \$600 per year, or \$50 per month.

If you have \$20,000 out on instalment paper you will receive \$1,200 a year, or \$100 per month.

If you have \$100,000 out you will receive \$6,000 per year, or \$500 a month.

If you have \$300,000 out you will receive \$18,000 a year, or \$1,500 a month.

There are many sound reasons why you should charge interest on your instalment sales. If you should die, or wish to retire from business, you will receive more for your assets if your paper draws interest. If you should go to a bank and want a loan, you will find the first question the banker will ask you is "Does your paper draw interest?" If it does, you will get a larger loan on it. There are a great many reasons why your paper should draw interest and there is not one sound reason why it should not.

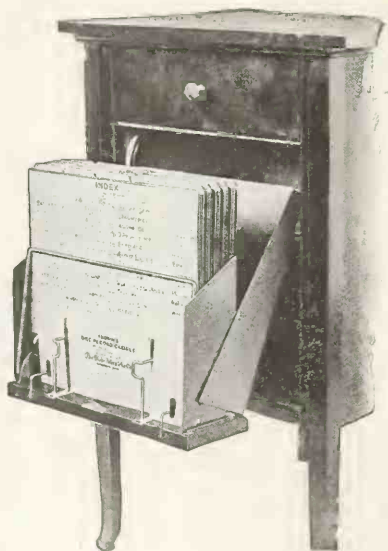
My house is a fairly large establishment and the rent account is quite an expense. We pay every cent of rent out of money which we receive on piano and Victrola instalment paper—every cent of it. I do not mean the rent of the talking machine department only, but on our entire establishment.

If you wish to eliminate your rent account, or reduce it, charge interest on your instalment paper. For many years we have paid spot cash for our goods.

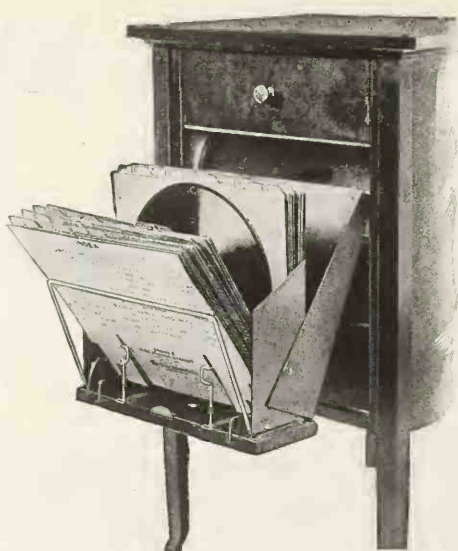
We have not borrowed a dollar from any bank, or from

The Globe-Wernicke Co.

Offers an entirely different disc record cabinet



Position of drawer when pulled out



Position of drawer with spring pressure released and every record instantly accessible.



Brown Disc Record Cabinets Solve All Difficulties of Finding and Replacing Records

When not being played records lie flat, absolutely preventing any possibility of warping and to be easily accessible they are in vertical position.

So many advantages does this cabinet offer over others that it has proven to be a quick seller.

The new Globe-Wernicke Disc Record Cabinet Catalogue illustrates and describes four styles—a two-drawer, four-drawer, six-drawer and twelve-drawer. Ask for Catalogue No. 317 T.

The Globe-Wernicke Co. CINCINNATI

anyone else to carry on our business. I attribute this financial condition solely to the fact that our accounts draw interest and are, consequently, paid more promptly. There is an incentive for the people to pay promptly.

During the past fifteen or twenty years our house has bought out no less than eight or ten piano dealers—dealers selling pianos on instalments. The aggregate amount of these assets was over a quarter of a million dollars. We purchased these assets at a discount of anywhere from 17½ per cent. to 35 per cent.

The assets of those dealers whose paper did not draw interest we got at the largest discount. The assets of those dealers whose accounts did not draw interest were in the worst condition. The reason for their being in bad condition was the fact that their paper did not draw interest. There was no incentive for the people to pay promptly.

I have had a great deal of experience in the instalment business.

I have been in it all my life and I am giving you facts

Those present at the banquet included: C. C. Andrus and Miss Marcellene Austin, Tonawanda, N. Y.; W. D. Andrews Co., Syracuse, N. Y.; W. D. Andrews; W. D. & C. N. Andrews, Buffalo, Mr. and Mrs. C. N. Andrews, C. M. Logan, A. W. Fiscus, F. C. Kraft, F. W. Armstrong, Wm. B. Herbert, Miss Rose Heyler; Alger & Hart, Alden, N. Y., A. G. Hart, N. A. Alger; J. N. Adam & Co., Buffalo, S. V. Simon, W. R. Gardner, E. A. Stenner, Robert Rodenberg; C. G. Bushnell, Gowanda, N. Y., F. G. Berger; A. Bellanca Co., Buffalo, Chas. Bellanca; Barlow Hardware Co., Corry, Pa., Mr. and Mrs. R. Barlow; Burley & Biesinger, Buffalo, A. V. Biesinger; Bieda Bros., Buffalo, G. M. S. Guy;

Ostheim; H. B. Kurtz, Conneaut, O., Mrs. R. E. Lane; Kaeppl Piano Co., Buffalo, Carl Kaeppl, Martin Kaeppl; Mrs. A. E. Lawless, Seneca Falls, N. Y., Mrs. A. E. Lawless; Leopold Furniture Co., Cleveland, O., Arthur Leopold; Landauer Bros., Medina, N. Y., Jesse Landauer; R. L. Loud, Buffalo, R. L. Loud, R. C. Schermerhorn, H. G. Towne; I. Melzer Co., Inc., Buffalo, I. Melzer, Louis Melzer; M. Doyle Marks Co., Elmira, N. Y., J. C. Langeland; Music Lovers' Shop, Rochester, N. Y., G. M. Richter, H. A. White; Moore & Kimball, Brockport, N. Y., A. L. Kimball; Neal, Clark & Neal Co., Buffalo, O. L. Neal, B. E. Neal, H. B. Clark, W. J. Bruehl, O. H. Williams, Miss M. E. Forrestel, Miss



Banquet of Talking Machine Dealers' Association of Buffalo, September 28, 1917

based on experience, not theories. Some men have a theory that they can make just as much money in selling goods on instalments without interest as they can by charging interest. But from my experience I find that is only a theory and not a fact, and when a fact disputes a theory it is time to do away with the theory.

At the conclusion of Mr. Daniels' talk Mr. Andrews stated that all the Buffalo dealers charge interest at the present time, and that since the preceding meeting thirteen dealers outside of Buffalo had been induced to add interest charges to their instalment contracts.

The dealers present at the meeting and banquet were the guests of the Buffalo jobbers, W. D. and C. N. Andrews and the Neal, Clark & Neal Co., and the entire expense of the singers and demonstration was borne by these firms.

Clark Music Co., Buffalo. H. R. Green; Denton, Cottier & Daniels, Buffalo, W. H. Daniels, J. H. Huber, C. H. Heinike, Frank N. Farrar, Patrick Feeley; Geo. H. Graf & Co., Dunkirk, N. Y., H. B. Graf, Mr. and Mrs. G. H. Graf, Miss Esther Ginther, Miss Mary A. Crowe; W. F. Gould, Buffalo, W. F. Gould, L. G. Brown; Hall's Music House, Warren, O., G. B. Hall; M. H. Hansel & Co., Williamsport, Pa., M. H. Hansel; Houck & Emens, Buffalo, A. D. Houck, E. C. Emens; Wm. Hengerer Co., Buffalo, H. Childs; A. C. Hollenbeck, Akron, N. Y., A. C. Hollenbeck, George Tyler; A. H. Jenks & Son, Mt. Morris, N. Y., Alonzo Jenks, J. M. Stull; Paul Kuehn, Buffalo, Paul Kuehn; Kurtzmann Piano Co., Buffalo, S. A. Owenhouse, Wm. T.

Dorothy Rockford, Henry Stein, Miss Thelma Weber, Miss Frann Cobb; C. W. Parker, Dansville, N. Y., C. W. Parker, Mrs. C. W. Parker; Schwegler Bros., Buffalo, A. F. Schwegler, S. J. Schwegler; H. Steuber & Son, LeRoy, N. Y., L. W. Steuber; Schmidt Co., Buffalo, Mr. and Mrs. A. G. Clark; Richardson & Hammond, Middleport, N. Y., C. H. Hammond, C. R. Richardson; Wm. Taylor Son & Co., Cleveland, O., T. A. Davies; H. C. Webster, Silver Creek, N. Y., Mr. and Mrs. H. C. Webster; Chas. Willard, Olean, N. Y., Chas. Willard; Watrous & Rumsey, Perry, N. Y., C. M. Rumsey; Winter Piano Co., Erie, Pa., Miss Mae A. Kelly; T. Floyd Young, Lackawanna, N. Y., T. Floyd Young, C. A. Hausman.

ALSO JOINED IN RESOLUTION

Reynolds Music House Among Jobbers Who Paid Tribute to Walter Fulghum

On another page of The World this month is reproduced an engrossed resolution presented to Walter Fulghum, long head of the order department of the Victor Talking Machine Co., upon the occasion of his resignation recently. Through error the name of the Reynolds Music House, of Mobile, Ala., did not appear on the resolution at the time it was photographed, but was duly engrossed upon later.

ENTHUSES OVER DELPHEON PLANT

J. D. Manton, Delpheon Distributor in New York, Returns From Visit to Bay City

J. D. Manton, head of the Delpheon Sales Co., 25 Church street, New York, distributors for the products of the Delpheon Co. in this territory, visited last week the Delpheon factory at Bay City, Mich. Mr. Manton spent several days at the plant in order to gain a first-hand knowledge of the manufacturing methods.

When he returned to New York he expressed his enthusiasm regarding the Delpheon plant, stating that he was greatly impressed with the splendid facilities it has in every department, and that he was particularly impressed with the veneer plant. It is stated that the company has one of the finest lines of selected mahogany veneer in the country, which is indicated in the beauty of Delpheon cabinets.

Mr. Manton is planning to take care of an active fall trade in this territory, and quite a number of responsible dealers have evidenced their desire to handle the Delpheon line in the

Metropolitan district. As Mr. Manton has been associated with the talking machine industry for a number of years, he fully understands the

problems which the dealer must face, and he is making every effort to co-operate with the dealers in the solution of these problems.

STRADIVARA

"KNOWN FOR TONE"

THE MASTER

Instrument of the 20th Century

Compare all other makes of present-day phonographs with the Stradivara and you will easily learn why it is marvelously superior.

Stradivara is made complete in ONE FACTORY. Not assembled in furniture factories

It is the only phonograph in the world that contains a spruce sound board, being built on the principle of the piano and violin. This high-grade phonograph truly reflects the genius of the world's greatest violin maker.

7 MODELS FROM \$45 TO \$225

\$75

Special Notice

TO WIDE AWAKE DEALERS

STRADIVARA is absolutely the last word in phonograph tone perfection. Our competitors actually admit its superior tone. Selling is exceptionally strong in the trade—our dealers report good business. Are you a STRADIVARA dealer? If not, write for the most liberal discount proposition ever offered.

SEND FOR IT TODAY.

\$75

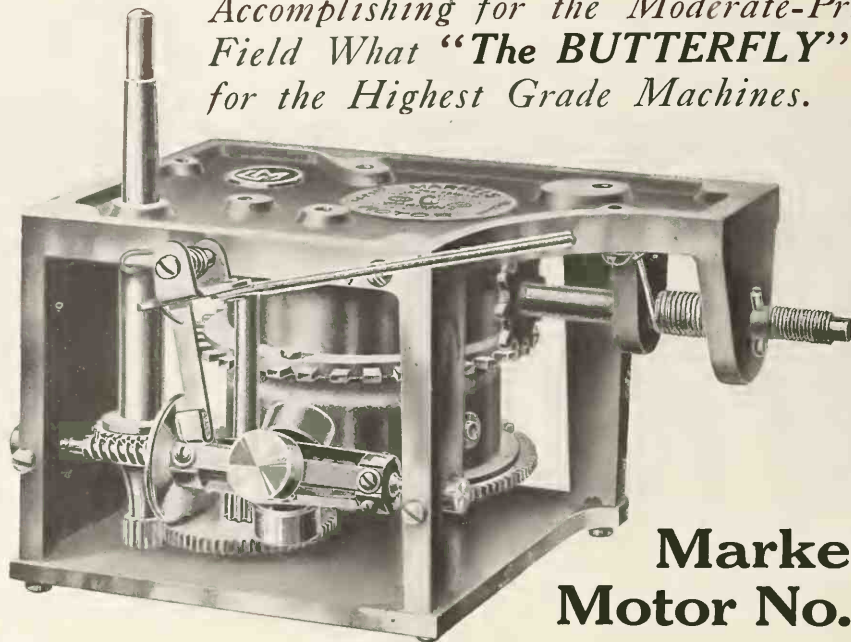
BIG PROFITS

SCHILLING PIANO CO., Inc.
Wholesale Distributors
112 WEST 23d STREET, NEW YORK

REPEAT ORDERS

Another Markels Achievement!

Accomplishing for the Moderate-Priced Motor Field What "The BUTTERFLY" Has Done for the Highest Grade Machines.



**Markels
Motor No. M-3**

SPECIFICATIONS

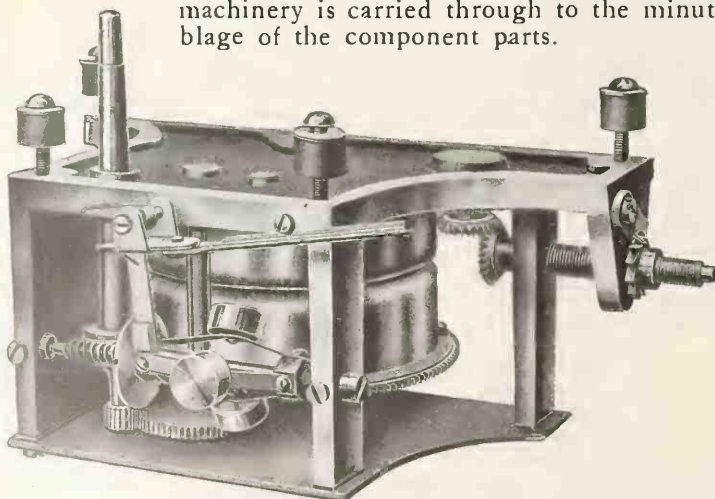
Double spring, cast-iron frame, brass bearings, smooth winding and quiet running, playing three 10-inch records without rewinding. Furnished complete with 12-inch turntable, special broad-flanged hub, fibre-back escutcheon, one-piece tapering crank, speed tabulator and all accessories. The speed tabulator has a pilot screw attachment which fits into slotted arm on regulator bar, and prevents arm from jumping off regulator in shipping (patent applied for).

The Highest-Quality Motor on the Market Today at a Moderate Price

Priced low enough to use on \$50 machines

Made good enough to use on \$100 machines

The spirit of craftsmanship which makes every Markels Motor a supremely dependable piece of machinery is carried through to the minutest detail of the manufacture and assemblage of the component parts.



THE JEWEL-BEARING "BUTTERFLY"

Send for "The BUTTERFLY Bulletin," which gives full description, large photographic cuts, etc.

**The Sensation of the Year
in the Motor World!—**

The new Jewel-Bearing BUTTERFLY MOTOR—on the market now but a few months—has easily established its leadership as the only **Silent Motor** in existence. Your competitors are testing and using **The BUTTERFLY** with epoch-making results on their highest-grade machines. If you have not yet tried it, wire your order today for a sample "BUTTERFLY".

A Warning to the Wise—Don't Delay Until It Is Too Late to Provide for Your Motor Requirements!

LEONARD MARKELS, 165 William St., New York

Using Ideas from Manufacturers' National Magazine Advertisements : : : : By Ellis Hansen

This is the eighth of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States, having during his career been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine Co., Camden, N. J.; Lyon & Healy, Chicago, and the R. Wurlitzer Co., Chicago. There is no man in the trade so well equipped to tell dealers how they may utilize their windows to the best possible advantage as a business producer. We consider ourselves fortunate to have secured the services of so valuable a man and we feel sure that his suggestions will prove a distinct aid to dealers in utilizing window space to advantage.—Editor.

I have received several letters from dealers complaining that most of the displays illustrated and described in my monthly articles are too elaborate and costly and too large to be practical for the average store. Other dealers ask me to explain in my articles how to utilize old material from Victor and Edison ready-made window displays, as they have had it stored away for years and would like to use it again.

It is, of course, entirely out of the question for me to formulate a set of rules that would suit all stores and all conditions. All that I can hope to accomplish is that my articles may contain certain information that will prove helpful to the greatest number of stores, together with suggestions which might be adapted or supplemented with some other ideas of dealers suiting their own local conditions.

Very few dealers doubt the wisdom of attractive displays. When a dealer rents a prominent corner store and pays twice as much rent as he would have to pay for the next one to it, he does it because he knows that great crowds will pass there and that his attractive window will bring some of them in. Dealers are more willing to spend money and time on their show windows than ever before. The fact that good displays pay is now pretty thoroughly understood. The dealer's greatest difficulty is lack of ideas and how to go about the work. The high-class newspaper and magazine advertising of the leading talking machine manufacturers has no doubt made the industry what it is to-day. Nearly all of these advertisements are alive with human interest. Just look at the Victor magazine announcement for this month, "John McCormack's first audience," "The Irish lad who ran away to be a minstrel." The high-class illustration shows a typical Irish fair day scene, with the boy singing to the accompaniment of an old fiddler. Human interest!

Or take a recent full-page Edison magazine advertisement with a scene from "Lohengrin" as given at the Metropolitan Opera House showing Lohengrin and Elsa and a photograph of the very artists appearing in these roles singing in direct comparison with the Edison disc—the Re-Creation of Music.

Look at this month's splendid magazine advertisement of the Columbia—"Tone"—with the picture of the organ of the Cathedral of Rheims, that pearl of architecture destroyed by the Germans together with the equally interesting text. Human interest again of the most intense type.

Advertisements of this kind appeal to the imagination and make people read and remember every word. Most of these magazine advertisements are printed in the 25 and 35-cent magazines in attractive color reproductions. These should be collected by all talking machine dealers not only for their value in stimulating ideas, but especially for actual use in display work. For instance, mount ten of these on as many cards, using attractive mat board and leave a one-inch margin all around. The size of the ads is about nine inches by three inches so the mat board should be eleven inches by five inches. Arrange ten appropriate records in front of the cards and have a center card somewhat bigger, with the trade-mark of the product advertised and this legend.

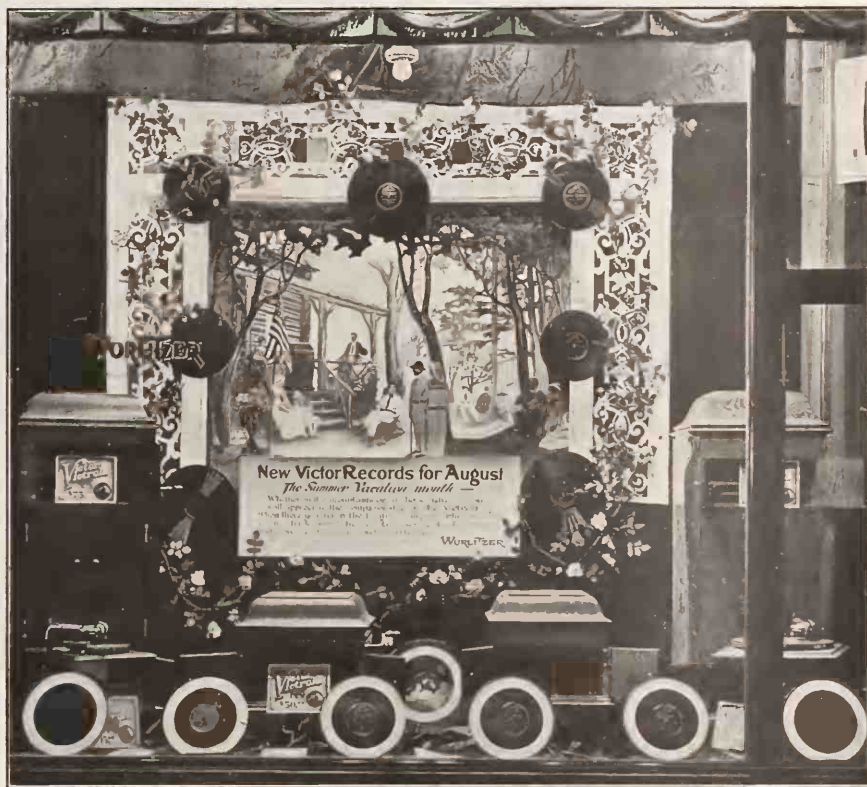
Ten reasons why there should be a (name of make) in every home.

This would make an attractive display at a trifling expense, and it would be appropriate at almost any time.

Displays could also be arranged with only one of these advertisements. The Victor advertisement with a picture of Jenny Lind singing at Castle Garden, New York, in 1851, which appeared some months ago, strikes me as particularly good for this purpose. To my way of thinking the conception and fine poetic feeling contained in this remarkable piece of publicity marks it a masterpiece in modern advertising. Procure the advertisement in full colors and cut off the printed matter which will leave a picture nine inches by ten inches; mount this

In almost any city dealers can get back numbers of high-grade magazines from second-hand stores at a fraction of the regular price. Tell the bookman what you want and you will be surprised at the amount of material you can obtain in this way.

A scrapbook of musical advertisements and pictures of celebrities has proved itself of great value to the writer and is well worth collecting for anyone seriously interested in display work. Leading retail store advertisements such as those of Lyon & Healy and other music houses of national reputation should be included, as some of them contain a world of suggestions.



This Picture Illustrates How Ellis Hansen Uses Ideas From Manufacturers' National Magazine Advertisements.

"... The stage setting at the back is an enlarged duplicate of an illustration in colors which appeared in a double spread in the Saturday Evening Post the same week. That is pretty close connection between the national advertising and the store where the goods are to be sold." From Roy W. Johnson's Editorial on "Timeliness in Window Display" in Printers' Ink.

on top of a panel shaped show card thirty inches by forty inches and have the copy written by a good show card writer as follows:

All that remains of Jenny Lind is her picture, her autograph, and memories dear to all who ever heard her sing.

Her greatest charm—her wonderfully sweet and melodious voice—is gone forever.

How different had she lived in the present day! The Victrola would have preserved her beautiful voice to posterity, just as it has Tamagno's, Plancon's, Gerville-Reache's, Gilbert's; just as it does the other great singers of the world.

You can hear them to-day on the Victrola whenever you wish; and generation after generation will keep on hearing them though the artists themselves will be forever silent.

To add additional interest to the card procure the back number of "The Etude" issue of December, 1913. The title page has a splendid colored picture of the singer. Mount this on the bottom of the card with her name to the left and date of birth, October 6, 1821, and date of death, November 2, 1887, to the right. Have records of Tamagno, Plancon, Gerville-Reache and Gilbert grouped around the show card.

This idea could also be used in connection with a display of violin records with a center picture of Ole Bull (born 1810, died 1840). A very dramatic color title page of Paganini—considered the world's greatest violinist—may be obtained from "The Etude" issue of May, 1914.

Show window material that dealers have preserved can very well be used over again if in good condition, especially on proper occasions, and with a few changes. One of the displays mentioned in the letters I have received from dealers is the Victor grand opera display No. 25, of which a good many hundreds were sold by the Victor Co., and is just as timely to-day as it was when I first designed it several years ago. The other display mentioned—the Sousa band window—was used by me the early part of this year for the Wurlitzer Co. and created as much attention here in Chicago as any I have ever made. For the benefit of those Victor dealers who had forethought enough to preserve the Sousa display, I shall describe it in full, as I consider this more timely to-day (on account of the war) than at the time I designed it for the Victor Co., over four years ago. It was installed during the New York Hippodrome Co.'s appearance in Chicago, which played to crowded houses, featuring Sousa and his band. It comprised twenty-four records containing Sousa compositions played by the Sousa organization, two Victrolas and twelve silver-plated band instruments. The shell-shaped band stand with the fifty-inch "cut outs" of Sousa's bands-

(Continued on page 69)

Three Sound Reasons for Selling Pathé Product:



An
Enlargement
of the
**Pathé
Sapphire
Ball**
and Pathé
Record Grooves

The Pathé Guarantee

WE guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to its unexcelled beauty of tone.

PATHE FRÈRES PHONOGRAPH COMPANY

ONE is the biggest *exclusive* selling point that any phonograph on the market can claim—The Pathe Sapphire Ball; a visible, demonstrable point of *difference* that can be *sold* on either its convenience or the TONE that it produces.

ANOTHER is the Pathe Guarantee which the sapphire ball makes possible (because it CANNOT mar, scratch or wear out the record)—the broadest, most *salable* guarantee on any standard record today.

THE third is the Pathe red rooster trade-mark—a symbol of *superiority* in the mind of every man, woman—yes, and *child*—who has ever seen it flashed on a motion-picture screen; and which also stands for the greatest world-wide repertoire of records existing. Tie up with Pathe product—and you've hitched your wagon to a star!

Pathé

The Pathé Trade-Mark



Write us about Pathe and our service today

Williams, Davis, Brooks & Hinchman Sons

Distributors for

Pathephones and Pathé European and American Double Disc Records

Detroit, Michigan

USING IDEAS FROM MANUFACTURER'S MAGAZINE ADV'TS.

(Continued from page 67)

men and the very characteristic and life-like figure of Sousa in front of his musicians was the central decoration. Two concealed electric lights made Sousa and his musicians stand out in strong relief. Flanking the band stand were two signs which were embellished with flaming torches, the upper part of which were encircled

others. What could be more logical to show in connection with his records than the very instruments used to produce these records? The band stand and the musicians convey the effect that can be produced in the million of homes which contain talking machines and one or more of the many Sousa selections recorded. A few

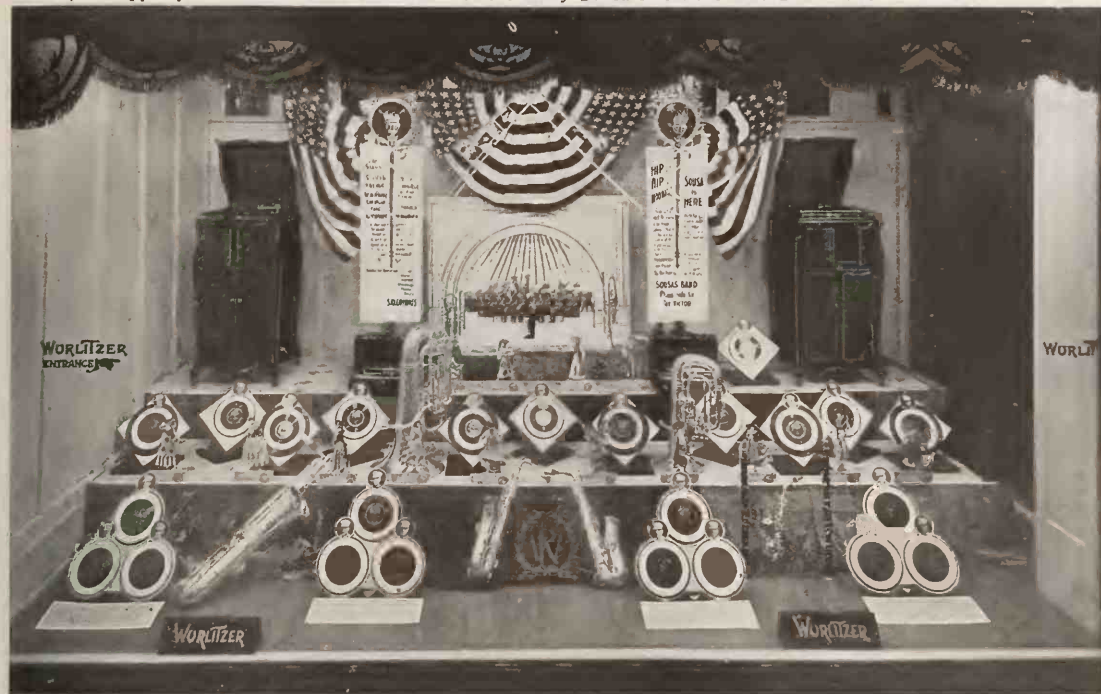
ESTABLISH STRADIVARA AGENCIES

Schilling Piano Co. Making Progress as Distributors of This Machine—Freeman & Co., Newark, Get State Agency in New Jersey

Several new agencies have been established by the Schilling Piano Co., 112 West Twenty-third street, New York, for the Stradivara talking machine. One of the most recent acquisitions has been Freeman & Co., of 185 Market street, Newark, N. J., who have taken over the Stradivara agency for the State of New Jersey. That this company is having success with the machine has been manifested by the many orders which have been sent by them to the Schilling Piano Co. In Newark alone several dealers have been appointed, and throughout the entire State there has been a marked demand for this machine.

Frederick P. Altschul, of the Schilling Piano Co., stated to a representative of The World this week that they were very well pleased with the success they were having with the Stradivara. "We are continually opening new agencies and I cannot speak too highly of the pulling power of The Talking Machine World. Nearly every mail brings new inquiries and many of them develop into live dealers. We have even had inquiries from California and Florida and have opened negotiations with some very representative people through advertising in The World."

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, returned recently from a visit to the company's branches as far west as Kansas City, Mo. He found conditions very satisfactory and judging from the reports of the branch managers Columbia dealers are preparing for a banner fall trade.



A Sousa Window at Wurlitzer's, Chicago, Which Called Forth the Approval of the Famous Bandmaster in wreaths with the American eagle on top. These, together with the four American flags shown in the illustration, added a decidedly patriotic touch to the display. Each record had a label with the name of the composition and a photo of Sousa. Four cards in the extreme front contained interesting data about Sousa and his band as follows:

Sousa has made American music respected from San Francisco to Moscow—from Quebec to Cape Town; from Copenhagen to Melbourne; from Covent Garden in London to the New York Hippodrome. The Victor records are true reproductions of his fine organization, with its extremely well-balanced Brass, Reed, Wood, Wind and Percussion Sections.

Sousa spent fifteen years in the military service of the United States Marine Corps, three years as a musician apprentice, then as conductor of the famous Marine Band for twelve years. It was during this period that Sousa received the title of March King, an honor well earned, founded on his military and dance music, whose vogue has outlasted that of any composer since Strauss.

As conductor of the foremost Military Concert Band of the World—Sousa has given some 17,000 performances in every part of the universe, traveling at least 700,000 miles. Through the Victor his music has reached millions of homes, not only in large cities, but in the smallest hamlets East, West, North and South.

Sousa is not only famous for his parade marches, which to a degree put out of favor all other compositions in kind, but he has had definite success with several operettas, of which "El Capitan" is a good example. Sousa made many happy experiments in the sonata form. His programs always contain delightful little suites and tone-poems skilfully and cleverly played by his—the greatest stringless organization of the present day. All of these have been faithfully reproduced by the Victor Co.

In this display I have used the old Sousa "ready-made Victor window" as the central decorative theme. Other ideas are introduced, but all in harmony with the central decoration. Everything in the display from the band stand to the flags, from the band instruments to the records, has a perfectly logical reason for being there. Sousa is no doubt the best-known composer of American martial and patriotic music and his position as lieutenant in the U. S. Army was not unduly emphasized by the American flags and other national symbols used. His very name (notice the last three letters U. S. A.) bring instantly to mind such selections as "Stars and Stripes Forever," "Jack Tar March" and

Lester L. Leverich, of the advertising department of the Columbia Co., New York, returned recently from a belated vacation which included a trip to the White Mountains. He is in the best of health and spirits and well equipped for the exigencies of the fall season.

RECORD DELIVERY ENVELOPES
Lufranc Quality



Mr. Record Seller:

Our combination of Heavy Kraft Paper, String and Button Fastener, Neat Printing, Low Price, means *this* to you:

PROTECTION TO THE RECORD
(thru the heavy paper)

SPEED IN WRAPPING
(thru the string and button fastener)

NEATNESS OF YOUR PACKAGE (every bundle uniform).
ADVERTISING YOUR NAME (thru the printing on the face of the envelope).
MONEY SAVING (they cost no more than ordinary paper and twine).

Made to Fit Any Make Record. Two Sizes—for 10" and 12" Always in Stock.
WRITE FOR SAMPLES AND PRICES.

ORDER TO-DAY FOR THE HOLIDAY RUSH

LEWIS C. FRANK
654 Book Building,
DETROIT, MICHIGAN

Envelopes for Records
Envelopes for Mailing Monthly Supplements
Corrugated Sheets Cut to Size

Please send samples of envelopes and quote us on

..... Thousand Printed
..... " Plain

We sell M.....
(Your Name)

Name of record.....
.....
T. M. W. 917 (City and State)

GREETING



DOLCE-TONE LINE with the Fabric Diaphragm

\$50.00 to **\$275.00**

WE beg to present to the music loving public a real *Musical Instrument* that is void and free from *Harshness* and *Metallic Tones*, an instrument that neither magnifies nor distorts the *Tone*, but will reproduce the record with that natural, rich, round, mellow tone delivered to the recording instrument by the band, orchestra, vocalist and instrumental soloists. Surface noise reduced to a minimum, no guttural horn sound whatever to distort. Our perfect *Fabric Diaphragm*, a perfectly balanced tone arm, and the new automatic modulating amplifier, three distinct new features in phonograph construction for reproduction of sound, are embodied only in the "*Dolce-Tone*", which makes it a perfect universal instrument that will reproduce all records of both systems of recording, the up and down and lateral cut, one as true as the other.

Our latest improvement in Sound Reproduction is a deflected sound board device, a *hornless instrument*. It is an entirely new idea. The device contains no funnel shape arrangement of any description. The sides of the Cabinet form the Sound Chamber, with the additional improvements built on the principle of the violin, giving magnificent sound reproduction, and thereby eliminating any possible chance for vibrations sometimes caused by Amplifiers.

Our Cabinets in design are the celebrated Chippendale, solid mahogany frame. Other finishes, Sheraton and fumed oak.

Everything in hardware the best possible to obtain. Diamond point is used for vertical cut records and the steel needle for lateral cut. To hear and see this instrument will convince you our claims are not misrepresented, and you will choose a "*Dolce-Tone*".

Mr. Dealer, look into this wonderful machine, and you will verify our claims when you hear a comparison of it with any machine on the market.

Send for catalogues and discounts.

THE DOLCE-TONE STANDS FOR

*Natural Tone Reproduction. Soft and Sweet. Pleasing in Design.
Master Workmanship. Distinctive Individuality in Construction.
A Real Musical Instrument, with a thought of the sublime.*

The Dolce-Tone is in a class of its own, and is not an assembled machine

REED, DAWSON & CO., Inc.
6 West Park Street Newark, New Jersey

DETROIT TRADE TRIUMPHS OVER VARIOUS OBSTACLES

Dealers Report a Very Satisfactory Volume of Business Despite Stock Shortage and Annoying Transportation Delays—C. A. Grinnell Addresses Local Association—General News

DETROIT, MICH., October 5.—Truthfully, the talking machine business in this city is very good for this season of the year considering the many obstacles operating against general trade conditions. Sales are being lost daily because of the fact that dealers have not what the customer wants. A big dealer told me just the other day that he had to let three customers get away because he did not have certain desired numbers on hand—he had them ordered and on the way. Freight conditions around this section of the country are frightful—and there seems to be little remedy. This week local express companies notified everybody that all shipments would be taken subject to delay. A jobber told me that it took him a week to ship by freight to Flint, which is only sixty miles away. So you see the freight situation is not only affecting incoming shipments but those of Michigan jobbers.

There is a brisk demand for talking machines and records, and there are only a few isolated cases where dealers claim business is poor—most of them say that since the first of October there has been a splendid improvement. Record business is fine and everything seems to be selling. Dealers are to be commended for the improvement noticeable in their window displays. Those with ground floor window space are certainly taking advantage of the fact that "the window is the biggest asset for drawing in new trade."

Hugh G. Wilkinson, for a number of years with Grinnell Bros., has been appointed manager of the retail Victrola department at the 243 Woodward avenue store. He succeeds Harry Rupp. Mr. Rupp, by the way, has been appointed manager of the Edison phonograph department of the Frank Bayley Music Store.

C. H. Chambers, of Williams, Davis, Brooks & Hinchman Sons, Michigan jobbers for Pathes-phones and Pathé records, says that his firm is now reaping the benefit of the missionary work

done all summer by the sales organization, and he looks forward to a bumper fall trade. New accounts are being opened up right along, but they are the sort that have stability, which means that they are not accepting every application received without first a thorough investigation. Albert M. Saunders and Walter Zimmerman are special traveling representatives for this department and are doing exceedingly well. Besides, the firm has the complete sales staff of the drug department to boost for the Pathé line. Some elaborate plans are being made for the Pathephone department. The entire third floor of the new addition is to be given to salesrooms, stock and demonstrating room, while there will be display rooms on the first floor of the new addition.

The Detroit Talking Machine Dealers' Association at its September meeting listened to an address by C. A. Grinnell, vice-president of Grinnell Bros. on the value of a musical page in the daily newspapers throughout the State, and urged dealers to co-operate with publications in making this page more interesting. After a report of its special committee, the association went on record as favoring the following uniform prices: for overhauling, \$1.50; for oiling and lubricating, \$1.50; for Victor springs, \$1.50; for Columbia springs, \$2.

Wallace Brown, Brunswick dealer, says he is doing a splendid business on machines and firmly believes he will do the biggest fall business in his history—100 per cent. greater than his previous best year.

A complete Columbia Grafonola department is being installed on the second floor of Weil & Co. store, Michigan and Wayne streets. It will be one of the largest and best equipped talking machine departments in the State. Sam Lind, local Columbia manager, some time ago received a tremendous order for both machines and records.

When Martinelli gave a recital at the Arcadia, October 2, 3,800 people attended, practically creating a new record for concert crowds. The local Victor stores boosted his records prior to his coming and for some time afterwards with splendid results.

Detroit now has a population of approximately 900,000 people. This means that it will be an easy matter to get a million by 1920, which is the goal of the local chamber of commerce.

Prosperity is raging in this city, and indications tend to prove that that condition will prevail for a long while to come. Some enormous war orders have been received and more are in sight. A \$7,000,000 airplane factory is now under construction, being assured of a war order aggregating \$50,000,000. Local business men have just organized a \$2,000,000 corporation to operate an ordnance factory to be devoted exclusively to U. S. Government contracts.

At this time we are enveloped in the work of taking subscriptions to the new Liberty Loan, but fortunately it seems to be making no inroads on the talking machine industry. The cry of local dealers is "Give us machines and records and we'll sell them." That sizes up the whole situation so far as Detroit is concerned.

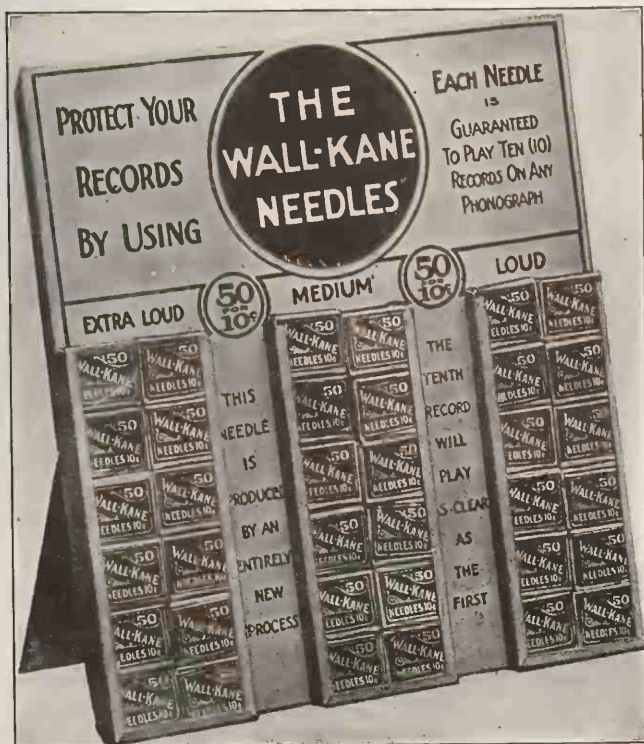
DEATH OF GEO. A. BEACH

Was Well Known as Inventor and Was at One Time Connected With Edison Interests

CHICAGO, ILL., October 1.—Geo. A. Beach, who died at his home in this city recently, was well known as an inventor and in the early days was closely associated with the varied Edison interests in Orange, N. J., at one time being connected with the phonograph works. He later joined the staff of the Union Drop Forge Co., of this city. He was born in 1866 in Monroe, Mich. Among Mr. Beach's inventions were an electric heater for street cars and speaking tubes for carriages.

It's an easy matter to take a day off, but it isn't every man who can put it back.

W A R N I N G



WALL-KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL-KANE STEEL NEEDLES are being imitated.

The genuine WALL-KANE NEEDLES are manufactured by intricate, chemical processes, and possess the quality of playing ten records perfectly, the last one as well as the first. They also improve the wearing qualities of the record.

The greatest experts have tested WALL-KANE NEEDLES and endorsed them. A very simple test—take WALL-KANE NEEDLES and the ordinary needles, and place them in a vise—break them in two parts, and the microscope will show you why the WALL-KANE is superior.

BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of Stand to dealers, \$4.00. Single packages, 6½c.

Jobbing Territory Open

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., 145 WEST 45th STREET NEW YORK

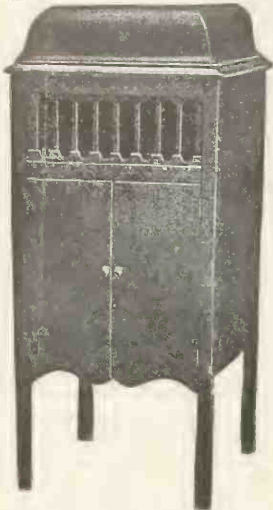
The "Cleartone" Talking Machine

PLAYS ALL RECORDS

Manufactured and Guaranteed by the

Lucky 13 Phonograph Co., 3 East 12th Street, New York

LARGEST DISCOUNTS IN THE TRADE



Made in two sizes
No. 50—19" high. Retail \$50
No. 37—17" high. Retail \$37



No. 70
Height 46" Retail Price \$70



No. 70-a
Height 44" Retail Price \$70



No. 75
Height 46" Retail Price \$75



No. 85
Height 50"
Retail Price \$85



No. 15
Retail Price \$15
Double Spring Motor



No. 80
Height 50"
Retail Price \$80

STEEL NEEDLES

50c. per thousand in million lots; 45c. per thousand in ten million lots; 60c. per thousand in lots less than a million.

MOTORS

No. 01—8-in. turntable\$1.25	10-in. turntable\$1.40
No. 1—10-in. turntable2.65	12-in. turntable2.95
No. 6—10-in. turntable, double spring3.50	12-in. turntable3.85
No. 3—12-in. turntable, double spring6.75		
No. 7—12-in. turntable, double spring7.50		
No. 4—12-in. turntable, double spring9.50		

STONE ARMS AND REPRODUCERS

Baby. to play 7-in. records only\$.90
No. 1—Tone Arm and Reproducer1.25
No. 2—Tone Arm and Reproducer, for playing all records2.25
No. 6—Tone Arm and Reproducer, for playing all records high grade2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade2.25

MAIN SPRINGS

No. 0— $\frac{1}{4}$ in. 20 gauge 8 ft. 6-in.	25c ea. 100 lots 20c ea.	1000 lots 19c ea.
No. 1— $\frac{1}{4}$ in. 25 gauge 10 ft.	33c ea. 100 lots 30c ea.	1000 lots 29c ea.
No. 2— $\frac{13}{16}$ in. 25 gauge 10 ft.	35c ea. 100 lots 32c ea.	1000 lots 30c ea.
No. 3— $\frac{1}{2}$ in. 25 gauge 11 ft.	43c ea. 100 lots 39c ea.	1000 lots 37c ea.
No. 4—1 in. 23 gauge 10 ft.	43c ea. 100 lots 39c ea.	1000 lots 37c ea.
No. 5—1 $\frac{3}{16}$ in. 27 gauge 18 ft.	90c ea. 100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

60c per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points15c each in 100 lots	14c each in 1000 lots
Sapphire Balls15c each in 100 lots	14c each in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:
30c in lots of 100
29c in lots of 1000
28c in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

STOCK SITUATION SHOWS IMPROVEMENT IN ST. LOUIS

Trade Feels That Under Normal Conditions or Better the Stocks Will Serve to Take Care of Demand Without Difficulty—Meetings of Edison Dealers—General Trade News

ST. LOUIS, Mo., October 5.—Talking machine dealers here are preparing for a very good fall and winter season, and most of them are confident that they are going to be better equipped with stock to handle their trade than for several years past. Indeed, a good many of them already have stock in their warerooms for a larger volume of trade than they were able to handle in previous years. Stock appears to be the one big question. If the trade continues as it has for some weeks past, that is, with the tendency upward for individual sales, there will be a surplus of the small machines. Last year the small machines were the trade savers, as the dealers planted these with customers who were willing to wait.

Recently the average sales ticket has been running higher and higher. One dealer asserts that the machine sales average fully \$20 higher than a year ago, and the initial record sales fully \$5 higher. Without exception, the dealers say that the tendency is for the higher machines. The jobbing trade is running exceedingly heavy from the rural communities. Especially notable as to country sales has been the increase in dealers of the Edison Amberola machines. "The cylinder trade in Edison machines is said to total larger than ever in this district."

E. W. Guttenberger, of the Vocalion department at Aeolian Hall, returned late in the month from a visit to New York, which included the Vocalion factory. He reports prospects for stock very good. He is still running an energetic advertising campaign.

Arthur Magoon, manager of the Victor department at the Kieselhorst Piano Co., also made a trip East and returned confident of the supply of goods for the winter and overrunning with Eastern optimism.

Val Reis, of the Smith-Reis Piano Co., Victor dealers, is another who made the pilgrimage East to look into the prospects. As a result of his investigations at the chief centers of supply, he began a search for needles and bought all that he could find for sale wherever he went, and believes he has almost enough for his trade this winter. Mr. Reis was not so confident that the supply was going to be entirely equal to the demand as most other pilgrims.

The Silverstone Music Co. during the month has entertained a meeting of Amberola dealers here, and A. W. Scott, of the Edison factory, and Louis Nachman, of the Silverstone force, held three other conventions in this district. All were well attended and considerable enthusiasm was shown over the prospects. They re-

port a rapidly growing trade for the cylinder machines and records. Following these conventions, Mr. Silverstone began an advertising campaign in the agricultural weeklies having a circulation largely in his district and will follow these up exactly as the mail order houses do to the point where they are to be turned over to the nearest dealer to make the sale. A. W. Reynolds, who has been enlisting the new dealers in the Amberola campaign, now is equipped with a Ford automobile and is traveling cross-country in the interests of this campaign.

The above reference to Louis Nachman, of the Silverstone force, is a reminder of the peculiar service this young man is doing at present. He is on the road as a salesman, but there is no other salesman in this territory who exactly follows his plan. He does not merely call on a dealer for an order, but he stays with that dealer as long as he has problems. Mr. Nachman is a nephew of President Silverstone, and he began service in the repair shop of the Edison warerooms, working his way through the shipping room and finally he became a salesman. Now when he visits a dealer he is prepared to give this man a course in repairing machine or case, or he goes out to see doubtful prospects, gives a recital or any other work that may fall to hand. It might be added that his training here included the giving of recitals for the various local dealers, the final touch being a series of talks before the high brow musicians that gather about the Kinkel Music Co. warerooms.

At the Columbia Co. Manager Irby W. Reid said: "Aside from the surprising trade we have enjoyed here, our chief event of the month has been the visit of G. W. Hopkins, our new general sales manager. He went over our situation with us and left us a good many suggestions that will be valuable. We already have demonstrated some of them practically, and we have confidence that he got the grasp of the situation here."

The city and country trade, from a jobber's viewpoint, according to Mr. Salmon, is a series of constant surprises this fall. While the writer was talking to Mr. Salmon a dealer entered, and after exchanging greetings remarked: "I want to see you about some machines pretty soon, but first I want to see Mr. Schuddig," and he walked to the rear of the salesroom headed for the shop.

"It is surprising how many of our dealers are doing that now," commented Mr. Salmon. "We have been urging them to know the machine

and they are realizing just what this means to them. Mr. Schuddig is our repair chief, in fact, the oldest Columbia employe in point of service at this branch, and he knows Columbias as well as any one living. He also is able to tell others what he knows, and our dealers are beginning to appreciate him and his shop. They are ambitious to be able to answer the questions that come before them, and when they come down on business they make it a point to 'go to school' for a short time at least. Some of them come down and spend days at a time in the shop."

The Koerber-Brenner Music Co., Victor wholesalers, entertained the local dealers early in the month so as to meet Mr. Raus, of the Victor record department, who asked for suggestions as to future records. More than twenty persons were present, and nearly every man had a suggestion or several. Mr. Raus was very attentive to these suggestions, but was able to say in most cases that the matter was already being taken care of. In a few cases he pointed out why the suggestion was not practical, and on others he made notes, promising consideration. It is fair to say, that no dealer presented what might be called a primary objection. All made it clear that they highly approved the Victor records. One often repeated request was for more full orchestra music, which Mr. Raus assured them would be forthcoming at once.

The Famous & Barr Co. is completing the work of installing the new booths reported last month. While the working men were in the department, Manager Ditzell had them entirely redecorate all the booths. Despite the handicap of the renovating and building, trade increases were shown.

VISITING THE WESTERN TRADE

D. F. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor of Wall-Kane steel needles, left Monday for a five weeks' trip which will include a call on the trade in New York State, Ohio, Chicago, St. Louis, Detroit, and important points in the Northwest and Southeast. Mr. Tauber expects to establish a number of jobbing agencies with prominent concerns.

Before leaving on his trip Mr. Tauber, in a chat with *The World*, commented upon the fact that the company's business has increased tremendously the past few months and that the Wall-Kane steel needle was giving splendid service in every detail. Arrangements were recently made to enlarge the factory materially in order to handle this year's business, and judging from present indications additional factory facilities will be necessary early next year.

"Tomorrow" — The Theft of Profit!

We advised Victor Dealers many months ago to prepare for a shortage this fall. Many of them took our advice and placed advance orders; others said "tomorrow" and waited for developments. The results are now evident, but

G. T. Williams Co.—Victor Service

is based on the principle of today and success; not tomorrow and disappointment.

G. T. Williams Co., Inc., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.



Every man ought to hear every make of talking machine before he decides on the Columbia Grafonola. Encourage the doubtful to make comparisons.

Columbia Graphophone Co.
Woolworth Building, New York

JOIN STAFF OF READY-FILE CO.

J. E. Shea and T. W. Hendricks, Both Experienced Men, to Sell Important Accessory

INDIANAPOLIS, IND., October 6—Two important changes in local music trade circles are announced in the appointment of J. Earl Shea and Thomas W. Hendricks to the sales staff of Ready-File Co., Inc., manufacturers of talking machine accessories. Both of these men



J. Earl Shea

are widely known in the talking machine field.

Mr. Shea was formerly manager of the talking machine department of L. S. Ayers & Co., of Indianapolis, and has an enviable record as a salesman of musical merchandise. He has been in the talking machine business for ten

years, but severed his connections with the L. S. Ayers Co. the first of the month to take care



Thos. W. Hendricks

of Ready-File interests throughout Eastern territory. He is well known among the various distributors of Victor goods and will have an interesting story to tell them about Ready-File. While friends were loath to see him leave Indianapolis, they are congratulating him on his new connection.

Mr. Shea has been connected in some form with the talking machine business with many big concerns. At one time he was with the Wulschner-Stewart Co. as salesman in the Victor department, and then in the capacity of manager of the Stewart Talking Machine Co.,

in this city, and lately with the Ayers concern. He is not only a salesman of ability but a trained musician who has had experience on the concert stage and with various orchestras.

Thomas W. Hendricks formerly was manager of the Pathé talking machine branch in Indianapolis and has had much experience in talking machine business, having been connected with the trade for the last eight years. Prior to his connection with the Pathé people he was with the Stewart Talking Machine Co. as manager. At one time he was connected with the J. W. Jenkins' Sons Music Co., Kansas City.

Mr. Hendricks is noted as a hustler and his first week out with Ready-File he sold 1,000 sets. He has the Southern territory and his friends are predicting big success, not only for himself but for Ready-File. The company is preparing for a big Christmas business and expects to have something of interest to announce to retail dealers in a short time.

JOSE HOFFAY MAKES CANADIAN TRIP

President of Hoffay Talking Machine Co. Also Visits American Cities and Reports a Splendid Condition of Trade Everywhere

Jose Hoffay, president of the Hoffay Talking Machine Co., has recently returned from an extended trip to Canada and a number of American cities, including Cleveland, Buffalo, Syracuse and Rochester. He left New York on a tour of investigation to learn the general trend through the retail trade. He reports a splendid spirit everywhere and looks for an unusually big year.

Mr. Hoffay stated that all the retailers he talked to were apparently much impressed with his guarantee to stand back of each machine put out by his company, and that this was one of the strongest features of his sales talks.

Mr. Hoffay also declared that his advertising in The Talking Machine World was proving most successful.

JOHN M. DEAN DIVISION

Otto Heineman Phonograph Supply Co., Inc.

Executive Offices: 25 West 45th Street, New York

Factory: 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.



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr.

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

CHICAGO, ILL., October 6.—The situation in the talking machine trade was practically the same during September as in August. Even when making allowance for the duplicate orders placed with different distributors in order to assure shipment, it was greater than a year ago, but the supply situation is still way below par. Although shipments from the Eastern factories are now coming forward better than in July and August, they are generally described as only a drop in the bucket. As the fall business opens the proportion of the demand for the higher priced machines has increased immensely. The local retail warerooms report an excellent business and look forward to a big demand during the winter. The only fear is that they will not be able to secure enough goods to meet the exigencies of the demand.

The jobbers and local representatives of Eastern record manufacturers all report an unusual demand for records indicating that the dealers are pushing this department of their business stronger than ever before. Record stocks generally are in relatively good shape.

Makes Canadian Arrangements

F. P. Read, recently secured Canadian patents on the Read Automatic Record Container and has made arrangements with the Orilla Co., of Orilla, Canada, by which they will have the exclusive Canadian rights for the device which they will incorporate in their own talking machine and also in a line of record filing cabinets. Mr. Read has moved his offices to 301-302 Tacoma Building, where he will conduct the automatic record container business and also represent the Flexifile filing device.

Improvements at Wurlitzer's

F. A. Siemon, manager of the Victrola department of Rudolph Wurlitzer Co., says that they are having a very good retail business in spite of the handicap, due to the remodeling now going on at the main store. All of the demonstration booths are now on the main floor of the building and are done in French gray with white ceilings and windows of extra heavy plate glass. The aisle running between the two rows of booths is tiled, and the coloring scheme of the ceiling, which is arched, is in harmony with that of the booths. The record sales department is now in the front of the main floor. Work on the enlarged wholesale

quarters at 615 Wabash avenue is still in progress, and will give the company better facilities than ever. L. E. Noble, who is in direct charge of the wholesale, says that September business was larger than August.

Improvements at Talking Machine Shop

The Talking Machine Shop has just opened its new salesrooms on the third floor of its building. Eight new demonstration booths have been added which brings the total number of booths in the shop up to twenty-two. These are done in cream colored enamel, and the heavy plate windows are artistically arranged with figured creton drapes and point de esprit lace curtains. The floors and aisles are covered with heavy red plush carpet and the walls are decorated with large pictures of the various Victor artists. This department is under the personal supervision of C. L. Davidson, who is assisted by Miss Pauline Tishler. Ten mahogany record bins, which hold a total of about 4,000 records, have been placed on the main floor and the necessity of going to the stockroom for a record is thereby eliminated, as a goodly supply of records is always on hand in the front of the shop.

Galli-Curci Hanger

Lyon & Healy have recently produced a very remarkable hanger, showing Galli-Curci standing by a Victrola with a record of the great prima donna's rendition of the "Cara Nome" solo from "Rigoletto" in the background. It is nine feet high and four feet wide, and is lithographed in four striking colors mounted on heavy muslin and is, therefore, adapted for either indoor or outdoor use. The company is prepared to furnish this hanger to dealers at a very moderate price.

Lyon & Healy are now working on a magnificent twenty-four-sheet Christmas holiday Victor poster for billboard purposes and which promises to excel anything they have produced in the past. It will not only be liberally posted by them, but other Victor distributors and dealers will be supplied.

In speaking of business, L. C. Wiswell, manager of the talking machine department, could only refer to the same old story, the extreme shortage of goods. "While the Victor Co. is doing its very best to supply the demand and fair shipments are now on the way, they prom-

ise to be only a drop in the bucket," he remarked.

"If we had goods to supply," said Mr. Wiswell, "September would be unequalled in trade volume, but owing to conditions is showed a decrease over last year—a decidedly unique occurrence in this house, as you may imagine. The record business, however, showed a very noticeable increase. Dealers are responding to our constant advice to push the record business to the utmost and are evidently profiting by their enterprise."

Lyon & Healy Choral Society

Employees of Lyon & Healy have organized a choral society and from the progress now being made it promises to become one of the city's prominent and permanent musical organizations. Rehearsals will commence shortly. L. C. Wiswell, manager of the talking machine department, returned from a recent trip to find that he had been elected president. The other officers are Harry Fidelke, vice-president; W. H. Ridgway, treasurer, and Miss E. Weiss, secretary. These, with W. H. Collins, Victor Johnson, H. T. Fitzsimmons and Miss C. Willoughby, constitute the board of directors. Mr. Fitzsimmons is acting as temporary director.

Chicagoans at Edison Dealers' Convention

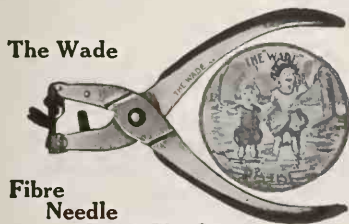
Among those who attended the convention of Edison dealers held at Muelebach Hotel, Kansas City, Mo., under the auspices of M. M. Blackman, manager of the Kansas City Phonograph Co., on September 21 to 27 were the following who made up the party that went from Chicago: Gustave Babson, C. E. Goodwin, A. D. Wayne, L. A. Sutfin and W. H. Guild, all of the Phonograph Co., of this city; Walter Schaaf, of Adam Schaaf; Howard Wigell, of Towle & Hypes, Clinton, Ia.; James P. Lacey, of the Diamond Disc Shop, Peoria, Ill.; Mrs. Durland, of the North Shore Talking Machine Shop, Evanston, and Miss Violet Doebeiner, of the Schuman Piano Co., of Rockford, Ill. The party left Chicago on Sunday evening in a private car, and a most enjoyable time was had by all while en route to Kansas City. While there they attended the opera one evening and heard Marie Rappold, one of the famous Edison artists, who appeared in "Aida."

The Edison Shop is displaying a new Edison disc phonograph of William and Mary design, (Continued on page 78)

"Old Reliable"

"The Wade"

Fibre Needle Cutter



The Wade

Fibre Needle Cutter No. 1
Price \$1.50

WADE Fibre Needle Cutters stand supreme in their field. They have been longest established and represent the acme of quality and durability.

Dealers handle the WADE because they *know* it is not an experiment. Actual results have proven that the satisfaction which goes with every cutter comes back to them in other sales.

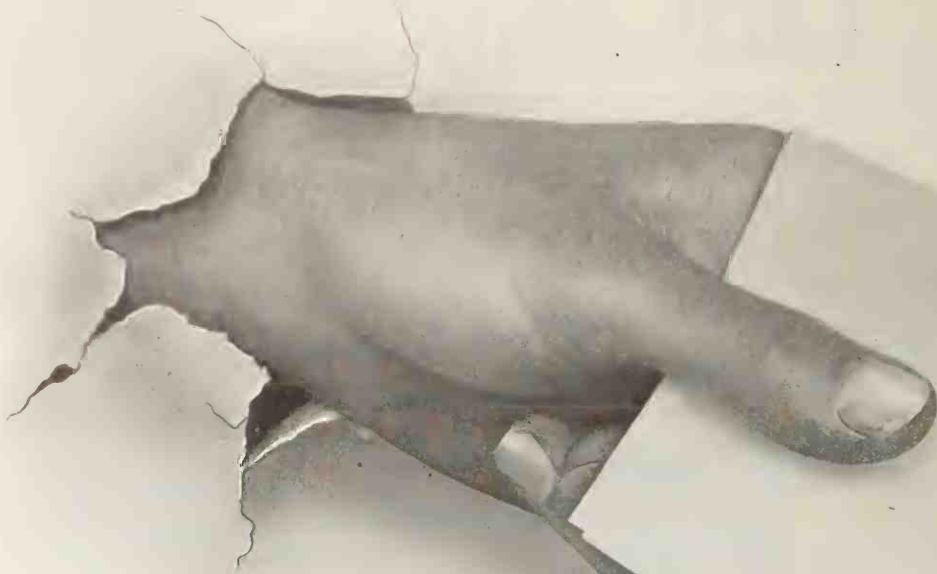


The Wade

Fibre Needle Cutter No. 2
Price \$2.00

Sold Thru Jobbers Only

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



MAKE SURE

**of the best selling
Victor Records by placing
your order with us at once**

**"IT IS BETTER TO BE SAFE
THAN TO BE SORRY"**

NEW YORK TALKING MACHINE CO.

119 West 40th Street - - New York

• • THE LARGEST STOCKS IN

LET US HAVE
THAT ORDER FÖR YÖUR
CHRISTMAS STÖCK

NOW



CHICAGO TALKING MACHINE CO.

12 North Michigan Ave. - - - Chicago

THE TWO LARGEST CITIES • WHOLESALE ONLY • •

See also P. 10

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

which sells at \$250. It is of American walnut in antique finish.

Arrangements are now being made at the Edison Shop for a special program at their concert hall during Edison week, October 21 to 27.

Charles Edison, son of Thomas Edison, and C. H. Wilson, vice-president of Thomas A. Edison, Inc., called on C. E. Goodwin, of the Phonograph Co. while visiting Chicago recently.

Six Best Sellers

The six best sellers in the Pathé library the past thirty days have been: "Good-bye Broadway, Hello France" and "Mother, Dixie and You"; "Lily of the Valley" and "Along the Way to Waikiki"; "Sunshine of Your Smile" and "Seville Love Song"; "Joffre March" and "Army Bugle Call" and "Star Spangled Banner"; "Ain't You Coming Back to Dixieland?" and "Ching-Chong"; and "La Traviata" and "Rigoletto"—"Dearest Name."

The Emerson six best sellers included: "Somewhere in France Is Daddy" and "America, Here's My Boy"; "Good-bye Broadway, Hello France" and "Where Do We Go From Here?"; "All the World Will Be Jealous of Me" and "Bonnie, Sweet Bessie"; "Somewhere on Broadway" and "When It's Cherry Time in Tokio"; "Some Day Somebody's Gonna Get You Medley" and "Story Book Ball"; and "I Don't Know Where I'm Going, But I'm on My Way" and "Peacock Strut."

In the Edison list the following have had the largest sales: "Largo Al Factotum"—"Barber of Seville"; "America" and "Star Spangled Banner"; "Glow-worm" and "Walk in the Forest"; "Aloha Sunset Land" and "My Sweet Sweetening Waltz"; "Canary Cottage, One-step" and "Daly's Reel, One-step"; and "My Yokohama Girl" and "Oh, Johnny, Oh Johnny, Oh."

The six best sellers in the Victor records were: "It's a Long Way Back to Mother's Knee" and "Never Forget to Write Home"; "Sweet Cookie Mine" and "Musical Sam From Alabam"; "Avalon" and "Underneath the China

Moon"; "The Darktown Strutters' Ball" and "Razzberries"; "Naval Reserve March" and "White Rose March" and "Send Me Away With a Smile," sung by John McCormack.

The six best sellers of the Columbia library for the past month are: "Huckleberry Finn" and "Till the Clouds Roll By"; "Hawaiian Nights"; "The Man Behind the Hammer and the Plow," "National Medley"; "Where Do We Go From Here?" medley one-step and "Help, Help, I'm Sinking," medley fox-trot; "I'm a Twelve O'clock Fellow in a Nine O'clock Town" and "With His Hands in His Pockets and His Pockets in His Pants."

Prosperous Brunswick Dealer

The success made by George P. Thompson, proprietor of the Brunswick Shop at Princeton, Ill., in a few months, illustrates what a man of



Geo. P. Thompson's Showroom

ability and enterprise can accomplish with a good line and the proper amount of energy. Mr. Thompson opened the shop early in the year, carrying a complete line of Brunswick phonographs and, of course, Pathé records. Princeton is a town of only 5,000 inhabitants, but he has not only sold Brunswicks to a large number of the leading citizens of the place, but has extended his activities to the surrounding country, keeping a couple of automobile trucks in

almost constant service. The accompanying cut shows the interior of the attractive store.

A Busy Trade Center

L. L. Levine, manager of the talking machine department of Rothschild's department store, reports that both the record and machine business was very good in September, and says that he wishes he could get about three times the amount of goods he has been getting. The \$150 models are in strong demand, and from the way business has picked up in the last month Mr. Levine looks forward to a big increase in the trade this fall.

Disastrous Fire at Decatur

Fire practically destroyed the large furniture store of the Scoville Co., at Decatur, Ill., October 1. The loss is said to be in the neighborhood of \$200,000. The company were large Victor dealers and the entire stock was completely destroyed.

Abolish Approval Plan

Arthur Bissell, president of the Bissell-Weisert Piano Co., says that there is no apparent loss of business, due to their new policy which abolished the selling of records on the approval plan. Under the new plan, which went into effect September 1, the records may be heard in their warerooms in a way that will insure proper treatment. When a record is purchased of them it is placed in a sealed envelope, and the understanding is that the record may not be exchanged or returned for credit if the seal is broken. The seal is of cream colored paper one and three-fourths inches wide by five and one-half inches long and printed in such a way that the wording may be read on either side of the envelope when the seal is properly attached. The lettering is in blue, and the broader lines are blue and red, as is the Bissell-Weisert monogram which is placed immediately below the guarantee and above the firm's name and address. It was thought that in the beginning at least this new policy would cause them to lose a considerable amount of record business, but

IT IS VERY IMPORTANT FOR EVERY PHONOGRAPH DEALER

OR ANYONE INTERESTED IN THE PURCHASE OF PHONOGRAPHS

TO SEE OUR NEW CATALOGUE

ILLUSTRATING OUR COMPLETE LINE OF NEW MODELS

VITANOLA
TALKING MACHINE

THE PARAMOUNT VALUE

The Vita-nola is entitled to be termed as this, for it represents the maximum in talking machine construction. It is made by men with experience, who know what the public demands. The motors are the best obtainable, insuring perfect mechanism. This is the vital point to the dealer.

Anticipate your Fall requirements now and get your order in for future delivery. Our new models are ready and they are wonderfully attractive. If you want the agency for the "live" phonograph line, write us at once. The Vita-nola is made in seven styles. Retail at \$25.00 to \$175.00.

Get our Catalogue NOW!

Vitanola Talking Machine Company

"Pioneers of the Phonograph Industry"

501-509 West 35th Street

CHICAGO, ILL.



NEW MODEL
No. 150—Price \$150.00
50½ inches high, 23
inches deep, 21½ inches
wide

DISTRIBUTORS

New England Vitanola Talking Machine Co.
52 Chauncy Street, Boston, Mass.
Distributor for New England States

Standard Phonograph & Accessory Company
1005 Commerce Street, Dallas, Texas
Distributor for the Southwest

Vitanola Distributors Company
1025 Arch Street, Philadelphia, Pa.
Distributors for Philadelphia

F. W. Hampeter Furniture Co., 11th and Palm Streets, St. Louis, Mo.



CHICAGO COVER BALANCE NO. 2

Remember the Retail Salesman

Every manufacturer and every talking machine merchant is emphatically interested in a quick "turnover", because of the greater profits.

But every manufacturer and dealer should remember the rate of "turnover" depends primarily on the retail salesman—on the ease with which he can convince the prospective buyer of the merits of this or that machine.

In this connection, a very valuable "selling point" accrues to the machine equipped with the marvelous self-balancing lid—to the machine whose cover has no catch, because it automatically balances in any desired position.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.
2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 78)

they were willing to make the sacrifice in an effort to give their customers better records than they had heretofore been able to secure under the old approval plan which allowed the indiscriminate use of all kinds of needles.

Needle Business Good

S. A. Ribolla, sales manager of the Central West division of the Otto Heineman Phonograph Supply Co., returned on Saturday of last week from Elyria, O., where he attended a meeting of the company's sales managers which was held in their home office in that city. Otto Heineman, president of the company, and P. Catucci, mechanical expert of the Meisselbach plant, were also present. Mr. Ribolla says that the needle business is booming at their new factory, and that the demand for needles is getting greater than ever. The new motors contain many minor improvements which spell much in aggregate satisfaction. Business is very good, according to Mr. Ribolla, and is steadily increasing in volume.

Receives Congratulations

F. A. Aylesworth, manager of the Sonora department of the Julius Bauer Piano Co., who is slowly recovering from an attack of "glad-handitis" recently brought on by exposure to congratulating friends when announcement was made of the arrival of baby Virginia Anne at his home, says that while business has been very good for the past month the indications are that this fall's trade will be heavier than that of preceding years.

Chas. J. Orth, who handles the Sonora exclusively in Milwaukee, was a visitor to Chicago on Wednesday of last week.

Good Pathé Business

R. O. Ainslie, manager of the phonograph division of Hallet & Davis Piano Co., reports that the Pathé dealers are working with them to a man this year and are sending in their orders without the usual urging. Orders are coming in very fast, and are steadily increasing

each day, and this, according to Mr. Ainslie, is due to the unusually large amount of fall business in sight, and that the dealers are stocking up in order to avoid the threatened freight embargo.

J. A. Tidmarsh, special representative of the phonograph division of Hallet & Davis Piano Co., with headquarters in Chicago, who has just returned from a two weeks' trip through Michigan, Illinois, Indiana and Iowa, says business throughout those States is very good, and the dealers are placing large orders for immediate shipment.

H. N. McMenimen, Western representative of Pathé Frères Co., who is on a trip through the West that will take him as far as Denver, was a Chicago visitor this week.

Attempt to Rob Executive Offices of Empire Co.

The latter part of September an attempt at robbery was made in the executive offices of the Empire Talking Machine Co., 423 South Wabash avenue. Very late Sunday night a Pinkerton man walking along Wabash avenue was startled to hear a terrific crash of glass, and as the noise came from an office building he realized that mischief must be afoot. He entered the building via the back route, and on reaching the fourth floor discovered the main door leading into the Empire Co. offices had been smashed in. Further investigation showed that the burglars had made a successful get-away through the fire escape after having searched all the desks in the office and after having tampered unsuccessfully with the safe.

The next day John H. Steinmetz, president of the Empire Co., arrived and found that the robbers had searched through even the smallest boxes in every desk drawer, but that they had apparently discovered nothing which they believed would be "salable without a trace."

Better Business This Year

W. Hadert, manager of the Chicago branch of the Sonora Phonograph Corp., says that they

are doing bigger business this year than they did at the same time last year or the year previous. Sonora dealers throughout Illinois and Indiana will receive material benefit from the extensive advertising campaign about to be launched in the local newspapers of these two States. Each Sonora dealer will have an advertisement in his home town paper, and this ought to get him a good portion of the business of the contiguous territory. Mr. Hadert says that they have recently opened a large jobbing account with the Kiefer-Stuart Drug Co., of Indianapolis, who will handle the Sonora exclusively.

J. W. Jones, president of the Jones Motrola Co., was a Chicago visitor on Saturday of last week.

Empire Records Doing Well

In an interview with The World this month, John H. Steinmetz, president of the Empire Co., reported a very booming condition in the dealer distribution of the new Empire records. Mr. Steinmetz now feels convinced of the permanent success of these records and announces that the Empire Co. are preparing to bring out their first record supplement in the early part of November.

Mr. Steinmetz recently returned to Chicago after a short trip to Indianapolis, where he arranged with the Empire factories for a large production of machines in order that the big fall deliveries may be effected without a hitch.

Presents Victrola

Lawrence V. B. Ridgeway, Pacific Coast representative of Lyon & Healy, while upon his recent stay in Chicago arranged for the presentation of a table Victrola to one of the companies at the Fort Sheridan training camp. According to reports the little machine is kept going every minute the men can spare.

J. L. Abbott Elated

When called upon by The World this month

(Continued on page 81)

TRANSFER NAME-PLATES

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

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

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates



The foundation for
Perfect Service

VICTROLAS
VICTOR RECORDS
ALBUMS

FIBRE NEEDLES
FIBRE NEEDLE CUTTERS
and RECORD CABINETS

Advertising Plans That Sell Victor Products

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

J. L. Abbott, president of the Chicago Hinged Cover Support & Balance Co., announced that the demand for the latest model of the Chicago Cover Balance No. 2 was keeping the company's plant decidedly busy. "We find," said Mr. Abbott, "that the manufacturers throughout this country and Canada realize the value of equipping their machines with a device that provides as valuable a 'selling point' to the retail salesman as does the Chicago cover and balance. The newer concerns in the field find sales are produced in much quicker time when the salesmen have machines to sell possessed of distinct advantages, the value of which the public is quick to realize."

Salter Cabinets Adaptable

The Salter Mfg. Co., of this city, are now manufacturing the various style cabinets which appear in their catalog for the Victrola No. IX in a new way, which makes these specially constructed cabinets adaptable for either the old Victrola IX or the new Victrola IXa.

John F. Mortensen, president of the Salter Mfg. Co., reports that orders are piling up for the various Salter record cabinets in a way which keeps the capacity of the large Salter plant pushed to the utmost. He remarked further: "There is one thing very evident, namely, that the wise dealers are going to get in their orders for record cabinets right away in order to protect themselves against transportation troubles which are all likely to prevail a little later on. We have been constantly warning our many dealers of this fact and find that a good portion of our clientele appreciate the conditions and are playing on the 'safe and sane' side in that they are ordering now."

Roberts Joins Aviation Corps

J. G. Roberts, former executive of the Chicago Metal Products Co., during the last month terminated his relations with this company in order to enter the aviation corps of the U. S. Army. At present Mr. Roberts is located in the aviation training camp at Camp Champaign.

Most of the duties which formerly fell to J. G. Roberts are now cared for by his brother, C. F. Roberts, who is secretary and treasurer of the company.

Mandel Co. Issues Timely Advice

A unique letter has recently been sent out from the office of the Mandel Mfg. Co., located at 501 South Laflin street, Chicago. The letter-head is a multi-colored home scene in which several couples are dancing to the tune of a Mandel machine. A significant part of this letter, which has been sent to all Mandel dealers, reads:

"And from now until Old Saint Nick comes jingling merrily along, folks will be thinking about phonographs.

"The progressive dealer is he who knows how to change the thought into action.

"Prepare NOW! Don't wait! Lay in a reasonable stock to meet the natural demand of your own trade. Look ahead of the present. Think of the possible delays in transit, due to abnormal shipping conditions. Help us to protect you for your needs each month of the present year.

"The preceding paragraph is a vitally important one. Read it again!"

Crompton Sells U. S. Bonds

Among the most active salesmen who "descended on the loop" in the endeavor to make the new Government Bond issue a super-success was J. J. Crompton, of the Meyercord Co., of Chicago. Mr. Crompton's patriotism has led him to devote many hours for many days to this highly commendable activity.

New Incorporation Formed

The latter part of September the "Republic Phonograph Co. of Illinois" was incorporated with a capital stock of \$250,000. This company has taken over all the assets and liabilities of the Republic Phonograph Co., and in addition has acquired the property of a cabinet factory located in Chicago. The officers of the new Republic Co. are H. T. Schiff, president; Alton P.

Ripley, vice-president; and A. S. Perrier, secretary and treasurer. Mr. Ripley is a retired capitalist, Mr. Perrier, a former mining engineer, who has just returned from Mexico, and Mr. Schiff is, of course, well known in the talking machine trade on account of his many years of activity in this industry. The new Republic Co. will continue to manufacture the identical line of the old Republic Co. and expects to add several new models in the near future. The acquisition of the Empire plant means that the Republic Co. will now be in the cabinet field as well as in the machine field.

Vitanola Co. Active

Intensive activity prevails throughout the large factory of the Vitanola Talking Machine Co., of Chicago. The cause of this, as Jeffrey Schiff, president of the company, puts it, lies in the fact that the Vitanola Co. intends not only to deliver the large orders which are already in hand, but to be able to deliver promptly many large orders which are sure to pile in during the next thirty or forty days.

Big Brunswick Advertising Campaign

The Brunswick-Balke-Collender Co. started a wonderful magazine advertising campaign with a striking double-page spread in the Saturday Evening Post of September 29. From now on until the holidays there will be a continual fire of forceful pages and double pages in such periodicals as the Post, Colliers, Literary Digest, Outlook, Leslie's, Life, The Independent, and The Etude. The campaign is receiving the hearty co-operation of the dealers in the way of utilization of retail copy in their local papers tying up closely with the magazine advertising.

Kenneth C. Smith, an advertising man of long experience, especially along lines of co-operation with the dealer, has been made advertising manager of the Brunswick-Balke-Collender Co. and has some comprehensive plans in hand which will prove of vital interest to the trade. An immense twenty-four sheet poster for bill-

(Continued on page 83)

THE WORLD

The World

The Sensational Seller

"The Phonograph That

Retailers who are now exhibiting the remarkable WORLD Phonograph know all that is necessary to insure rapid sales is to exhibit this unusually artistic instrument and give a demonstration of its wonderful tonal volume.

Each sale will mean a good profit and a pleased and permanent customer.

No. 100, here illustrated, throughout of 5-ply Mahogany; perfect double-spring, noiseless motor construction. Automatic



No. 100
48" High, 21" Wide, 22" Deep
Retail Price, \$100

Phonograph

of the Musical Market

Plays Any Record"

cover support and WORLD automatic phonostop.

Send for illustrated catalog giving complete description of our famous No. 75, 100 and 125 WORLD Phonographs, also the superb No. 175 Art Craft Reed instrument.

We can show you how to enlarge your phonograph sales and profits. Write at once for catalog and full information about our exceptional selling plans.

WORLD PHONOGRAPH CO.

General Offices and Factory, 736-738 Tilden St.

CHICAGO, ILLINOIS

The Brunswick

Insures phonographic selling success because of these things:

The financial stability and reputation of the makers.

The superiority of the instrument, embracing all the "wanted features."

The co-operation and support given you. The National advertising that creates sales.

Protection as to territory.

Prompt deliveries at all times.

Get Our Proposition

A postal-card request will bring you The Brunswick Proposition which discusses in detail the superiority of The Brunswick and the sales effort back of it. Write today.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO SAN FRANCISCO NEW YORK CINCINNATI
BRANCH HOUSES IN PRINCIPAL CITIES OF UNITED STATES, CANADA, MEXICO, FRANCE

623-633 South Wabash Avenue, Chicago
29 W. 32d St., New York 7th and Main Sts., Cincinnati

CANADIAN DISTRIBUTORS:
Musical Merchandise Sales Co., 80 York Street, Toronto

The Trade Winners

Pathé Records

The Business Builders

Coupled with The Brunswick are Pathe Records. An ideal combination.

Pathe Records are world famous and present many artists heretofore unknown to the American public.

Being extensively advertised these records are in great demand. This means additional profit and prestige.

There are some localities where we are looking for dealers for this money making combination. Write or wire today for The Brunswick Proposition.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

board use will soon proclaim the Brunswick gospel from the Atlantic to the Pacific and from Canada to the Gulf. It is an exceptionally daring design. A colossal Brunswick phonograph looms in the foreground, and at one side the majestic figure of a war god is seen in listening posture. The treatment is artistic and dramatic in the extreme. "Music Hath Charms" is the significant legend. The caption is "The Brunswick plays all records."

Other Brunswick Happenings

Harry B. Bibb, sales manager of the phonograph department of the Brunswick-Balke-Collender Co., announces that contracts have just been closed for the establishment of an exclusive Brunswick Shop in Minneapolis, which will be conducted along the same lines as that of the Wallace Brown Co., of Detroit, and the All Record Phonograph Co., of Indianapolis. It will be operated by the firm of Nye & Nye, composed of Wallace Nye, a former Mayor of Minneapolis, and his son, who was formerly connected with the Pathé interests in Minneapolis.

A. D. Kendrick, who, with R. J. Waters, has had charge of the work of establishing Brunswick Shops throughout the country, is now in the East arranging for a more intensive campaign in that section. While orders are filled by the different branches, all salesmen are now reporting direct to the Chicago office.

R. J. Waters was recently called to Kansas City, his home, by the army draft, and has been assigned to Camp Funston.

George F. Stanke, manager of the new Brunswick Shop, of Indianapolis, operated by the All Record Phonograph Co., which will open on the 15th, was a visitor at headquarters this week.

The Burgess Carpet Co., of Wheeling, W. Va., had a most attractive exhibit of Brunswick phonographs in their booth at the recent State Fair. J. A. Endrie, of the Brunswick forces, was in attendance.

A letter sent out to the Brunswick dealers by Sales Manager Harry B. Bibb, called attention to the fact that, although it was only a little over a year ago that the first Brunswick machine was shipped, they now have nearly 1,000 dealers in the United States. The factories are working at the rate of twenty-four hours a day to supply the demand. The dealers now on the list will be taken care of first, and then if the new ones who are being established at the rate of several a day can be supplied this will be done. Mr. Bibb refers to "the biggest fall and winter season in the history of the trade," and the condition prevailing in transportation facilities, urging dealers to anticipate their needs and place orders at once.

Advertising Unique Sales Plan

The Violophone Talking Machine Co., 306 Consumers Building, is marketing the Violophone talking machine on a unique proposition. Agencies will only be given to those who will agree to use their advertising and selling plan which is known as the Violophone Savings Plan. "The object of this plan," said General Manager

H. N. Newell, "is to move our product from the dealer to the customer. It has banking features connected with it which make it highly attractive from an advertising standpoint and also lends a security to the high payment contracts which any bank will readily recognize." The company are also jobbers of Gennett records and a line of accessories.

New Marshall Field Department

The talking machine department of Marshall Field & Co. retail has been moved from the third to the fifth floor, where beautiful quarters have been provided, far exceeding the former ones in elegance and convenience.

Secure Patents on Automatic Brake

The Perfect Automatic Brake Co., of this city, announces that it has been granted United States patents on its automatic brake, which is covered by no less than twenty-three broad claims. This very simple and practical brake is now being used to great success by a number of manufacturers, the list of which is constantly increasing.

Big Demand for Wade Needle Cutters

The demand from the jobbers for Wade fiber needle cutters is so great that the factory at 3807 Lake Park avenue is working steadily overtime to supply the demand. This cutter, which is made in two models, enjoys great popularity, the result of the high reputation built up during the years it has been in the market. As stated last month, the business is being continued by Mrs. S. O. Wade, who was her late husband's partner in the firm of Wade & Wade.

Two Sons in Army

William H. and Milton H. Lyons, both sons of James I. Lyons, of the J. I. Lyons Talking Machine Shop, left for Texas on Monday of this week with their regiment, the First Illinois Engineers. Both boys are in Company "A," the former a private and the latter a sergeant, and for the past two months they have had a good taste of active duty with their regiment in helping to build the big cantonment at Rockford. In order that his son Milton might join the regiment, James I. Lyons, the father, took the responsibility of supporting his wife and child. He therefore opened a new store at 3927 Irving Park boulevard, and put her in charge as manager. It is known as Music's Recreation Shop, and is handling the Edison line exclusively. Previous to joining the army, the other son, William H., was cashier and bookkeeper at the J. I. Lyons shop on Lake street.

September Business Good

P. S. Ridgway, manager of the Victrola department of the Cable Piano Co., says that business for the month of September was double that of August, and that the higher priced machines especially are selling very good. They anticipate doing big business this season with the new Victor machines of the period styles just announced. The stars of the Chicago Grand Opera Co. are beginning to arrive, and it is expected that their coming will occasion the usual increased demand for Victor records by these artists.

L. H. Scharps, salesman in the Victrola department of the Cable Piano Co., is now at Camp Grant at Rockford.

Columbia News

G. W. Hopkins, general sales manager of the Columbia Graphophone Co., spent a day in Chicago recently, visited some of the large loop dealers and then went to St. Louis and Kansas City with District Superintendent H. A. Yerkes. Mr. Hopkins visited a number of the Middle Western branches and was highly pleased with conditions as he found them.

R. C. Peere, formerly of the Columbia's Kansas City office, has been transferred to the Chicago office as assistant to Manager C. F. Baer, relieving him of much of the detail work and enabling him to devote himself more completely to the executive duties of his position.

Mr. Baer expressed himself as gratified with the volume of business received from the country dealers and its rush character indicating that

(Continued on page 85)



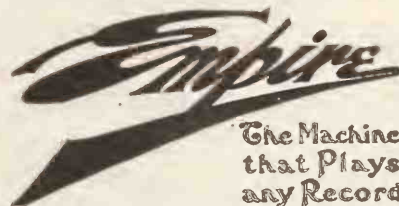
The Empire, Model B, conceded to be the greatest value ever offered at \$100.00

One Dealer Says—

"The Empire arrived this morning in good shape. I want to congratulate you on having the one Real Machine on the market and myself on being able to pick the winner from so many others after having seen them and not this one. I am glad that I waited and am very well pleased with the Empire Records."

Another Dealer Writes—

"Am surely delighted with the Empire records, and for natural tone and smoothness they surpass any record I have ever used, and I have used about all of them, and am, therefore, in a position to judge by comparison."



and the

**Famous Empire Records
Make An Ideal Combination**

We have been through the mill of experience and have emerged with policies that are an absolute guarantee of success for the dealer. Our machines and records are not overpriced; they can be sold at full list price in competition with any similar machines or records on the market—bar none.

Write for descriptive literature explaining why the Empire agency will mean permanent prosperity for you.

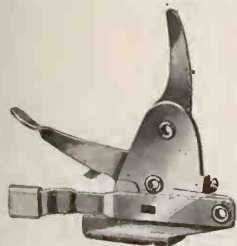
Empire Talking Machine Co.

JOHN H. STEINMETZ, Pres.
429 S. Wabash Ave. CHICAGO



This is the Empire Motor—powerful and noiseless. The motor is the heart of any talking machine, and Empire Motors are DEPENDABLE

The Perfect Automatic Brake



**New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.**

Patented, Aug. 28, '17

Simple construction. Easily attached. No Talking Machine complete without it.

Samples \$1.00 each, cash with order.
Slate make of tone-arm used.

Write for attractive quantity prices.

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

DEALERS! ORDER NOW!

BE PROTECTED FOR YOUR HOLIDAY REQUIREMENTS

Now is the time to place your orders for delivery during the fall months. Shipments will be heavy this fall and dealers who order now will assure themselves of having talking machines in stock when the big selling season comes around.

Investigate now! Get our complete proposition. Let us convince you that the MANDEL is the logical talking machine for you to handle. Even if you are already selling phonographs of another make, the Mandel can be added to your present line with added profit to you.

Over Two Thousand Dealers

realized the enormous sales possibilities of the Mandel phonograph and are cashing in on the liveliest proposition ever presented. Who can question the verdict of this army—2,000 strong—who have placed their stamp of approval on the MANDEL? A high-grade phonograph, selling at a low price, giving the dealer a big margin of profit, insuring everlasting satisfaction to the ultimate purchaser—these facts prove why the Mandel phonograph has forged its way to the front rank in the talking machine industry.

Built By One Manufacturer

The Mandel machine is Mandel made. Every part is manufactured by us—not merely assembled. Every single part is produced under our own supervision by experts in the art of phonograph construction.

The Mandel phonograph embodies everything that represents real talking machine value—cabinets of supreme elegance, motors of wonderful efficiency, tone arms and reproducers that are scientifically correct. As manufacturers we guarantee every Mandel phonograph to give satisfaction.

There is no divided responsibility in the manufacture of the Mandel phonograph. We make it—we guarantee it.



Model No. 3
\$100

This model stands 49½ inches high on casters, is 24 inches deep and 23 inches wide, finished in genuine Mahogany or genuine Quarter Sawed Oak.

Read What One Prominent Dealer Says :

We made a thorough investigation of the various phonograph propositions that were submitted to us when we decided to put in a line, investigating a number of samples that were sent to us and making a trip to Chicago seeking information on them.

We decided on the Mandel machine because we believe it is the best value for the money in the market. We made a thorough investigation of their plant and saw the product being produced in every detail and are convinced that they are putting the right material into their machines and that they are built for continuous service. Their cases are beautifully finished and very attractive in design.

Their motors are excellently constructed and we are confident that they will stand up under severe use and require the least amount of adjustment and repairs. Their reproducer is good and the fact that their machines play any record is a splendid selling point.

We have sold a number of machines since we put the line in and they are all giving good satisfaction and we are thoroughly satisfied with our decision in the matter. NAME ON REQUEST.

MANDEL MANUFACTURING CO., INC.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS (Continued from page 83)

goods were moving rapidly with them. He reports excellent results from the new daily paper advertising campaign of the Columbia and exhibits with pride the remarkable display copy which is being placed in fifty dailies in the Chicago territory occupying a thousand line space once a week, which will carry the Columbia gospel in strong human interest announcements right up to the holidays.

New Chicago Talking Machine Co. Traveler
V. K. Tremblett, a capable young man whose field of labor has hitherto been Des Moines, Ia., has been made a member of the traveling sales force of the Chicago Talking Machine Co. with Indiana and Illinois as his territory. W. T. Geissler, who has traveled these States since the first of the year, is now in the office handling sales correspondence.

T. W. Williams now has charge of the floor sales at the Chicago Talking Machine Co., succeeding A. M. Lockridge, who is now a student officer at Fort Sheridan.

Discusses Trade Conditions

G. P. Ellis, sales manager of the Chicago Talking Machine Co., returned this week from a two weeks' vacation. Accompanied by his wife he spent a great deal of the time motoring in Michigan and Indiana, stopping frequently long enough to satisfy his passion for golf. In referring to business, Mr. Ellis said that while shipments from the factory now on the way will relieve the situation measurably, the supply is entirely inadequate to the demand and the prospects are that the shortage will be much greater than last year. An encouraging feature of this situation is that the dealers are concentrating on record sales as never before and that the percentage of record business to total business is much larger than at any time in the history of the trade.

The announcement of the new period styles by the Victor Co. has been received with great satisfaction by larger dealers. They will solve the demand for period designs harmonizing with the furniture and decorations of fine homes.

D. A. Creed, vice-president of the Chicago Talking Machine Co., started on his vacation this week and will be in attendance at the World's Series games in Chicago and takes the train Sunday night in order to witness the World's Series in New York. That is being a baseball "fan" with a vengeance. He will spend the balance of his vacation at French Lick Springs, Ind.

A. D. Geissler, president of the Chicago Talking Machine Co., has been spending the week in Chicago and will witness the World's Series here and will return Sunday to New York.

Wade a Militia Officer

W. H. Wade, of the Wade Talking Machine Co., proprietor of the Grafonola Shop, has just been appointed Regimental Adjutant of the new Fourth Infantry of the Illinois Reserve Militia, which has just been organized with about a thousand men. Mr. Wade was chosen for the position because of his long experience as a militia officer. This will make the Grafonola Shop at 12 North Michigan avenue practically the headquarters of the new regiment until such time as arrangements for an armory can be made.

L. B. McDonald, an experienced talking machine man, has been placed in charge of the promotional department of the Grafonola Shop and will have charge of the outside salesmen. He is now planning for an exhibit that will occupy a large double booth at the Household Show, which will be held at the Coliseum October 18 to 31.

Lyceum Exhibit Successful

W. T. Houston, assistant manager of the Brunswick Phonograph Shop, who demonstrated the value of the talking machine as an entertainer at the Chautauqua of the International Lyceum Association, which was held at the La-Salle Hotel last month, says that the demonstration was very successful and was highly appreciated by the members of the association. A \$1,200 Brunswick machine was used, and records especially prepared for the occasion by such

artists as Miss Faulkner, the story telling lady, and William Howard Taft, were used to demonstrate to the members the value of having their voices recorded. The machine was also used in the Red Room of the hotel for the afternoon dances.

The Brunswick Phonograph Shop will soon enlarge their window space in order to have more room for display. Business at this place is showing a marked advance of late, says W. T. Houston, assistant manager, and is getting better every day.

New Members of Sales Force

The Talking Machine Shop has recently added three new members to its sales force. They are F. H. Nall, who was with them last winter and has again joined the force; Chester Zweng, who spent the best part of the last seven years with C. A. Fenn, of Bloomington, Ill.; and Miss Martha Lightfoot. Miss Lightfoot was in charge of the Woodlawn Talking Machine Shop for the past year and a half and made the change because of the fact that Mr. Walker, the proprietor, was subject to draft, and therefore closed the shop.

A Visitor From Pittsburgh

George S. Hards, manager of the talking machine department of the W. F. Frederick Piano Co., Pittsburgh, was a visitor this week. He spent considerable time visiting the various retail stores and gathering ideas. Mr. Hards is not only in charge of the talking machine department of the Pittsburgh store of the company but also of six branches, at Youngstown, Ohio, Butler, Johnstown, Greensburg and Keysport.

Emerson Demand Increasing

F. W. Clement, manager of the Chicago office of the Emerson Phonograph Co., says that the business of September was double that of August, and that orders are coming in very fast from the out-of-town trade, which goes to show that the dealers are stocking up in anticipation of the big business in sight this fall. The new Eastern factory, which will be completed shortly, will increase the output three-fold. The Middle

(Continued on page 87)



Stewart
PHONOGRAPH

(New Model C)

\$ 7 75

**Stewart Military \$ 3 75
Special, with Case 3 Extra**

THE IDEAL HOLIDAY SPECIAL

Live dealers in every line make big profits selling the Stewart Phonograph.

DEALERS: Get busy now. Prepare for the holiday demand for Stewart Phonographs.

This is something special for you. No matter what business you are in, you can sell the Stewart Phonograph. At least, you should sell them during the holidays. Make the Stewart Phonograph your big Christmas Special.

Feature it—advertise it—sell it. It is a big leader that will also draw additional trade for you. Thousands will be sold by dealers

during the next two months. Entering dealers are given exclusive territory. Application should be made at once.

Live dealers see in the Stewart Phonograph an unparalleled opportunity for making liberal profits with little effort on their part.

Are you going to let this opportunity go by?

Some dealer in your neighborhood is going to make many profitable sales. Will you supply the trade in your vicinity or will your competitor across the street get this business?

It is the dealer who gets there first, who stocks and sells Stewart Phonographs at once, that will get the cream of the business.

It's up to you to decide quickly—then Act!

The regular model which retails at \$7.75 will be a very popular seller. It is ideal for home use and makes an exceptionally fine holiday gift.

The Stewart Military Special which retails at \$11.50 will be in great demand because of its many uses. Thousands will be sent to the boys in the Army and Navy. It is most suitable as a gift for Uncle Sam's fighting men. It is easy to see that large numbers will be sold.

That the Stewart Phonograph fills every requirement has been proven. It gives a beautiful, faithful and natural reproduction of all kinds of music, including popular songs,

marches, dance music and the finest classical and operatic selections. From a musical standpoint, the Stewart Phonograph fills every requirement perfectly.

Because of its superior qualities, and very moderate price. It will be an easy and rapid seller. The price places it within the reach of all.

Send your order to-day. If you want exclusive territory write or wire at once.



STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, U. S. A.

Fortify Yourself Against the Holiday Rush

Act now, it will insure a record-breaking Christmas business for you.

We have on hand a number of two very popular, moderate price models in

Wilson Phonographs Models A and B (as illustrated)

They are popular with the dealer because they sell on sight; make a good profit, give satisfaction and bring customers back.

They are popular with the public because of their beauty of tone, handsome large cabinets, superior finish throughout and real worth.

Write at once or wire your order (subject to written confirmation) to us to hold as many of either or both models as you think you can use. We will reserve the number desired and advise you fully regarding price and terms.

This is going to be a tremendous season for phonograph dealers. Be prepared to secure your share. Reserve a sufficient number of these instruments.



Illustrated above

MODEL A

Retails at \$40.00

Equipped with record albums at \$1.00 extra for each album.

Woods—mahogany finish, also golden oak and fumed oak.

Motor—double spring.

Equipment—plays all makes of disc records.

Trimming—nickel plated.

Dimensions—height 39 inches, depth 17½ inches, width 15½ inches.



Illustrated at right

MODEL B

Retails at \$60.00

Equipped with record albums at \$1.25 extra for each album.

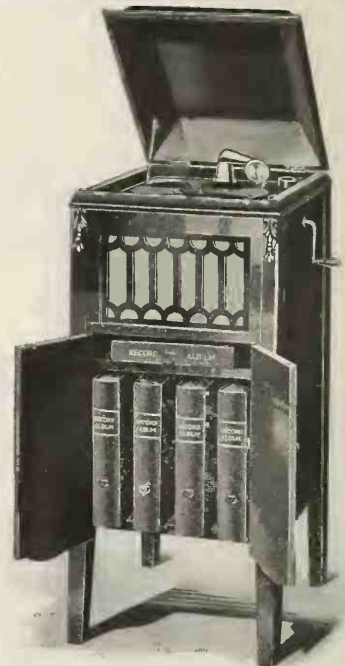
Woods—mahogany finish, also golden oak and fumed oak.

Motor—double spring.

Equipment—plays all makes of disc records.

Trimming—nickel plated.

Dimensions—height 44 inches, depth 20½ inches, width 18½ inches.



This Unconditional Guarantee Protects You and Your Customer

It is backed by \$30,000,000 capital. Tell your customers about it.

"We rely upon the sportsmanship of the American citizen. If any article of our manufacture does not render

the service or satisfaction which you as its purchaser believe it should have given, a refund or satisfactory adjustment will be made by the dealer who sold it. You are to be the sole judge; your decision is ours."

Main Office
CHICAGO,
ILLINOIS

THOS. E. WILSON & Co.

Special
Inducements
to Jobbers

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

West territory is now receiving shipments from the Chicago office, which now carries a complete stock of records. Mr. Clement has been making a week's trip through Wisconsin and Minnesota.

Introduce Novel Selling Idea

The Emerson record featuring "I Never Knew," the big hit from "Canary Cottage" now playing at the Olympic Theatre, is now being sold in the lobby along with the sheet music. On Sunday night this idea was tried out for the first time and proved so successful that the big hits of all shows booked for Chicago whose songs are on the Emerson records will be sold in this manner.

Visitors and Personals

Albert Mortensen, formerly in charge of the record department of the Chicago branch of the Columbia Graphophone Co., is now in charge of the order department of the Salter Mfg. Co., of which his brother, John F. Mortensen, is president. F. A. Tatner, who for the past six years was in charge of the stock and return goods department of the former company, now occupies Mr. Mortensen's position.

G. P. Ginnig, formerly with Adam Schaaf, is now manager of the talking machine department at The Fair. The higher priced machines are going very good at this store.

S. W. Knisely, formerly with Rike & Kulmer, of Dayton, O., has been transferred to the talking machine department of Hillman's. The talking machine departments of both stores are branches of the National Talking Machine Sales Corp., of Boston.

The Chicago friends of Harry L. Beach, of Fischer's Music Shop, Kalamazoo, are congratulating him on his recent marriage. He will be remembered as a former Victor traveler. Three years ago he became the partner of Carl L. Fischer in this prosperous business at Kalamazoo.

E. T. King, recording expert for the Victor Co. in charge of foreign recordings, has been in Chicago looking up talent.

H. P. Vorkeller is a recent addition to the sales force of the retail talking machine department of Lyon & Healy.

W. H. Alfring, manager of the Vocalion department of the Aeolian Co., and W. V. Swords, wholesale manager of the Aeolian Co., were recent Chicago visitors.

J. F. Collins, head of the recording department of Pathé Frères, with headquarters in New York, visited the phonograph division of the Hallet & Davis Piano Co. the early part of this week.

Among the visiting dealers were Royal Roark, Greenville, Ky.; E. F. Schefft, Chas. H. Schefft & Sons, Milwaukee, Wis.; L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee; James Sandee, manager of the talking machine department of the L. S. Donaldson Co., Minneapolis; C. H. Hartly, Galion, Ill.; F. Lovel, of the Benjamin Temple of Music, Deaneville, Ill.; E. V. Ellington, Freeport, Ill.; Ernest Schefft, of Chas. E. Schefft & Sons, Milwaukee; L. M. Kisselman, of Kissel-

man & O'Driscoll, Milwaukee; Joseph Madery, of Stix, Baer & Fuller, St. Louis; T. Harry Arthur, Dodgeville, Wis.; and Mr. Schults, of the Schults Music Co., Baraboo, Wis.

J. W. Wallace, manager of the Edison phonograph department of the W. L. Parker Co., at Davenport, Ia., was a recent Chicago visitor. The company is the exclusive Edison dealer in that city, and has a large business in the tricity of Davenport, Rock Island and Moline. The department was recently remodeled and now has a fine recital hall, two large demonstration booths and separate record room and office. Mr. Wallace says that business is excellent in his locality this fall, and he is prepared for a large holiday trade. An Edison tone test was recently given by Alice Verlet at the M. E. Church at Davenport and was very largely attended.

VALIDITY OF HALL PATENTS UPHELD

F. D. Hall, President of B. & H. Fibre Mfg. Co., Wins Signal Victory in Court in St. Louis in Upholding Fibre Needle Rights

CHICAGO, ILL., October 6.—Frederick D. Hall, president of the B. & H. Fibre Mfg. Co., of this city, and patentee of the fibre needle, gained a signal legal victory in St. Louis last month in a decision by the United States District Court sustaining the validity of the Hall patents. Mr. Hall brought suit against the Field-Lippman Piano Stores, of St. Louis, restraining them from selling imported Japanese bamboo needles, which it was charged in the suit were an infringement of the Hall patents. Full settlement for the needles sold has been made to Mr. Hall and the unsold needles returned to the B. & H. Fibre Co. The decree in full is as follows:

IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF MISSOURI
EASTERN DIVISION
Before the Honorable Judge Dyer
FREDERICK D. HALL, Plaintiff,
vs.
In Equity.
FIELD-LIPPMAN PIANO STORES, a corporation, Defendant.
FINAL DECREE

This cause having come on to be heard upon the pleadings herein, filed on behalf of plaintiff, and it is by consent of all parties ordered, adjudged and decreed as follows:

First: That letters patent No. 870,723, issued to Frederick D. Hall, for improvement in talking machine needles, is good and valid in law.

Second: That the said Frederick D. Hall was the first, true and original inventor of the invention and improvement described and claimed in said letters patent.

Third: That the said plaintiff, Frederick D. Hall, is the lawful owner of said letters patent.

Fourth: That the defendant, Field-Lippman Piano Stores, has infringed upon the said letters patent and the exclusive rights of the complainant under the same.

Fifth: That the plaintiff, Frederick D. Hall, do recover of the defendant the profits, gains and advantages which the said defendant has derived, received or made since July 7, 1915, by reason of said infringement of claims of said letters patent, and that the complainant do recover of said defendant any and all damages which the complainant has sustained since date, or shall sustain by reason of said infringement of said defendant.

Sixth: That a perpetual injunction issue out of and under seal of this court, directed to the said defendant, its agents, clerks, servants and workmen, and all persons acting through or in conspiracy with said defendant, enjoining and restraining them, and each of them, from directly or indirectly making, using or selling any needles containing, embodying or employing the invention or improvements granted by the above letters patent and particularly in the claims thereof, or from infringing upon or violating the said letters patent in any way whatsoever.

(Signed) DAVID P. DYER.

Approved:

(Sgd.) FRANK H. DRURY, Attorney for Plaintiff.

(Sgd.) ANOREW B. REMICK, Attorney for Defendant.

September 17, 1917.

(Endorsed: "Filed September 17, 1917, W. W. Nall, Clerk.")

In this connection it cannot be too strongly emphasized, in view of the frequent attempts to introduce a cheap imported Japanese bamboo needle in this country, that not only is the B. & H. fibre needle thoroughly covered by patents, but that aside from the liability of the jobbers and dealers handling the imported product to suit for infringement, there is, of course, the prime requisite of quality to be considered.

The B. & H. fibre needle is a distinct prod-

(Continued on page 89)



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RIVAL'S THE HUMAN VOICE
TONE-O-GRAF

Features the SLIDING SHUTTERS

Patents Pending

The only really new and practical FEATURE shown on talking machines for years.

ABSOLUTELY PERFECT FOR TONE CONTROL.

Allows the tone to travel to the mouth of the machine before modifying, instead of choking it at the throat of the sound chamber.

Can be opened a little at a time, thereby modifying the tone by degrees.

The motor is double spring, worm gear, cast frame and very quiet winding with spiral gears, making it exceedingly quiet running and it is

STANDARDIZED AND CARRIES AN UNCONDITIONAL GUARANTEE FOR ONE YEAR

The tone is sweet, clear and mellow with immense volume caused by the wonderful TONE-O-GRAF reproducer.

Size 48 inches high, 21 wide and 23 deep. Built of genuine mahogany or quarter-sawed oak and finished to match the finest furniture. Plays all makes of records.

We conscientiously and heartily recommend the TONE-O-GRAF as fit in every respect for you to back with your reputation.

Retail Price, \$100.00

Discounts 40% and 10% to established dealers. READY FOR IMMEDIATE DELIVERY.

YOU MUST SEE AND HEAR THE TONE-O-GRAF TO APPRECIATE IT.

THE TONE-O-GRAF CORPORATION

112 E. South Water St.

CHICAGO, ILL.

“Orotund”

attachments improve the tone of any talking machine. Certainly you want to play your favorite record on your talking machine.

The “Orotund” outfits will play Edison or Pathé records on the Victor and Columbia machines, also Victor and Columbia records on the Edison and Pathé machines.

A sample outfit complete, nickel-plated, will be sent on receipt of dealer's check for \$3.50.

Genuine diamond and sapphire points. Write for quantity prices.

COMBINATION ATTACHMENT CO.

324 Republic Building, Chicago

"Watching the Music Come Out"



Little Maggie is "watching the music come out" from a style 150 Magnola, Louis XVI; retails at \$150 in mahogany or oak, \$160 in burlled walnut.

Put MAGNOLA in your store-window; and have the crowds doing it too!

Scratchless, unblurred reproduction from the wonderful MAGNOLA TONE DEFLECTOR

Seven styles, retailing from \$65 to \$210. All cabinet models. Authentic period styles. Piano finish. Material and workmanship unsurpassed.

The success of MAGNOLA since its first appearance has been extraordinary; but it has been based on merit only. Some of the reasons for that success are to be found here, in the following features which are part of regular equipment.

Magnola Tone Deflector

ensuring clear reproduction on all records.

Magnola Tone Graduator

controlling loudness at will for any and all conditions.

Universal Soundbox

playing all makes of disc records without special attachments.

Moderate Prices

You can sell MAGNOLA and Magnola-Mobile profitably; because all styles retail at compellingly attractive prices. Your competitor has no such values to offer.

Magnola-Mobile
An Unique Style

A special wheeled Magnola for hospitals, schools, country clubs, hotels and homes. **UNIQUE AND PRACTICAL.** Two styles, retailing at \$75 and \$95.

Real Period Designs

Sheraton, Queen Anne, Louis XVI and Adam Brothers accurately reproduced.

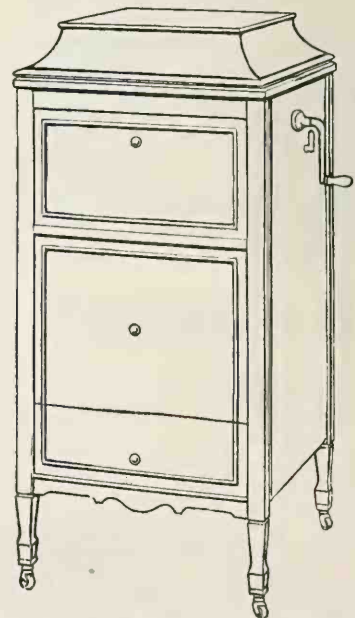
Send for handsome illustrated Magnola catalog and our good proposition to good dealers! Special Magnola-Mobile circular on request also. :: :: ::

Magnola Talking Machine Co.

OTTO SCHULZ, President

General Offices
711 Milwaukee Avenue
CHICAGO

Southern Wholesale Branch
1530 Candler Building
ATLANTA, GEORGIA



Magnola style 85 Sheraton, retails at \$85. Mahogany or Oak.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

uct, not merely bamboo split into needles, but is made of a special quality of selected bamboo with a cortex 20 to 30 per cent. greater than that contained in bamboo of ordinary grades. This, however, is only the basis—the raw material for the needle. As a result of ten years' constant experimentation and development, an elaborate process of mechanical and chemical treatments have been evolved which produce the finished B. & H. needle as it exists to-day. The various exhaustive treatments which the needles undergo are mainly for the purpose of extracting the honey from the cells and replacing it with mineral waxes imparting resilience and preventing the absorption of moisture. Coherence is thus given to the fibre so that it will not spray or splinter, as is inevitable if the natural bamboo is used.

Elaborate and thorough sorting and inspection methods prevail in the B. & H. factory which result in the rejection of a very large proportion of even the finished needles. This is expensive, but necessary in that the trade and the consumer may receive perfect needles.

Of course, there can be no comparison in cost between the completed perfected needle, the result of such carefully worked out scientific processes, and a needle which is simply cut and thrown on the market in the effort to compete on a price basis only. Notwithstanding this the effort of the B. & H. Fibre Mfg. Co. has always been, and is to-day, to keep the price of the B. & H. fiber needle down to the lowest possible figure consistent with the maintenance of its quality standard.

ESTABLISH DELIVERY RECORD

The World Phonograph Co. Solve the Secret of Prompt Delivery—Building Their Own Cabinets—Interesting Chat With Mr. Kaumanns

CHICAGO, ILL., October 8.—The World Phonograph Co., of this city, are establishing a delivery record that will be hard for others to rival. A very careful and thorough investigation by executives of this company revealed the fact deliveries was one of the most serious problems of the day. It was apparent that wherever talking machine manufacturers had to depend upon outside resources for cabinets or other items serious delays in deliveries were inevitable.

Hence the World Phonograph Co. lost no time in arranging to build their own cabinets. In fact, in their large, splendidly equipped factory at 736-738 Tilden street, where they have 50,000 square feet of floor space, every detail of the World phonograph is made and assembled.

When I. A. Lund, the experienced production manager and superintendent of the World Phonograph Co., stated he would have a quantity of these beautiful instruments ready for delivery six weeks after the factory was in operation, every one was skeptical of his ability to accomplish this rather remarkable feat. By September 29, the end of the six weeks' period, there were 400 World phonographs on the stockroom floor, and as everything is now running other large quantities will be ready at as frequent intervals.

When it is known that no more than four weeks ago this Tilden avenue factory was entirely bare, not even one machine had been installed, and that the World phonograph is now being produced in large numbers, a tribute should indeed be paid to the enterprising executives of this concern.

"I am, of course, mighty pleased to have developed our factory so speedily and so systematically," said Mr. Kaumanns, the president of the World Phonograph Co. "You can well believe we have worked industriously and carefully to accomplish what we have done in this short period of time. The insistent demand for our pure toned, artistic phonograph left us no choice what we were to do. We had to produce a large number in a few weeks to supply the demand for them. Dealers won't have cause to complain any longer. We now will be able to produce them as needed."

COWAN CLASSIQUES INTRODUCED

Artistic Line of Talking Machines Made by Classique Phonograph Corp. Ready for Market

CHICAGO, ILL., October 3.—An announcement that has been eagerly awaited by the talking machine trade for some time is that the Classique Phonograph Corp., of this city, is now ready for the market with their extensive line of Cowan Classiques.

When it became known a year ago that W. K. Cowan, of the furniture company bearing his name, and for twenty-five years known not only in Chicago, but throughout the country as a leader in the production of art furniture, was to engage in the manufacture of talking machines, it was realized that the new line would at least be exceptional both in design and cabinet work. The completed line as it is to-day shows it to be a remarkable one in every way in interior as well as exterior construction, in tone quality and in distinctive features, which represent not only strong talking points for the dealer, but which are of actual merit. It comprises no less than twenty styles ranging in retail price from \$75 to \$1,000, and embracing the various period styles in most skilful and artistic adaptation. A few of the models of the line are shown in the company's insert in this issue.

Among the notable patented features found in all but the lower priced machines is a hard rubber tone arm of Mr. Cowan's own invention, and a specially developed sound box, playing all records. The tone control, which is a component part of the throat and sound chamber, is simple in operation, producing all gradations of tonal volume at the will of the operator. A special automatic cover support is another interesting feature which will be appreciated.

It is impossible at this time to give anything like a detailed description of the line, but there are any number of little devices and conveniences in the different styles which will be appreciated by the owners. Among these may be mentioned special conveniently located compartments for a few of the owner's favorite records, in addition to the regular record files, record brushes in convenient receptacles, etc. Take it all in all it is a unique line distinctly out of the ordinary because of its artistic and wide variety of design and superb equipment. The well equipped factory is located at 401-405 North Lincoln street. The complete line may be seen at the extensive warerooms on the second floor of the Fine Arts Building at 410 South Michigan avenue, and visiting dealers would well to take advantage of the opportunity to inspect it. The company is now prepared to arrange for distributors and dealers throughout the country except on the Pacific Coast, where the Pacific Phonograph Co., of San Francisco, has been appointed as distributor, and in New England, which territory has been secured by William T. Miller, the well-known piano man, who is now opening exhibition rooms for the Cowan Classique on Boylston street, Boston.

WILSON & CO. DEALER CO-OPERATION

Publicity in Various Forms Utilized—Manager Vasey Enthusiastic Over Conditions

CHICAGO, ILL., October 6.—Thos. E. Wilson & Co. report a very large demand for Wilson phonographs, which are produced in two attractive cabinet styles, retailing respectively at \$40 and \$60. Through the large corps of traveling men and their branches throughout the country a large number of new dealers have been recently established. The company has a well-developed system of co-operation with the dealers which furnish them every means of acquainting the people in their localities with the merits of the machines. An excellent series of folders attractively illustrated in colors has been produced by the advertising department. These are furnished the dealers, stamped and addressed where lists of prospects are furnished and supply an efficient means of creating and

following up prospects at no expense to the merchant. A vigorous advertising campaign through the Saturday Evening Post and other periodicals of nation-wide circulation will shortly be started within the next few weeks, and will, of course, have the effect of producing thousands of inquiries which will promptly be turned over to the local dealers.

Joseph N. Vasey, manager of the talking machine department, is very enthusiastic over the present demand for Wilson machines and the still larger future before them. He emphasizes the necessity of placing orders now in order that deliveries may be made for holiday trade.

The company has secured a five-story building at 701-709 North Sangamon street, corner of Superior, with a hundred-foot frontage on Sangamon. Here the executive offices, now at 14 South Wabash avenue, will be located, together with the immense wholesale stock of sporting goods, talking machines, musical instruments, gut strings, etc. The facilities of the new quarters will be greatly superior to the old.

Announcing THE VIOLAPHONE SUPREME

Standard Equipment Throughout
PLAYS ALL RECORDS

44 inches high. Mahogany, Oak and Fumed Oak

The Violaphone Savings Plan is the last word in advertising. We give you the selling plan that sells the VIOLAPHONE.

This sensational selling and advertising plan brings the customers to your store. Its use gains for you the financial support of your Bank, giving you the long-looked-for opportunity of doing a volume of business.

If you are the "SNAPPY" dealer, who likes to keep ahead of your competitor, write for our complete plan, or better still, send for a sample and 500 FREE circulars that tell the story to the customer. While you are busy elsewhere, the Violaphone Savings Plan sells the VIOLAPHONE for you.

YOUR BANKER WILL
ENDORSE IT

Retail Price \$73.50
Liberal Discount to Trade

We are distributors for GENNETT RECORDS,
B. & H. Fibre Needles and Wall-Kane Needles.

Violaphone Talking
Machine Company
606 Consumers Bldg., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

INTRODUCING THE PHONO-GRAND

J. P. Seeburg Co. Exhibiting Combination Talking Machine and Electrically Driven Player-Piano—Some Interesting Details

CHICAGO, ILL., October 8.—The Phono-Grand, the latest product of the factory of the J. P. Seeburg Piano Co., is now on exhibition



The Phono-Grand

at the company's warehouses in the Republic Building. It is a unique instrument comprising an excellent phonograph and electrically driven player-piano in a case occupying not much more space than that of the larger cabinet talking machines. The phono-grand, some idea of the exterior appearance of which can be obtained

from the accompanying illustration, is about four feet in height, thirty-one inches in depth, and thirty-five inches in width.

As might be expected from the reputation of the Seeburg Co., the case designs are exceptionally artistic. The phonograph is, of course, in the upper part of the cabinet and the cover is lifted and the records put in place just as in an ordinary talking machine. It is electrically operated by a smooth running and noiseless motor. The superior tone of the talking machine is attributed not only to the unique construction of the tone chamber, but to the effect of the sounding board of the player-piano. The player mechanism is in the lower part of the cabinet, and on either side of the upper section are receptacles for phonograph records and music rolls. The player plays regular 88-note rolls, the tempo, phrasing, and dynamic intensities all being automatically produced in a faithful interpretation of the artist making the rolls. The tonal volume and quality is little short of remarkable, especially considering the size of the case in which the piano is contained. The phono-grand has been worked out entirely in the factory of the J. P. Seeburg Co. under the direct supervision of Mr. Seeburg and his corps of experts. Many of its features are covered by patents.

It is distinctly a home instrument and represents Mr. Seeburg's conception of the need of an instrument especially for apartments and small homes in which the entire range of phonographic and piano music can be reproduced. The problem of supplying such an instrument at a moderate price—about that of an ordinary upright piano—was a big one, but has been successfully solved as a result of months and months of tireless study and experimentation.

The phono-grand will be made in several beautiful designs planned to harmonize with the furnishings of artistic parlors and music rooms. A unique departure is found in the plans being made to enable owners of apartment buildings

to offer their tenants unusual musical facilities. Instead of false fireplaces, or built-in bookcases, it is designed to supply them with a built-in phono-grand, the instrument standing between two cases harmonizing with it in design and which can be used for books, sheet music, phonograph records or music rolls. This idea would comprise in one attractive fixture, taking up practically no room, the space ordinarily utilized by a player-piano, phonograph, music cabinet and the bookcase. Mr. Seeburg is very enthusiastic regarding the new instrument and he has every reason to be, as those in the trade who have seen it are confident of the large field before it and a number of advanced orders have been placed upon seeing the first sample.

A number of phono-grands of the type here illustrated are now coming through the factory, and the company expect to be able to ship in limited quantities in November.

INDIANAPOLIS ASSOCIATION TO MEET

Next Session to be Held on October 16, When By-Laws Will be Adopted

INDIANAPOLIS, IND., October 5.—The Indianapolis Talking Machine Dealers' Association will meet October 16 at noon in the Board of Trade lunch rooms. A meeting which was to have been held October 4 was postponed until to-day, but so many dealers became confused as to the time of the meeting on account of the postponement that it was decided to set it at a later date.

C. P. Herdman, president, said that the executive committee, which was instructed to draw up the by-laws of the association, had completed its work and was ready to submit a report at the next meeting for the action of the members.

The Booth Furniture Co., 114 East Fifth street, Dayton, O., has just taken possession of the new annex to its store, and a section of the additional space will be utilized as a talking machine department.

Order Your MOZART Stock NOW! — Avoid Delays!

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. October supplement ready to be mailed.



STYLE A
Height, 45 1/2"
Width, 17 1/2"
Depth, 21"

Retail Price \$55



STYLE B
Height, 47"
Width, 23"
Depth, 24"

Retail Price, \$100

Seven Models Retailing from \$15 to \$100

We are preparing to handle the best fall trade in the history of the talking-machine industry. Our factories are working to capacity and we know that we have a line of machines that sell fast. Every instrument is fully guaranteed. Write today for open territory.

MOZART TALKING MACHINE CO., J. P. FITZGERALD, President — 2608-2618 No. 15th St., St. Louis, Mo.

VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our NEW CATALOG

Van Veen "Bed-Set" Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound-proof construction. We design and build complete interiors. We also build record racks, which are described in our new catalog.

Prepare for a Machine Shortage by Developing Record Sales



Demonstration Booths Mean Additional Record Business

The accompanying illustration shows an installation of Van Veen booths in the warerooms of the Fifth Avenue Music House, Brooklyn, N. Y., exclusive Victor dealers.

The booths are our popular-priced Style "C," and the photograph will give some idea of the effectiveness of this type of booth.

Van Veen Booths Will Pay for Themselves by Increasing Your Record Sales

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., 47 West 34th St., New York

TELEPHONE: GREELEY 4749

EDISON CONVENTION IN KANSAS CITY

Dealers in That Zone Enjoy and Profit by Enthusiastic Session—Important Papers Read and Live Business Matters Discussed

KANSAS CITY, Mo., October 6.—Between the celebration of Old Glory Week, which brought Col. Roosevelt to town as a speaker, and the Edison Dealers' Convention, held at the same time, Kansas City has just passed through an exciting period.

The Edison Dealers' Convention was the center of enthusiasm, and there was a noted good cheer in all the talk. The constructive work accomplished at the convention marked it as one that will have a profitable effect upon all Edison dealers in this zone. A. P. Burns, assistant general sales manager, and Edward E. Davidson, manager of the agreement department of the Edison Laboratories, journeyed from Orange to attend the meeting and were accorded an enthusiastic welcome.

An elaborate program was prepared for the convention, which included the presentation of "Mr. Guy Wisc, Esq.," the sparkling business playlet written by William Maxwell, vice-president and general manager of the musical phonograph division of Thos. A. Edison, Inc., and which has proven such a success at other conventions.

Mayor Edwards, of Kansas City, welcomed the dealers and the formal meeting was opened by M. M. Blackman, the local Edison jobber. W. L. Eshelman, St. Joseph, Mo., told how he had cashed in on tone tests; A. R. Maltby, of McPherson, Kan., told of the value of Saturday evening recitals; Ralph Reed, of Smith's Center, Kan., told of starting the Edison in a new country, and other interesting business experiences were set forth by W. C. Meinhardt, of Independence, Kan.; C. W. Cosgrove, of the Geo. Innes Drygoods Co., Wichita; Carl Latenser, Atchison, Kan.; C. S. Hixson, Richmond, Mo., and other dealers. Experts also discoursed on the care and repair of cabinets and motors. There was also an open forum for general discussion by dealers.

The convention occupied two days, September 24 and 25, and was held at the Muehlbach Hotel. The affair ended with an elaborate banquet held on Tuesday evening, and a presentation of the grand opera "Aida" in the convention hall, with Mme. Marie Rappold, the prominent Edison artist, as "Aida."

RE-PLA NATIONAL SALES CAMPAIGN

The Re-Pla-Stop Co., Cincinnati, O., have an extremely interesting announcement in this issue of The World in which they detail a nation-wide selling campaign they are organizing on their Re-Pla-Stop and offer exclusive State rights to capable men with a little money. They also hint of another proposition for talking machine dealers on which they are working, the particulars of which will be ready in a short time.

ALBANY DEALERS LINK ADVERTISING

Victor Dealers In That City Conducting Joint Campaign In Local Newspaper

ALBANY, N. Y., October 8.—The various Victor dealers are getting some excellent publicity for the new Victor records in the Times Union, Albany's leading newspaper, by combining their advertising. The Victor interests, including the Gately-Haire Co., 121 North Pearl street, Victor distributor, W. J. Killea, 72 South Pearl street, and the Thomas Music Stores, 101 North Pearl street, featured the October Victor records in a two-column advertisement with the Victor trade-mark prominently displayed at the top, and full descriptions of the more prominent records appearing underneath. The local advertisement appeared in the same issue of the regular announcement of the Victor Co. The Times Union incidentally gave large space on the front page to reproducing the letters from W. J. Killea and the Gately-Haire Co., announcing the fact that the paper had been selected for local Victor advertising, and also devoted a column to a free article regarding the new records.

The Penn-Norris Phonograph Shop has been opened at 55 East Main street, Norristown, Pa., where the concern features the Edison Diamond Disc phonograph exclusively.

TO MAKE STEEL NEEDLES

Record Needle Co. Organized for This Purpose in Milwaukee with Capital of \$100,000

MILWAUKEE, Wis., October 6.—Milwaukee is to have a plant for the manufacture of steel talking machine needles. It will be operated by men of long and practical experience in the trade.

The firm will be known as the Record Needle Co. and will be incorporated in a few days with a capital stock of \$100,000. It will be headed by George R. Roos, S. W. Goldsmith and H. A. Goldsmith, all of the Badger Talking Machine Co., of this city. A man of long experience in needle manufacture has been engaged as superintendent of the plant, the location of which will be shortly decided. It is expected that shipments will be commenced about February 1 of next year.

ADD NEW NOVELTY TO LINE

BOSTON, MASS., October 6.—The National Toy Co., of 273 Congress street, this city, have added a new novelty to their line of talking machine toys called "Uncle Sam and Kaiser Bill." This new toy is very much on the style of Uncle Sam and the Mexican which was so popular last season. The punishment inflicted on the Kaiser at each revolution of the record is expected to insure its popularity.

IMPROVES ALL RECORDS



Our Dealer Proposition

We will send you this machine (illustrated) on receipt of \$45.90. It comes in either oak or mahogany and will play 5 ten-inch records on one winding. You may try it out for ten days, and if you don't feel that it is the best machine that you ever handled, heard or saw, return it at our expense, and we will cheerfully refund your money.

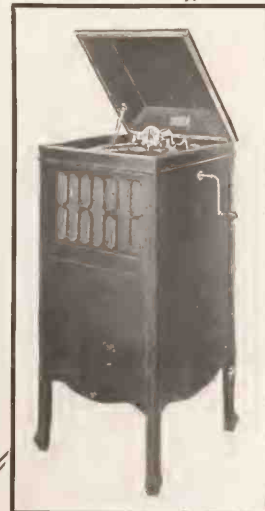
A HOFFAY AGENCY

means Profit and Prestige for you. Not only profit on the phonographs you sell, but on the continuous profits you make on all records, for the Hoffay "Improves all Records," and as has been said, "Brings out of a record all that was put in." In being associated with the Hoffay you immediately attain Prestige.

One has only to listen to and examine the Hoffay to appreciate that the supremacy claimed is that supremacy accomplished. The Hoffay Air-tight Reproducer, Hoffay Air-tight Adapter, and Hoffay Air-tight Tone Arm are three of the most important exclusive features which make for the supremacy of the Hoffay.

For Domestic and Foreign Business Address:

HOFFAY TALKING MACHINE COMPANY, Inc.
3 West 29th St. New York City





Keep Your Eye on Pathe!

Geo. P. Metzger Will Help You Do It Hereafter

My friends in the talking-machine business will be interested to know that I have hitched my wagon to a star—or rather to a Red Rooster.

You will be interested to know that I did it with my eyes open, too. I did it for exactly the same reason that is bound to reach you right where you live, if it hasn't already: because the Pathe name and the Pathe product are so potential that we'd have to be color-blind to miss it.

And because I happen besides to be so well informed as to the Pathe policy of progress.

I see the Pathe market spread out like a map. I see no Pathe past that needs glossing or explaining.

And I see the Pathe future like a sunrise, so brilliant that I figure I've made this connection in the very nick of time!

Things are going to hum, and I give you my word I'm tickled pink to announce my association with them!

I'm not much good at saying things I don't mean, either.

Keep your eye on Pathe!

Geo. P. Metzger



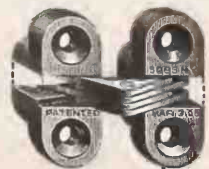
GEO. P. METZGER
Vice-President, Hanff-Metzger, Inc.
Advertising Agency

For six years Advertising Manager for the Columbia Company, and in the four years since placing all their advertising. Now to undertake the same work for Pathe.



For fine Cabinet work

SOSS HINGES



preserve the beauty of well-designed and finely finished
TALKING MACHINES PIANOS MUSIC CABINETS PLAYER PIANOS AND BENCHES

They are made in numerous sizes for these particular purposes. **SOSS** HINGES are simple, strong and durable, easy to install and are an improvement on any class of cabinet work.

We will be pleased to send you our new catalogue "T"

SOSS MANUFACTURING COMPANY

435 ATLANTIC AVENUE
CHICAGO, 160 North 5th Ave. }
LOS ANGELES, 224 Central Bldg. } Branch Offices { SAN FRANCISCO... 164 Hansford Bldg.
 } { DETROIT—922 David Whitney Bldg.
 Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.

TO DEVELOP SOUTH AMERICAN TRADE

R. C. Ackerman, Prominent Export Manager, to Represent Heineman Interests in South America—Has Had a Notable Career

The friends, both in Latin-America and at home, as well as the former business associates of R. C. Ackerman are gratified to learn that he has become connected with so live a commercial enterprise as the Otto Heineman Phonograph Supply Co., Inc., the largest manufacturers of



R. C. Ackerman

talking machine supplies in the world. Mr. Ackerman was formerly associated with the Holophane Works of the General Electric Co. as export manager, and, in the short space of three years, built up a thriving export trade in South and Central America, Mexico, West Indies, and the Far East. Subsequently, he officiated as assistant export manager of the Victor Talking Machine Co. and the Royal Type-writer Co., organizations which figure, in their respective lines, in the highest ranks in the foreign field.

Mr. Ackerman has just published catalogs in English, Spanish and Portuguese, showing a new and handsome complete line of seven cabinet talking machines and four horn phonographs, which his company is getting out exclusively for export; also a brochure in the same languages on "How to Manufacture Phonographs," which latter will be sent to the leading woodworking industries, furniture and piano factories in foreign countries. He has sent out three representatives to Australia, India, China, Japan and other countries of the Eastern Hemisphere, and he will leave in a fortnight on a selling trip to Cuba, Porto Rico, and the Central American Republics, preliminary to a selling campaign in South America.

In addition to the Heineman line, Mr. Ackerman will represent in Latin-America the interests of the Emerson Phonograph Co. and the George A. Long Cabinet Co. Being conver-

sant with the poetic and ever-increasing commercially valuable language of Cervantes and acquainted with the talking machine trade, there is little doubt but what he will be able to build up friendly and mutually profitable relations between these three prominent concerns and the principal firms in the countries visited.

The Otto Heineman Phonograph Supply Co., Inc., a strictly American concern, maintains factories at Elyria, O., Newark, N. J., and Putnam, Conn., with branches throughout the Union and in Toronto, Canada. Over seven million of the Heineman type of motor are in satisfactory use in phonographs throughout the world.

NEW UNIVERSAL RECORD-LITE

Suitable for All Types of Talking Machines
Now Being Put Out by Record-Lite Co.—
Produce New Fibre Needle Cutter

MILWAUKEE, Wis., October 8.—The Record-Lite Co., of this city, which has had an enormous demand for the Record-Lite adapted for Victrolas, announces a new universal type which is adapted to all other machines, the details of which will be found in the company's advertisement elsewhere in this issue. The new Record-Lite does not attach to the tone arm as is the case in the Victrola model, but can be located anywhere in the top of the machine, throwing its rays over the turn-table and enabling the operator to use the machine in the darkest corner of the room. The light is instantly turned off or on by the

manipulation of a lever. The battery operating the Record-Lite can either be set in the top of the machine or may be concealed inside. The company will be able to commence deliveries on this new universal type on November 15. The price is \$3.50 in nickel finish, and \$4 in gold finish.

The new style B Record-Lite, fitting the new tone arm with which the larger Victrola models are now equipped, is now ready for delivery.

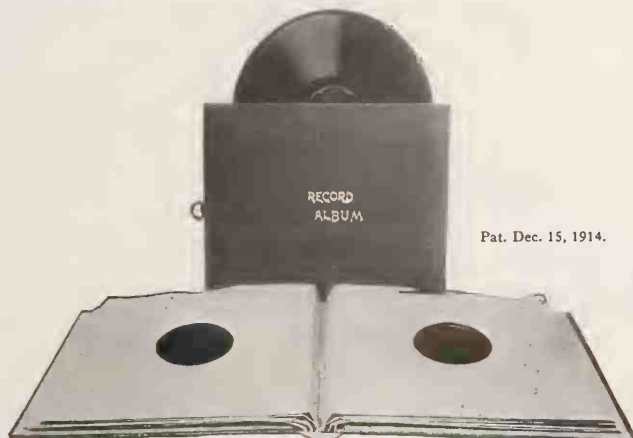
The Record-Lite Co. has also produced a new fibre needle cutter of moderate price which has many points of merit. This will also be ready for the trade on November 15.

It will have representatives covering the Pacific Coast, the Middle West and the East, the latter including New York, New England and the Atlantic Coast territory. J. Shoemaker, formerly manager of the talking machine department of the Boston Store of Milwaukee, is now traveling in the central eastern territory.

VICTOR & CO. SELL LIBERTY BONDS

Buffalo, N. Y., October 8.—A. Victor & Co., Pathephone jobbers, who sold many thousands of dollars' worth of Liberty Loan bonds during the first issue of them, have again opened a Liberty Bond department in the store at Main and Genesee streets. Bonds in various denominations will be sold at this department for cash or on easy payments. No extra charge is made for this service, it being a purely patriotic one.

Notice to Victor Jobbers and Talking Machine Manufacturers



Buy Your Albums Direct From
The Manufacturer

43-51 W. Fourth St.
New York, N. Y.

THE BOSTON BOOK CO., Inc.

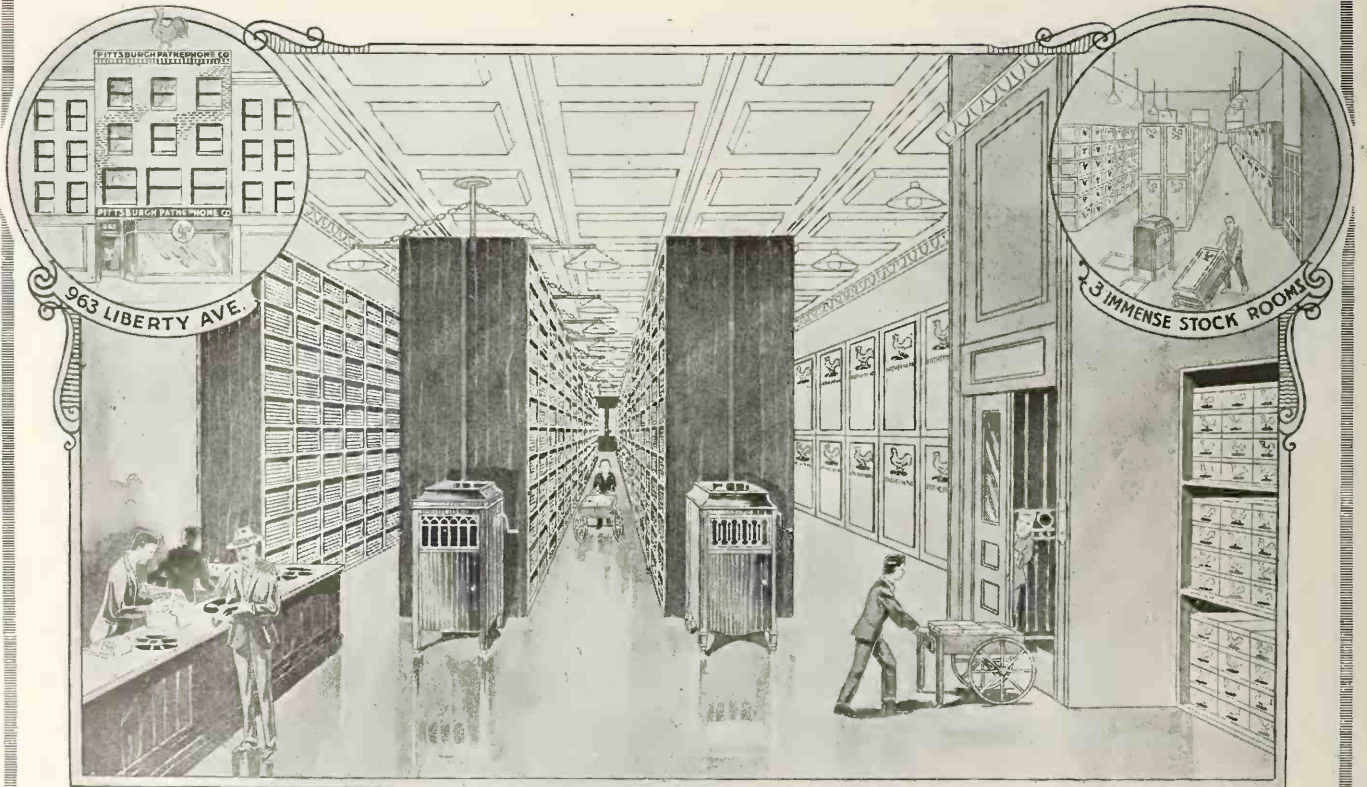
The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave.

The Warning Has Been Sounded!

Stock Up *Now* With Enough PATHEPHONES To Carry You Over the Holidays!

Get Them While You Can, Before Transportation Facilities Become Head-Over-Heels in the Handling of War Traffic! Prepare to Reap the Greatest Profits in the History of the TALKING MACHINE BUSINESS!



For Real Service, Write, Wire or See the

PITTSBURGH PATHEPHONE CO.

America's Best Equipped Pathe Distributors

963 Liberty Avenue

PITTSBURGH, PA.

WM. MAXWELL IN INDIANAPOLIS

Vice-President of Thos. A. Edison, Inc., Attends Reunion of Dealers in Indianapolis Under Auspices of the Kipp Phonograph Co.—Many Important Addresses Made

INDIANAPOLIS, IND., October 6.—The annual Edison dealers' meeting of the Kipp Phonograph Co., to which all the dealers in the company's territory were invited, was held here October 4.

Walter E. Kipp, president of the company, had a program for his guests that kept them busy from 10 o'clock in the morning until the close of the banquet late at night. Edison enthusiasm permeated the entire proceedings and the dealers gathered many good selling points and suggestions which ought to boost the Edison sales records in the months to come.

William Maxwell, vice-president of Thomas A. Edison, Inc., opened the party which was held in a local club house. Mr. Maxwell answered questions which had been put in a question box by the dealers. He gave the dealers valuable suggestions on points that came up in their routine business.

In his address Mr. Maxwell reviewed the business prospects growing out of excellent crop conditions, minimized the effect on business of the second Liberty Loan, marked the increase in export business, and drew a rosy picture of what might be expected of fall trade. He was also enthusiastic regarding the response of the dealers in their preparations for the coming Edison Week.

J. P. Lacey, of Peoria, Ill., spoke on "How I Made My Store a Musical Center and Cashed In on It." Mr. Lacey, who was described by Mr. Kipp as "the man who put Peoria on the map," made the same speech at the July convention in New York and at the Kansas City convention in September. He told of how his store got publicity that brought business and explained how free instruction in dancing was given to children and how through private dancing parties his store had become well known.

M. G. Harrison, of Richmond, Ind., talked on "How I Ignore Competition."

Following luncheon at the club house, Mr. Maxwell's playlet, "Mr. Guy Wise, Esquire," was produced. The entire company came from Toronto, Canada, by special arrangement. The cast included J. Simpson, F. Marshall and Miss Dorothy McQuillan. Mrs. May Anderson Trestail was prompter.

The dealers evinced much interest in the microscopic lecture on Edison re-creations. The new model Edison, W-250, was displayed, and the Army and Navy models were introduced.

J. W. Scott, of the Edison company, gave a valuable talk on the Amberola. The afternoon session closed with a speech by Mr. Maxwell on "Edison Week and What It Means to Us."

The dealers visited the Edison Shop, where art models of the Edison were on display.

In the evening the dealers went to the Murat Theatre to hear the elaborate tone test recital

SALES FORCE OF THE NEW YORK TALKING MACHINE CO.

We take pleasure in presenting herewith the sales force of the New York Talking Machine Co., New York, Victor distributor. As noted recently in the columns of The World fifteen members of this company's staff have enrolled for service with Uncle Sam and the patriotism

staff. He has succeeded admirably in handling this difficult problem and at the present time has a staff of co-workers whose aggressiveness, business knowledge and ability compare favorably with the sales force of any concern in the country. Reading from left to right, the mem-



The Men "Behind the Guns" at the New York Talking Machine Co.

of these Victor men has been a subject of considerable comment in talking machine circles throughout the country.

After these men had left for the front, General Manager Roy J. Keith was confronted with the problem of welding together a new sales

force of the New York Talking Machine Co.'s sales force as shown in the accompanying photograph are as follows: Standing, M. C. Stegner, Ernest Fontain, J. J. Davin, Fred S. Stewart, G. A. Deacon; seated, George Kelly, H. C. Ernst, Roy J. Keith, M. M. Reinhard, W. H. Nolan.

given by four of the Edison artists. Madame Marie Rappold and Sig. Guido Ciccolini, tenor, were assisted by Elias Breeskin, violinist, and Jac Glockner, violoncellist. The recital was in charge of the Edison Shop and besides the dealers there were present prominent citizens of Indianapolis to whom invitations had been given. The Indianapolis press spoke highly of the entertainment and of the demonstration of the re-creations of the Edison.

After the recital the dealers went back to the club house, where they enjoyed a banquet. An orchestra furnished the music. There was a quartet of "coon song" singers and the Edison Shop quartet, the latter proving a big hit. Mr. Kipp gave a flute test in connection with the Edison. Harry Porter, a local comedian, added jest to the banquet in his impersonation of the famous Hoosier character, Abe Martin.

A rising toast was given to Thomas A. Edison.

The dealers, many of whom were accompanied by their wives, were warm in their praise for the manner in which the Kipp Phonograph Co. had carried out its program.

USES CORTINA PHONE-METHOD

June Haughton, champion woman rifle shot of the world, of the Vanderbilt Hotel, has given to Company 26 of the Eighth Coast Artillery Station, of which she is an honorary member, now located at Fort Wadsworth, Staten Island, a complete Cortina French-English Military Phone-Method to help the boys acquire a practical speaking knowledge of French. This method has become quite popular as a rapid means of learning the language spoken "over there."

PRESTO UNIVERSAL TONE-ARM



In Position for Playing Lateral Cut Records

This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

THE PRESTO PERFECTED SOUND BOX is in no small measure responsible for the success of the Tone-Arm. The "triangle" Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.

124-130 PEARL STREET,

BROOKLYN, N. Y.



**This
trade-mark
is a symbol
of supremacy
in every
corner
of the world**



The Pathe Pathephone
Model 75

The most popular of the upright
cabinet Pathephones—and
no wonder, either.

YOU don't have to tell people what the Pathe red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathe phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathe name as big as the world-wide Pathe repertoire—as broad as the claims you can make for Pathe product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathephone and Pathe records.

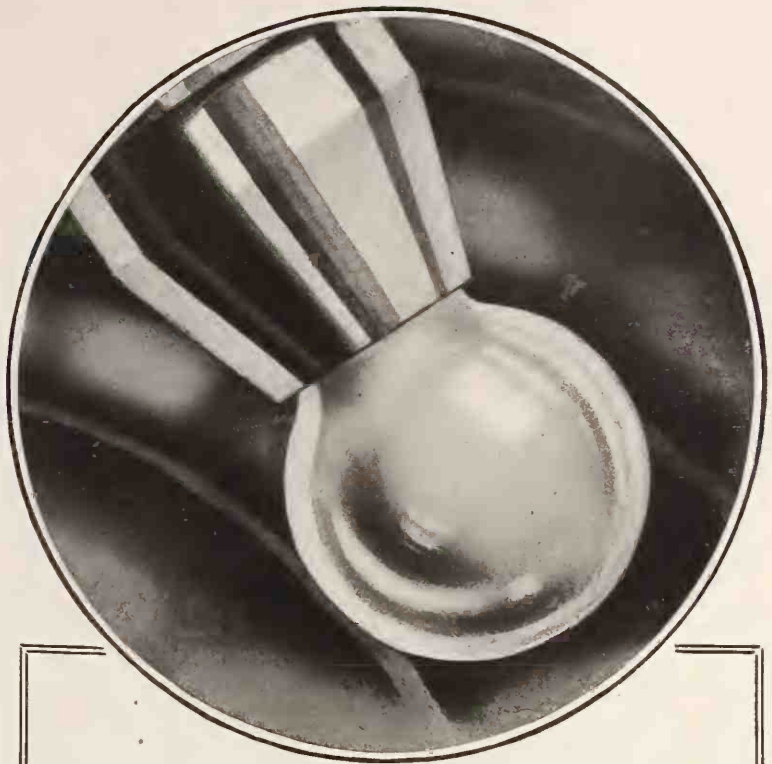
And it's an asset worth more to you each time we remind the public of what it stands for—as we will with increased force (and *frequency*) from now on.

PATHÉ FRÈRES

20 Grand Avenue, Brooklyn, N. Y.

(Pathe Freres Phonograph Co., Ltd., 6 Clifford Street, Toronto, Ont.)

This
feature is
the greatest
exclusive
phonograph
selling point
to-day!



The Pathe Sapphire Ball

(much enlarged) showing how it fits into the half-circle of the sound-groove, making possible the *full* reproduction of the delicate "overtones;" also showing the microscopically jewel-polished surface that makes possible the Pathe Guarantee below.

WE don't need to tell you what sells phonographs: **TONE**, *difference*, exclusiveness—those are the points—and you've got *all* of them in the **PATHE SAPPHIRE BALL**. You don't have to sell your prospect on comparisons of vague, intangible similarities *here*. The Pathephone *is* different—unmistakably different—convincingly and *demonstrably* different.

There is the point of "no needles to change", for one thing, and elimination of the danger of marring records, for another; the smooth *gliding* of the sapphire in the sound-grooves, and the matchless purity of **TONE** which that produces; the long life of Pathe Records and the Pathe guarantee—any *one* point a sales-clincher, and *together* a combination which is making Pathe product a future in America eclipsing even its leadership abroad.

Remember that "Pathe" is **THE** coming proposition in this country. And whether you are tied up with Pathe now or not, you will likely have occasion to be reminded of that prediction with increasing force and frequency from now on!

PHONOGRAPH CO.

is still possible to get the handling of Pathe product in a few good territories on most attractive terms. Write or wire for our proposition at once.



We guarantee every Pathe Record to play at least *one thousand times* with the Pathe Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.

TALKING MACHINE BUSINESS BOOMING IN KANSAS CITY

Old Glory Week Brought Crowds to City—How Talking Machine Men Helped—Educational Department for Schmelzer Arms Co.—D. M. Guthrie New Columbia Manager—Other News

KANSAS CITY, Mo., October 5.—Trade conditions, particularly in the talking machine business, received the boom of a decade in Kansas City recently when the business men put on "Old Glory Week." It was a celebration that eclipsed all others ever before given in Kansas City. Instead of the single attraction of a Fashion Show, or a pageant, it included both and many other big drawing cards. First of all it was widely advertised, the press taking it up enthusiastically. When it opened, September 22, the crowd was there. And the crowd stayed, not only during "Old Glory Week," but the week following when the American Horse Show was in progress. There were daily parades, special attractions at the theatres and parks, a spectacular patriotic pageant, grand opera in which such stars appeared as Marie Rappold, Homer, Kingston and Scott. There was also a Fashion Show and a big military ball. The whole city was in gala array and prizes were given for the best store windows. All trade was stimulated as it had never been before. Much of the credit of the success was due to A. A. Trostler and Harvey Schmelzer, of the Schmelzer Arms Co. Mr. Schmelzer was chairman of the committee that planned "Old Glory Week."

Business with the Architects' and Engineers' Supply Co., dealers in the Pathé, has picked up wonderfully in the past month, cash sales being particularly numerous. Largely through the record exchange department, the sale of records has increased, many coming in to exchange records and, hearing the new ones, buying.

The Wunderlich Piano Co., Victrola dealers, say there is nothing specific to report. Business is better than it has ever been before, and they are selling machines as fast as they come in.

D. M. Guthrie is the new manager of the Columbia Co. here. He has been in the employ of the Columbia Co. for a number of years, first

as special representative in Nebraska, then as city salesman in Kansas City, from which he was promoted to manager. Business with the Columbia has been excellent. Morgan Kingston in grand opera stimulated the sale of records.

Miss Leah Ullom, of the Schmelzer Arms Co., who has just returned from the factory where she went for special instructions along educational lines, has opened an educational department for that company. It will be patterned after those in Eastern cities and is the first of its kind in Kansas City. The educational element here has taken it up with enthusiasm. Par-



How Victrola Aids Physical Culture
ticular stress is being laid on the Victrola in connection with kindergarten work.

A large booth is being fitted up for the children on the order of a nursery, with nursery rhyme characters on the walls, etc. Here, on Saturdays, the small children will be invited to hear story telling by the Victrola.

There will be a certain period each week when the grade school teachers will be instructed in the following phases of the Victrola work: community singing, character impersonation (including dialect work, which will be taken up by the sixth and seventh grades), natural history with bird records, etc., rhythm and folk dance work and patriotic records. Heretofore the

machines have been used in the schools chiefly for entertainment and appreciation but in the case of the Benton School (shown in picture) the Victrola has just been introduced in connection with calisthenics.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., says that "business is wonderful. I had a great many dealers in the city during 'Old Glory Week,' and as far as the Victrola proposition is concerned, it is the same old story—we need more goods and our dealers are just crying for the same. We do not know what we will do in November and December. This is also true of records, but, taking it all in all, everything is running along very nicely."

Irving E. Magill, recently of Chicago, is the Kansas City representative of the Jones-Motrola, which has been taken up quite enthusiastically by a number of Kansas City jobbers. Mr. Magill will handle all the Southwest territory, including Texas, where he will sell direct to the dealers.

Horace Jordon, manager of the talking machine department of the Newman Mercantile Co., Joplin, Mo., took the cash prize offered by the management of the company for having the department that made the biggest increase over the last year. The sale of the instruments had increased 310 per cent. over the year before, more than on any other class of merchandise in the store. Mr. Jordon, when questioned as to how this result was achieved, said modestly that it was due to hard work and particularly in getting up attractive ads. He had also used recital as a drawing card.

John A. Lamkin, Warrensburg, Mo., states that the talking machine business has never been better. He attributes this largely to the crops around Warrensburg being good, as his trade is, for the most part, with country people. And this class, he says, buys the most expensive instruments. Mr. Lamkin advertises largely through the channel of tone tests, and often brings stars to the Opera House for these affairs.



Boost Your Sales

By Featuring

Union Universal Tone Arms and Attachments

They enable your customers to play all records with one machine

No. 1 Union Universal Tone Arm and Reproducer, shown here, enables the Edison Phonograph to play Victor and Columbia Records. Our various tone arms and reproducers are made to cover every machine and make of record.

They reproduce perfectly. Add to the attractive appearance of the machine, and multiply your record sales.

Our prices on Union Universal Tone Arms also afford you an unusually attractive profit.

Clip the coupon and send today for catalog and trade prices.



THE UNION PHONOGRAPH SUPPLY CO.

1108 W. 9th St.

W. J. McNamara, President

CLEVELAND, O.



THE UNION PHONOGRAPH SUPPLY CO.

Kindly send us Trade Catalog and Prices.

Firm.....

Address.....

Dept.....

PATHE PUBLICITY BY G. P. METZGER

The Prominent Advertising Man Arranges to Handle Campaign for the Pathé Interests

This issue of The Talking Machine World carries a business announcement that undoubtedly will make interesting and pleasing news for our readers. It is the announcement of George P. Metzger, one of the best known figures of the talking machine field, and characteristically expressed, it tells us that he has hitched his wagon to a red rooster, and that from now on he will handle the advertising for Pathé. This is good news, and we are sure it will be good news to everyone in the industry who knows Mr. Metzger and Geo. W. Lyle of the Pathé Frères Phonograph Co.



These men were closely associated over a period of many years and the announcement that they are to come together again means that we may confidently look forward to the inauguration of a selling and advertising campaign that will be well worth watching.

When news of Mr. Metzger's "Red Rooster" was issued, we looked up Mr. Lyle to ask him if he had any comment to make on this particularly interesting happening. Mr. Lyle readily confirmed the announcement, and in doing so told us just how he felt about it all.

"Pathé has certain very definite plans for the immediate future. And in helping us to carry out those plans we are very glad indeed that we are able to call on the same counsel and wide advertising knowledge of Mr. Metzger.

"You know that I know Metzger and his organization pretty well, and what he and his force have accomplished.

"His record in the advertising field, particularly in the talking machine industry, does not need any extolling by me. He is not alone a sound advertising man, but he proved to have the one big thing the industry needed when he got into it. And that one thing was vision. And vision is what Pathé is looking for in the men associated with us.

"We are looking away ahead—our plans are worked out to do big things. And to live up to those big things means we must have the right kind of men, and Metzger is going to fit in with our plans like a hand in a glove.

"We certainly are very glad that Pathé advertising is going to bear the imprint of Metzger. We know beforehand what kind of work he will do—and we are glad that timely conditions have made him and his staff available."

We don't believe there is anything we can add to Mr. Metzger's announcement and Mr. Lyle's confirmation, except to say that we believe we are going to see something big in the way of advertising and development work in the talking machine field. And that that advertising and development work is going to have Pathé as the motive power behind it.

BOSTONIANS GONE TO THE FRONT

The various business houses of Boston are giving honor to their various employes that have joined the colors. Everywhere may be seen the service flags, each star denoting a man having left that house. At the headquarters of the Eastern Talking Machine Co., in Tremont street, there is conspicuously displayed in the entrance an honor roll very attractively framed and placed upon an easel. It is headed "Eastern Talking Machine Co.'s Roll of Honor, Volunteers Fighting for the U. S. A. and Her Allies." The following names thus far appear: J. J. Spillane, E. O. Welch, Earl Mosely, John Colson, Stephen Dumont, Jos. Kilmartin, Wm. McBride, Lional Kilpatrick, Wm. Washington, Frank Moran, and Chas. Appleyard.

SONORA ON TIMES SQUARE

Immense Electric Sign Catches the Eyes of the Millions Who Pass That Way

A few nights ago there flashed into view in Times square, New York, what is probably the largest and most attractive electric sign ever



The Great Sonora Sign at Times Square used by any phonograph company. Located high in the air a gigantic butterfly with beautiful multi-color, iridescent wings rested against a long-stemmed pink rose, its wings gently flapping open and closed. From the darkness

there flashed out in golden letters "The Highest Class Talking Machine in the World." Beneath this came the brilliant white Sonora trade mark and then a glowing red address line, Fifth avenue at Fifty-third street.

Although the expense of this sign is great, it comes daily to the attention of hundreds of thousands of people from all over the world and is considered a splendid piece of advertising by the Sonora Co.

It is extremely difficult to design a sign of this nature which will indicate the high quality of the product it represents, but in this instance the effort has been eminently successful. Thousands of yellow, white, red, blue and green incandescents are used for this display. The sign covers an area forty-nine feet by ninety-one feet and is placed on the roof of a large hotel. It has become one of the night sights of the city.

VICTOR RECORDS FOR CHRISTMAS

Specially Selected List for Holiday Time Just Issued for Convenience of Dealers

The Victor Talking Machine Co. has just issued a special order blank to cover a selected list of records that are particularly appropriate to the holiday season. During the past year the Victor Co. has also issued a list of specially selected records that have proven excellent sellers at holiday time, and this year's list is no exception to the rule, containing as it does some of the most popular of the Christmas carols, together with Bible readings, sacred songs, children's pieces, etc. Dealers are urged to order selected records now in order to be properly prepared at holiday time. Elaborate window hangers and special supplements for distribution to customers will be issued later.

SATISFACTION AND SUCCESS

To be satisfied with yourself is to do the best you can in everything that you do. A man who does less than his best will never be satisfied.

"The House of Service" Again Proves Its Superior Service

**VICTOR DEALERS
We have Steel Needles**



Send Us
Your Needle Orders
NOW

We can make immediate delivery on
**Brilliantone Steel, Loud and Extra Loud (100 in package)
Victor Fibre, Victor Tungs-Tone**

We will accept orders to be delivered within four weeks.

Half Tone Needles
Packed 100 in Envelopes, 200 in Tin Boxes

Loud Needles
Packed 200 in Envelopes, 200 in Tin Boxes

WE
SPECIALIZE
IN

VICTOR
FOREIGN
RECORDS
(in all Languages)

The needle situation is such today that we advise every dealer to anticipate his wants for several months to come, and order today, thereby protecting themselves against future advances in prices which are sure to come.



THE House of Service

VICTOR DEALERS

Cut this out and mail to us now.

Name.....
Street.....
City.....
State.....

We will help you increase Record Sales

4 BIG SONG HITS

In a "Smashing" Campaign!

Every Talking Machine Dealer—Every Piano Dealer—will be benefited by this tremendous advertising and promotion campaign—The Biggest the Sheet Music Business has ever seen.

These Four Song Hits are being exploited in a Sensational way throughout the United States and Canada—and the people are urged to get them for their **piano—talking machine or player-piano.**

This means much to every dealer, and especially to those dealers who "Hook Up" with the campaign by making a prominent display of the goods simultaneously with the appearance of the advertisements—on November 15th.

In addition to the full page \$5,000.00 advertisement in

***THE SATURDAY
EVENING POST***



reproduced on the opposite page—thousands upon thousands of dollars will be spent in other forms of promotion—making this—not only the most costly but the most carefully planned and most intensive publicity drive the Sheet Music industry has ever seen.

The extent to which you—Mr. Dealer—may "cash in" on this extraordinary campaign—conducted for your benefit as well as ours—depends entirely upon the co-operation and interest **you** take in the matter.

We could say more—but doesn't the above paragraph really complete the story?

It is, therefore, Mr. Dealer, up to you!

**DON'T FORGET THE DATE, NOVEMBER 15th
DON'T FORGET TO MAKE A BIG DISPLAY
DON'T FORGET TO ORDER THE GOODS**

THIS IS THE OPENING GUN OF THE BIGGEST PROMOC

This is an exact copy of the full-page—\$5,000.00 advertisement

which will appear in **THE SATURDAY EVENING POST** On sale everywhere Thursday, November 15th.

SONGS the SOLDIERS and SAILORS SING

Get these four smashing song hits for your piano, your talking-machine, or your player-piano—and get them right away. Keep up with the boys who sing their way into action.

It's a Long Way to Berlin But we'll get there

"We'll sing 'Yankee Doodle' under the Linden with some real live Yankee pep!" That's the real "do or die" spirit of this up-to-the-minute war-song hit. Better than "Tipperary" because it goes straight to the point. The music gets there, too—gets to your heart and your feet. By Arthur Fields and Leon Flatow.

"It's a Long Way to Berlin"

CHORUS *well marked*

It's a long way to Berlin, but we'll get there Un-der my feet.

Sam will show the way, O-ver the line, then across the Rhine, Shout-ing Hip! Hip! Hoo-ray! Well-sing

I Don't Want To Get Well

Here's a song that will make you laugh—although it's about a wounded soldier. He was harder hit by his nurse's smile than by the German bullet—and in a far more vulnerable spot. A syncopated melody that won't let your feet keep still. By Johnson, Pease, and Jentes.

"I Don't Want to Get Well"

CHORUS

I don't want to get well, I don't want to get well.

I'm in love with a beau-ti-ful nurse.

Ear-ly ev-ry morn-ing, night and noon, The

ON SALE NOW

At all music and department stores, or at any Woolworth, Kresge, Krets, McCrory, Kraff, Grant, or Metropolitan store.

OUR boys on the fields of France, our sailors on the big, gray sea-fighters, and the boys in our training-camps are singing them. The whole country is singing them and dancing to their inspiring melodies. Being sung to tremendous applause in thousands of theatres throughout the land.

Try over the choruses and you will know why. Don't wait until you hear everybody singing them—get copies of all four of these songs now and be the first to sing them.

These songs are on sale at practically every music store in the United States and Canada. Look for their displays of the songs and reproductions of this advertisement in their windows.

If you have difficulty locating a dealer, however, you may order direct from us, 15c each, any 7 for \$1.

Special Note: The very next time you go to a cabaret, dance-hall, or other place where there is music, be sure to request the leader to play these four songs that the soldiers and sailors sing and love.

But don't miss them—don't miss hearing them, singing them, or dancing to their inspiring, martial melodies.

Other Popular "Feist" Songs

- Goodbye Broadway, Hello France.
- Mother, Dixie and You Silly Sonnets.
- Hong Kong Father Was Right.
- Where Do We Go from Here.
- Hawaiian Butterfly
- At the Yankee Military Ball.
- There's Something in the Name of Ireland.
- China, We Owe a Lot to You.
- The Garden of Allah.
- Throw No Stones in the Well That Gives You Water. Hello, Aloha, Hello.
- I Called You My Sweetheart.
- Keep Your Eye on the Girlie You Love.
- Don't Bite the Hand That's Feeding You.
- You're as Dear to Me as Dixie Was to Leo.
- When I Get Back to Loveland and You.
- My Flower Garden Girl.
- Mammy Blossom's Possum Party.

These songs are printed in the new "Feist" easy-to-read style. Complete song at a glance. No leaves to turn.

15c each, any seven for \$1.00 postpaid. Band 25c, Orchestra 25c, Male Quartette 10c.

Hail, Hail, the Gang's All Here

Here's a song you think you know. But did you ever hear the verses or did you ever see the music? It's all here—and it's all the sort of stuff that puts pep in to everybody. One of the greatest marching refrains ever written—and just as good as a fox-trot or one-step. By D. A. Esrom, Theodore Morse, and Arthur Sullivan.

"Hail, Hail, the Gang's All Here"

CHORUS

Hail! Hail! the gang's all here, What the deuce do we care, What the deuce do we care.

Hail! Hail! we're full of cheer, What the deuce do

Homeward Bound

Your eyes will be awfully thick if this song doesn't get deep down under your hat. You can see our brave boys coming home, you can see victory, you can see the joy of nobly done and the world at peace again. The melody—well, it's just the right one for this matchless song. By Howard Johnson, Coleman Goetz and George W. Meyer.

"Homeward Bound"

CHORUS.

"Home-ward Bound" Some-day they'll hear—that welcome sound,— For while the shot and shell are fly-ing, For the ones at home they're sigh-ing, And tho' the skies seem



LEO. FEIST Inc. 240 W. 40 St. (Feist Bldg.) NEW YORK

ON DRIVE THE MUSIC BUSINESS HAS EVER SEEN

GREAT ACTIVITY FOUND IN PITTSBURGH "TALKER" TRADE

New Officers of Local Association Plan an Active Campaign—Elaborate New Pathephone Shop Opened—New Dealers Entering Field—Frederick Piano Co.'s Recent Purchase

PITTSBURGH, PA., October 9.—The regular monthly meeting of the Talking Machine Dealers' Association of Pittsburgh was held in the Dutch Room of the Fort Pitt Hotel, Tuesday evening, October 9, when the newly elected officers of the association took their places. The officials, who were chosen at the last regular meeting, are as follows: President, Leo Half, of Half Bros., Homestead; vice-president, H. N. Rudderow, of the Talking Machine Shop; secretary, A. R. Meyer, of Joseph Horne & Co.; treasurer, Jacob Schoenberger, of Lechner & Schoenberger.

The new officers outlined a very ambitious program for the coming winter's work, and



Leo Half, the New Association President

there was an enthusiastic general discussion. The plans indicate that there is a most active and successful year ahead of the association. President Half announced the new executive committee of the association as follows: C. L. Hamilton, W. A. Kulp, J. C. Roush, Kenneth Mills, Albert Buehn, Clark Wright, M. Max, D. O. Morgan, H. H. Meyer.

The elaborate new Pathephone Shop was formally opened to the public on Wednesday, September 19. Manager H. J. Brennan reports that trade has started off in a most auspicious manner and that a steady increase is shown. The establishment is one of the largest and finest in the country, and embodies the latest ideas in arrangement and equipment. The Pathephone Shop occupies a handsome five-story building

on Liberty avenue, erected especially for the needs of the business. The first floor is given over exclusively to the retail department, and it contains eight spacious and lavishly furnished demonstration booths.

The wholesale department occupies the four upper floors. A very large and complete stock of machines is carried. The record department has a capacity of 200,000 records, and is arranged with a view to the greatest possible efficiency in handling this end of the business. The local jobbing agency for the Pathé line comprises the entire territory of Western Pennsylvania, West Virginia and Eastern Ohio, and the new establishment provides adequate facilities for supplying this large group of dealers.

The Pittsburgh Motrola Sales Co. also occupies a portion of the new Pathé headquarters.

The Standard Talking Machine Co., of this city, is making all preparations for the largest fall business in its history. In the service department the Standard is furnishing its dealers with a very attractive Christmas record selling folder. It is not only an excellent record selling argument in itself, but provides also for carrying with it the Victor Co.'s Christmas record certificate, which the Victor Co. is this year furnishing to its dealers.

J. C. Roush, president of the Standard Talking Machine Co., has just returned after spending a week in the East, where he attended the conferences with relation to the recently imposed taxes upon the talking machine industry. Mr. Roush is secretary of the National Association of Talking Machine Jobbers. While in the East Mr. Roush visited the Victor factory.

The Buehn Phonograph Co., local Edison distributors, is enjoying a steady increase in business, both in machines and records, according to Manager Albert Buehn. This house is receiving initial shipments of the new style William and Mary disc phonograph, and the request for same is reported much larger than the supply. The Amberola business is making great strides, Mr. Buehn states, and a gain of more than 100 per cent. is shown over last year.

The Buehn Phonograph Co. reports the addition of two new dealers recently. They are J. H. Rubert, a general music dealer, of Emelton, Pa., and S. G. Patterson, a piano dealer, of New Brighton.

Preparations are being made by Manager Albert Buehn, of the Buehn Phonograph Co., for an elaborate Edison tone test recital in November at Carnegie Music Hall. At that time

WE ARE PREPARED



To Your Without

Fill Order Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE

New Bedford, Mass.

an Edison dealers' meeting will also be held at the Buehn headquarters.

The W. F. Frederick Piano Co., of this city, has purchased the Watkins Music Co., 120 East Federal street, Youngstown, O., and with it the Victor franchise. H. R. Watkins, a member of the firm, remains with the W. F. Frederick Co. as manager of the branch store. W. H. Watkins, whose retirement from the business necessitated the sale of the Watkins Music Co., has entered another line at Columbus, O. G. W. Watkins, the third member of the company, is sales manager of the W. F. Frederick Piano Co.

The Columbia Graphophone Co., Sixth street and Duquesne Way, reports an exceptionally active trade throughout this territory, both in machines and records. Manager Kenneth Mills said: "The phenomenal industrial activity in the Pittsburgh district is strongly reflected in the talking machine demand. This branch enjoyed the best September business in its history by a large percentage. Fall buying has thus far exceeded anything on our books."

The Kaufmann & Baer talking machine department reports an exceedingly active trade, particularly in machines. This large and attractive department, which is one of the newest in the city, is now featuring the Aeolian Vocalion, along with the Columbia line of machines and records. It holds the only agency for the Aeolian Vocalion in the Pittsburgh section.

A

AMERICAN

A

"As Beautiful and Clear A Tone As I Have Heard from Any Machine"

This common remark made by everyone hearing the American played. Months of study and experimenting in the reproduction of tone and acoustics have enabled us to perfect a horn which is second to none. Each American embraces such demanded features as Universal tone arms, enabling the playing of all records. Absolute noiseless motors of the highest grade manufactured. Cabinets which embody the finest materials and workmanship.

This line of phonographs, Mr. Dealer, you shall find a money maker, giving yourself real profits and big sales. Do yourself justice and us a favor by sending for our literature.

PRICES QUOTED ARE WHOLESALE



No. 3—\$18.50



No. 5—\$23.50



No. 6—\$29.00



No. 10—\$47.50



No. 13—\$61.00



No. 22—\$85.00

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

Main Office and Factory, 111 Lyon St., GRAND RAPIDS, MICH.

503 Cable Bldg., CHICAGO

A

A

THREE ART MODELS OF PATHE PHONOGRAPHS ANNOUNCED

New Designs After Leading Decorative Periods Are Very Distinctive in Construction and Appearance and They Have Made a Most Favorable Impression on the Trade

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just advised its dealers that it is now ready to place on the market three new and distinctive art models. The company has been

There are three Pathé period designs, designated as the Jacobean, Sheraton and William and Mary. The general overall dimensions of these art models are forty-seven inches in length,

easy access to the turntable. The sound chamber is of approved Pathé construction and is artistically arranged and finished with as much care and precision as the exterior of the cabinet. On the right is a small drawer suitable for holding accessories, below which is a compartment with vertical partitions for holding record albums. The left side is equipped with shelves for



William and Mary Model



Sheraton Model

working on these models for some time past, as they felt that their representatives should be furnished with a line of period designs that would meet with a ready sale. That they have

thirty-six inches in height and twenty inches in width. The different designs were constructed by one of the finest cabinet houses in the country, and are faithful reproductions of the characteristics common to the different periods they represent.

records arranged horizontally. All of these partitions and shelves are made of durable three-ply board which prevents splitting. The cabinet itself is of five-ply, adding greatly to its strength. The handles on the Sheraton design are constructed of oxidized silver, while their finish on the William and Mary and Jacobean models is of statuary bronze.

The William and Mary model is finished in walnut; the Sheraton in mahogany and the Jacobean is finished in fumed oak and white, giving an artistic antique effect. The different designs, while adhering strictly to the three Old English periods, are arranged to give a simple and most striking appearance without being ornate and overdecorated. They are so designed and constructed as to harmonize perfectly with the various styles of interior decoration.

It is interesting to note that all of these models will retail at \$190, and an electric motor will be part of the equipment in the models retailing at \$200. The company expects to launch an aggressive campaign in behalf of these art models, and their moderate price, together with their artistic appearance, will doubtless enable Pathé representatives to develop a profitable market for these period designs.



Jacobean Model

succeeded in the fulfilment of this desire is indicated in the enthusiastic praises which these instruments have received from Pathé jobbers and Pathé dealers who have visited the factory during the past fortnight.

The cabinet constructions of these art models are of a sturdy, durable pattern, being well reinforced throughout. The center of the top consists of a lid which when closed lies flush with the top of the cabinet, and when raised offers

ATTENDED THE WAR CONVENTION

Three Prominent Talking Machine Men Present at Recent Conference Held at Atlantic City

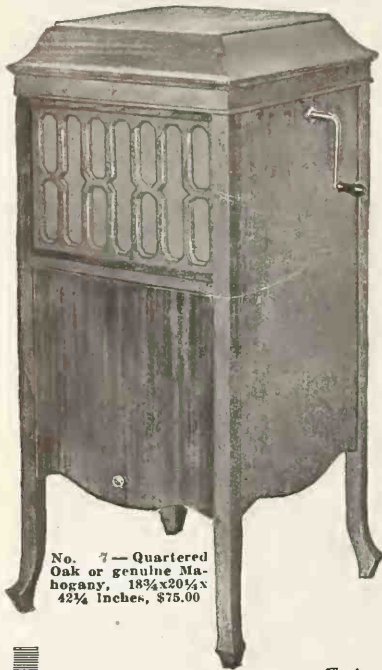
Among those who attended the War Convention of Business Men held at Atlantic City last month as representatives of the talking machine trade were French Nestor, manager of the Standard Talking Machine Co., Pittsburgh, who attended as national counselor of the National Association of Talking Machine Jobbers; Joseph C. Roush, president of the Standard Co., and secretary of the Jobbers' Association, and Geo. E. Mickel, of Mickel Bros., Victor distributors, of Omaha, Neb., who was a representative of the Rotary Club.

SERVICE COUNTS

We have built up our business to the highest point of efficiency on a foundation of honesty and reliability. Our service enjoys the dealer's confidence to an unapproachable degree.



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



No. 7—Quartered Oak or genuine Mahogany, 18½x20½x42¾ inches, \$75.00



No. 3—Oak or Imitation Mahogany 17x18½x13 inches high, \$30.00



No. 15—Quartered Oak or genuine Mahogany with Inlay, 20x20½x44½, \$150.00 Walnut, \$200.00

¶ The culmination of experiments, not "another" experiment.

¶ The embodiment of the reliable manufacturer's and of the reliable dealer's ideal of the phonograph.

¶ The product of craftsmen, not of "hands."

¶ Acoustically, mechanically and artistically perfect.

¶ A musical instrument, not a "machine."

¶ Made so that it can be guaranteed by the dealer by a concern who will stand back of his guarantee.

¶ Made so that it will sell easily, stay sold and sell more; that is



THE
CENTURY
PHONOGRAPH
"The Phonograph of the Century"

¶ Its makers have been identified with the phonograph industry almost since its inception, first making only cabinets, later the best "universal" tone arm ever made and complete phonographs for other "manufacturers."

¶ The line ranges in retail prices from \$30. to \$200.

¶ It yields the maximum possible profit.

¶ The dealer is furnished with effective dealer helps, and with the assistance of an efficient Service Department.

¶ He gets deliveries when he wants them.

¶ NOW, not later, not even tomorrow, is the time to send for catalog and proposition.

Century Cabinet Company

No. 1603-25 West 45th Street

New York, N. Y.

Factory at Utica, New York



No. 10—Quartered Oak or genuine Mahogany, 21x21x45½ inches, \$100.00



No. 5—Quartered Oak or genuine Mahogany 19¼x21¼x14¾, \$50.00



No. 20—Quartered Oak or genuine Mahogany, 24x24x49½, \$200.00

SELLING TALKERS TO INDIANS REQUIRES SPECIAL GIFTS

B. L. Peter, of Pawnee, Okla., Pays Special Attention to the Trade of the Brave and Squaw and Solves Many Problems, Especially That of Getting Payments Promptly

KANSAS CITY, Mo., October 4.—B. L. Peter, Pawnee, Okla., has, in all probability, more interesting customers than any other talking machine dealer in the business. Mr. Peter is situated among the Pawnee and Osage Indians and he says the location is highly profitable as these Indians are immensely wealthy, the Osage being the richest tribe in the world. Many of them draw thousands monthly from their oil wells. To any dealer who wishes to follow into so lucrative a territory, the directions are simple. "Master a couple of Indian dialects, learn to squat gracefully on the bare floors in the huts of your prospects, and let old Ben Franklin have nothing on you for diplomacy," so advises Mr. Peter. Outside of these few requirements, it is the easiest thing in the world to "sell" the Indian. To begin with, love of music is one of their most dominant racial characteristics. The tom-tom has always been as necessary to their happiness as the tomahawk.

They are primarily hero-worshippers and any seemingly impossible or wonderful feats arouse an admiration and awe that is carried to the point of worship. In such a light do they regard the white man's music box; they do not understand the why or wherefore but they pay homage to the result. Thus there is no necessity to create the desire of possession—it is already there. But the next phase, the ability to pay, is where the rub comes in. Though they have the money, the Indians (unlike, of course, their white brother) do not seem to care about parting with it. If one can get cash for the instrument, there is of course no difficulty, but if the machine is paid for in instalments, it is with the greatest effort, in many cases, that the money is collected. The Indians will pay the first instalment and then they think they own the instrument and do not see the justice in re-possession.

An illustration of the type of customer that Mr. Peter has is the Osage Indian who recently bought a \$250 instrument. This Indian, chancing to pass Mr. Peter's store, heard the machine and entered. He listened intently, giving grunts of approval. The next day Mr. Peter drove out to the Indian's house—or hut, as it should more properly be called—and was met at the door by a two-hundred-pound squaw. She motioned for him to come in—she could speak little or no English—and he entered. The room was totally bare of furniture, rugs, or pictures. There was not even a table or chair to put the records upon. An open door showed the room beyond, a bedroom. It contained two pallets on the floor, nothing more. Yet this Indian is one of the richest men in a wealthy tribe.

While he was demonstrating the instrument to the squaw, a Hudson super-six drove up and the head of the house got out of his car. He entered the room followed by two children. All immediately seated themselves upon the floor. Mr. Peter, he admits, with not much grace and agility, did likewise, having to scramble up every time he put on a new record. The martial music was appreciated the most, as is the case with all the Indians, band records selling like hot cakes. Finally Mr. Peter broached the subject of buying the machine and the squaw told her husband that she wanted it. Of course that settled it! She then went into the bedroom and from under one of the pallets produced the family pocketbook, from which she took a long roll of bills. She stated, however, that she could only make a payment. Mr. Peter did not try to persuade her otherwise. No amount of argument will move an Indian to change his mind. Mr. Peter then untangled his generous length of limb from the floor and departed, mentally figuring how many chairs could have been bought for the \$250 instrument he had left behind him.

Mr. Peter also stated that in many cases he has sold a machine only to return a month later

and find it broken to pieces. The only way he could account for such treatment of the instrument is that the martial music must have so stirred the blood of the Indians that they went on the war path with the hatchet.

NEW FIBRE NEEDLE "REPRODUCER"

An Improved Device for Resharpener Fibre Needles Marketed by B. & H. Fibre Mfg. Co.

CHICAGO, ILL., October 8.—The B. & H. Fibre Mfg. Co., manufacturers of the B. & H. fibre needle, are now ready for the market with the new fibre needle "reproducer" or sharpener, which is shown in the accompanying illustration. It represents years of careful experimentation by F. D. Hall, president of the company, and the inventor of the fibre needle, and is the product of his knowledge of the nature and requirements of the fibre needle. The feature of this little sharpener is that it sharpens the needle with a slanting side cut on the pulp side of the needle only and does not cut through the cortex. In other words, it sharpens the needle very much as one sharpens a pencil with a pen knife and with the least possible wastage of material. As may be seen by the illustration, the point of the needle to be sharpened is inserted in the

triangular shaped groove in the cutter and the lever raised. That is all there is to it, the work being done quickly and accurately. The aim in producing this sharpener has been to produce a device which will be absolutely foolproof and



New B. & H. Fibre Needle Reproducer which will unfailingly produce a perfect point. Any imperfect needle may be made instantly perfect through the use of this device.

The new sharpener comes in a neat box, which can be attached in the top of the talking machine, furnishes a permanent holder and takes care of the shavings from the sharpened needles. The sharpener is made of the best materials, is extremely handsome in appearance and can be furnished in either nickel or gold finish to match the trimmings of the various talking machines. Its merits have already come in for the highest praise from members of the trade.

LOOK

We Have Anticipated
Your Needs
And Can Fill Your Orders
for
Steel Needles
Playrite and Melotone
Record Stock Envelopes
Delivery Bags
Supplement Envelopes
Carrying Cases

Cabinets for all Type Victrolas
Record Easels for Window Display
Ogden's Record Stock Cabinets

Send for Catalogs and Price List

We also have one of the largest and most complete
stocks of Victor Foreign and Domestic
Records in the country.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



BOOKS MANY GOOD ORDERS.

Paul L. Baerwald Tells of Trip Through New York State and Adjacent Territory

Paul L. Baerwald, Eastern sales manager of the Otto Heineman Supply Co., New York, returned last Monday from a trip through New York State and the surrounding territories. He



Paul L. Baerwald

visited the talking machine manufacturers in this territory and secured large orders for Heineman products in all the cities he visited.

In a chat with *The World* Mr. Baerwald stated that conditions in the talking machine industry are very satisfactory and that all of the manufacturers he called upon are making preparations for an active fall trade.

One of the most gratifying features of the business at the present time is the fact that the majority of the manufacturers are increasing their retail prices in order that their dealers may secure a fair profit and in order to take care of the tremendous increase in the cost of labor and raw material. As a whole the industry seems to be in excellent shape and Mr. Baerwald was well pleased with the situation.

PUBLISHER HELPS RECORD SALES

Leo Feist, Inc., in All Advertising Calls Attention to Fact That the Company's Song Hits Are Obtainable on Records—Conducting a Big National Advertising Campaign

In the announcement of Leo Feist, Inc., which appears in another section of *The World* this month, there is reproduced a full-page advertisement of the company's songs which will appear in an early issue of the *Saturday Evening Post*. It is noticeable that in this advertisement, in the page used by the company in the *Saturday Evening Post* of September 29, and in their quarter-page advertisement in the same medium last year, the fact is emphasized that all the songs advertised may be obtained on the leading makes of talking machine records and music rolls. In addition to selling their songs, therefore, the advertising should aid materially in record sales.

In their advertisement of September 29, the following four songs were particularly featured, viz.: "Good-bye Broadway, Hello France," "Where Do We Go From Here," "Mother, Dixie and You" and "There's Something in the Name of Ireland." In addition all the live songs in the Feist catalog were mentioned. All the numbers were conceded successes before the national advertising campaign was started, and the extra publicity cannot help but give greater impetus to their sale and the demand for the songs in other than sheet music form.

When it comes to spending \$5,000 for a single advertisement, to feature a comparatively small number of songs, a publisher can hardly afford to select numbers in which he has not got the fullest confidence. It is therefore to be presumed that Leo Feist, Inc., knew what they were about when they selected songs for exploitation. The company's slogan is: "You can't go wrong with a Feist song," and the Feist house, therefore, puts every song to the most severe tests in order that it may live up to that slogan.

In the coming *Saturday Evening Post* advertisement four more songs will be featured,

they being "It's a Long Way to Berlin (But We'll Get There)," "Homeward Bound," "Hail, Hail, the Gang's All Here" and the new novelty song, "I Don't Want to Get Well." Twenty-five thousand copies of this latter number were ordered by the Kresge Syndicate Store on State street, Chicago, before it was published.

Leo Feist, Inc., has certainly set a mark for publishers to shoot at for some time to come, so far as publicity is concerned. Publicity and efficient exploitation is nothing new for a Feist song, however, and when the company announces in fairly large sized letters in their advertisement, "The Four Big Song Hits, You'll Want Them for Your Piano, Talking Machine or Player-piano," they mean it. The object is to make the reader want the song in some form or another.

In addition to having their songs sung by vaudeville artists throughout the country, Leo Feist, Inc., also maintain professional departments in several of the larger cities and have a number of traveling scouts cover the country for the purpose of insuring public interest and popularity for their prints.

DENISON SNAPPED IN THE DESERT

Pacific Coast District Manager for Columbia Co. Photographed in Front of a Cactus

We take pleasure in presenting a photograph of F. A. Denison, Pacific Coast district manager of the Columbia Graphophone Co., New York.



F. A. Denison

In the accompanying illustration Mr. Denison is making the "best of things," although from all appearances he is stranded with his automobile in the desert.

As announced recently in *The World*, Mr. Denison is a two-time winner of the President Whitten cup, now being contested for by the district managers, and when he wins it for the third time it will be his permanent property.

If it wasn't for the nery office boys of to-day, the crop of successful business men of to-morrow would be very short.

\$24⁰⁰

Height 40 inches

Width 18 inches

Depth 18 inches

Wholesale Price—Less 5% for Cash

The New Flemish Cabinet Phonograph

SALES PLAN—We have but one wholesale price regardless of the size of dealer. No jobbers.

Two large, modern factories building only this one single model.

Built under new and experienced management.

Equipped with improved sound-box.

Operated by the latest ball-bearing type motor, playing three ten-inch or two twelve-inch records at one winding.

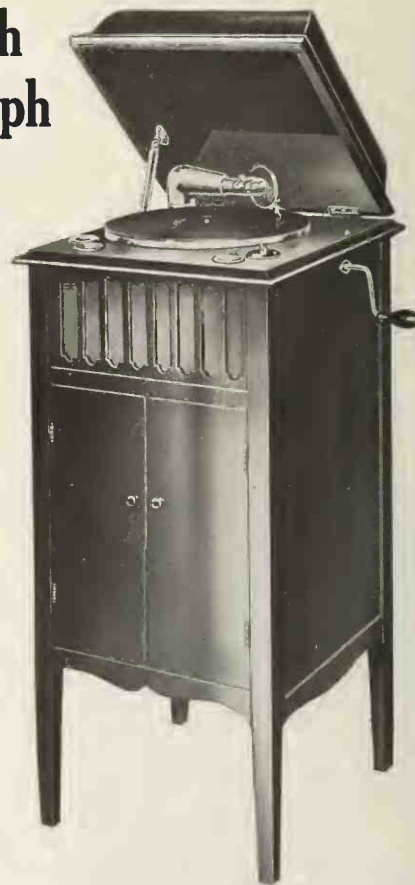
Hard wood mahogany finish.

Plays all makes of flat records without extra attachments.

This phonograph sells quickly and in large quantities.

This phonograph stays sold.

The factory output for holiday months is being rapidly taken up. To insure deliveries at time promised, order now.



THIS IS YOUR OPPORTUNITY TO MAKE BIG, QUICK MONEY. THE BUSY SEASON IS HERE. ACT IMMEDIATELY. WRITE AT ONCE.

FLEMISH PHONOGRAPH CO.

Dept. K, 220 Fifth Avenue

NEW YORK CITY

LARGER STOCKS AND CASH SALES FOR BALTIMORE TRADE

Machines Being Received in Steadily Increasing Quantities—Higher Grade Outfits in Favor—Working to Overcome Express and Freight Delays—What Dealers and Jobbers Are Doing

BALTIMORE, Md., October 5.—Talking machine business in this city is already reaching a high point with all of the jobbers and many of the retailers as well finding cause for satisfaction with business conditions. Victor distributors in this city have been lately receiving shipments of machines in larger lots than for many months past, and this is very gratifying. Freight and express conditions, however, are causing a great deal of embarrassment to the distributors in this city and their customers in various parts of the city and State.

There has been a great deal of cash business and a steady demand for high-grade machines. In fact, there appears to be a demand for all makes of machines in all styles. The newspapers have been carrying both the factory advertising of the Victor and Columbia factories, as well as the individual dealer's ads, which no doubt helps to keep business wide awake.

Collections have been good for the past month. Business in records was extraordinary. Besides a big demand for patriotic numbers, there were many sales of numbers by the celebrated artists. During part of the month there were not as many records to be had as the dealers desired, but the situation cleared up a great deal toward the latter part of the month.

A. J. Heath, manager of the Baltimore and Washington branches of the Columbia Graphophone Co., reports that September proved to be another month of wonderful business. "Freight congestions," said Mr. Heath, "have handicapped us somewhat, but toward the close of September we were able to secure a big lot of machines, and these helped us to satisfy our dealers. Our shipments are coming to us in carload lots, but even these shipments do not make good time. When we ship out again to the trade we get up against another difficulty, which is not very easily overcome. We are doing our utmost to satisfy our dealers and they appear to appreciate our efforts." During the month Mr. Heath made a number of trips to Washington and also visited Norfolk and Richmond and found business in the latter two cities very promising.

"Business conditions in the Victrola line," said W. C. Robert, manager of E. F. Droop & Sons Co., Victor distributors, "is almost driving one to distraction. We are working night and day to get our customers satisfied. The freight and express conditions have tied up our business to a large degree in the city, and we have the clamoring from dealers who have thousands of dollars of their money held up. Under the present situation the city customers and those dealers living a short distance from the city have the advantage. We are thinking of using motor trucks to solve the transportation problem, but I am afraid it will prove too costly, and for that reason we have not seriously considered the proposition.

"Our retail business has been wonderful. We are just now completing improvements in our retail store, which will give us several additional booths and also a better looking store, for we have installed the celebrated Ogden filing cabinets."

Mid the stress of business Mr. Roberts has also been forced to undergo the strain of having his wife seriously ill. Mrs. Roberts underwent an operation on Tuesday and is reported to be resting well.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, is well satisfied with business, but is unable to obtain machines and records in as large quantities as he desired. The Longhren Co., Norfolk, Va., signed a contract to handle the Pathé in that city.

J. H. Chase, sales manager for Cohen & Hughes, reports a big business in Victrolas. He is kept busy dividing himself between Baltimore and Washington stores of the company. Both wholesale and retail business in records and machines are more than satisfactory. While the

firm has been receiving big shipments of machines and records, the quantity by no means is sufficient to properly care for the trade. I. Son Cohen, president of the firm, has been making weekly trips to and from the Victor factory in Camden in an effort to try to keep machines coming in.

For H. R. Eisenbrandt Co., Mr. Sauer, of the Victor department, said that business was very good during September, and is already showing very good in the early days of October. There has been a big demand for the better grade of records with the fine artist numbers.

A. J. Boden, of Sanders & Stayman Co., Aeolian representatives, reports business in Vocalions to be excellent.

Phil Kaufman, who is a newcomer to Baltimore, having been with Otto Wisner in Brooklyn for a number of years, and who is the new manager of the Victor department of William

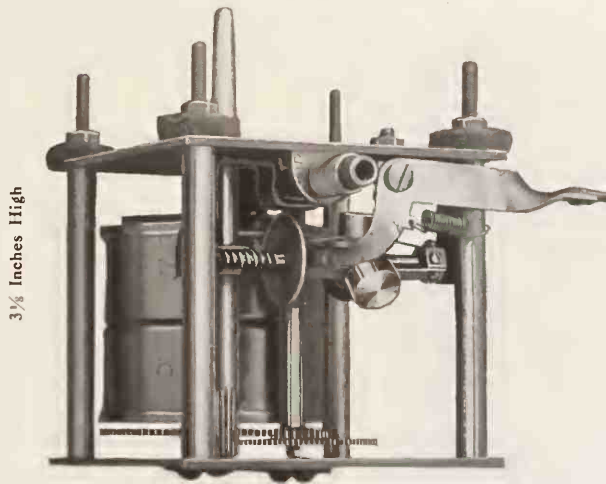
Knabe & Co., stated that business during September was very good, showing an increase over the same month of a year ago. "The demand for patriotic records," said Mr. Kaufman, "was 50 per cent. of the record business done during the month. We were able to keep all of the customers satisfied by being able to supply their demands." Mr. Kaufman is looking forward to a big fall business.

Leopold Ehrlich, assistant manager for the Mann Piano Co., and who has supervision over the Victor department for the company, says that business is exceeding expectation. Mr. Ehrlich has a very attractive show window, which is decorated with corn stalks, leaves and other greens from the country and in which a Victrola occupied the center. The Mann Co. store is always an attractive spot.

C. B. Noon, manager of the music department of The Hub, found September business in excess of the corresponding month of 1916 and expects to see the balance of the year even exceed the record business done during the same period of last year.

DURABLE DOUBLE SPRING MOTOR

Absolutely Perfect



3 3/4 inches High

6 inches wide, 5 1/2 inches deep

Double Spring worm driven motor, dial, speed regulator, 12-inch turntable. Plays four 10-inch records with one winding. Ask for quantity prices.



No. 50 (closed)



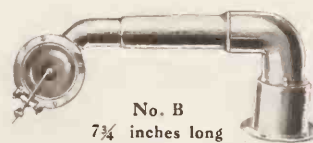
No. 50 (open)



Tone Arm Rests With green felt cushions

HEAVY NICKEL-PLATED. ASK FOR QUANTITY PRICES

Universal Tone Arm. Genuine Mica. Extra Loud. Rich in Tone.



No. B 7 3/4 inches long

Each 95 cents In lots of 1000, 90 cents

Repair Parts for all Standard Motors—Main Springs in Different Sizes, Governor Springs for Victor and Columbia Motors, Governor Screws, Brakes, etc.

PHONOGRAPH SPECIALTIES MFG. CO.

118-126 Walker Street

NEW YORK

Canadian Agent, F. A. Schmidt, 31 Weber St., Kitchener, Can.



Every loyal American is going to want Columbia Record A 2354. One side depicts the Departure of Our Troops for France—the other side Their Arrival on French Soil. Get a good supply of this timely record.

Columbia Graphophone Co.
Woolworth Building, New York

CENTURY ART STYLE PHONOGRAPH

Installed in Music Room of Hon. Julius Fleischmann's Residence at New London, Conn.—Wins High Praise From the Art Critics

The Century Cabinet Co., New York, has just installed in the new summer home of the Hon. Julius Fleischmann, former Mayor of Cincinnati,



Century Phonograph for Fleischmann Home nati, at Eastern Point, New London, Conn., a Century phonograph which it has been building for several months to conform to the plans and specifications of the architect of Mr. Fleischmann's new home, C. Aubrey Jackson.

This phonograph is of the concealed horn type and is designed to follow the general lines of the early English style, approaching the Elizabethan period. It conforms with the paneling

decorations and fixtures of Mr. Fleischmann's living room. The phonograph is all hand carved, with dove-tailed panels, and is made of selected coarse grain chestnut, finished bronze gray. The accompanying illustration will give an idea of its attractiveness.

Mr. Fleischmann had bought a Century phonograph some time ago for his city residence and was so well pleased with its design and tonal qualities that he instructed his architect to include in his plans a specially built instrument to be constructed by the Century Co. The price of the phonograph is about \$2,000.

GENNETT RECORDS WELL RECEIVED

Excellent Report Made at the New Sales Headquarters in New York—Representative Library Offered—Planning Active Campaign

The new sales headquarters for "Gennett Records," at 9 East Thirty-seventh street, New York, report that orders have greatly exceeded expectations. Deliveries have been prompt and the enthusiasm of the dealers who have investigated this new line should guarantee its success. The outlook is extremely gratifying to the officers of the company.

The Gennett Record Library includes classic, standard and popular numbers and offers a pleasing assortment which has appealed to the record buying public. Releases in the near future will include several prominent artists, announcement of which will be made later.

The new Gennett record, for which a large advertising campaign has been started, will be handled in New York, with E. H. Hill in charge. Mr. Hill was formerly manager of the Starr Piano Co.'s store at Nashville, Tenn., and prior to that date was in charge of the purchasing department at Richmond, Ind.

In speaking of the new product Mr. Hill said: "The Gennett record is undoubtedly a proposition for the independent phonograph manufacturer who has heretofore been restricted

in regard to the record business, as well as for the department store, drug store, jeweler and music dealer, not desiring to handle machines. In fact, a phonograph department is not necessary for the profitable sale of records.

"There has been a great demand for an independent, nationally advertised record for several years, due to the great increase in the number of new phonographs. It is obviously improper, in selling, to advertise the competitor's goods, though most records have heretofore been a part of a restricted article of commerce, and the sale of cabinets made by other manufacturers has often been only by the use of a portion of the competitor's wares. No man prefers to sell an article under such conditions so it is not surprising that immediate appreciation has appeared from our efforts to remedy this situation with Gennett records. 'We help sell your goods on their own merits' is one of the strongest slogans in our introductory campaign.

"To support these plans our factory has been fitted with the very latest equipment for the manufacture of records, and we have delayed urging our product until our experience can insure complete success. Our organization assures prompt deliveries. Our recording is done entirely in New York, and is in charge of men long trained in the building of musical instruments and no effort is being spared to procure the best talent the country affords. Our pressing department will, of course, remain at the factory in Richmond, Ind."

The Gennett record is of the Hill and Dale type, 150 lines to the inch, double-sided and priced to retail at from 65 cents to \$4. The majority of the releases, however, sell from 65 cents to \$1.25. The first catalog was issued in September and supplements of new records will be issued at frequent intervals hereafter.

The Universal Talking Toys Co., of Newark, N. J., was incorporated this week. Capital \$50,000.

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL		VOCAL - Continued	
1001	March of the Toys	1001	March of the Toys
1002	March of the Toys	1002	March of the Toys
1003	March of the Toys	1003	March of the Toys
1004	March of the Toys	1004	March of the Toys
1005	March of the Toys	1005	March of the Toys
1006	March of the Toys	1006	March of the Toys
1007	March of the Toys	1007	March of the Toys
1008	March of the Toys	1008	March of the Toys
1009	March of the Toys	1009	March of the Toys
1010	March of the Toys	1010	March of the Toys
1011	March of the Toys	1011	March of the Toys
1012	March of the Toys	1012	March of the Toys
1013	March of the Toys	1013	March of the Toys
1014	March of the Toys	1014	March of the Toys
1015	March of the Toys	1015	March of the Toys
1016	March of the Toys	1016	March of the Toys
1017	March of the Toys	1017	March of the Toys
1018	March of the Toys	1018	March of the Toys
1019	March of the Toys	1019	March of the Toys
1020	March of the Toys	1020	March of the Toys



Order Christmas Envelopes Now

- Record Delivery Envelopes
- Record Stock Envelopes
- Catalog Supplement Envelopes
- Long Cabinets
- Bagshaw Needles
- Peerless Locking Plates

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

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

ORIGINAL MOTORS

There are so many motors of different construction and design now on the market that I think it would be a good idea to glance backward to the beginning of the talking machine and take a look at the first motors used.

The average dealer in present-day talking machines will no doubt find it hard to realize that the first machine presented to the public had neither main spring nor governor in its make-up, and probably harder to believe it necessary to have two fly wheels nearly big enough to be used on some of Mr. Ford's products.

It was in 1876 that Thos. A. Edison first claimed the reproduction of recorded sound waves and placed on exhibition the Edison speaking machine, which in later years was commonly called the tin-foil phonograph.



The Original Edison Phonograph

The illustration will give some idea of the size and shape of the different parts of the machine. The large bottom plate with the two upright castings held the bearings which supported the shaft and balance wheels. The drum or mandrel was threaded to correspond with the feed thread on the shaft at the left. The mandrel was moved past the recording device by means of the stationary feed screw which engaged the thread on the shaft at the left. To operate the machine the drum or mandrel was covered with tin-foil, and then moved into position—with its left side in front of the sound box frame. The recorder was next drawn up into position with its jewel point barely touching the surface of the tin-foil, the feed mechanism was then clamped into position and the machine was ready (when turned slowly by hand) to receive and record the voice or any sound made directly in front of the small mouthpiece. To play or reproduce the record made, the operation (as outlined above) was re-

peated, and after several reproductions it was necessary to replace the tin-foil and make a new record.

It can be easily seen that during the years from 1876 to 1885 the talking machine repairman's troubles did not consist of broken main springs or governor troubles, nor was he bothered with the graphite which generally marks the spot where a motor has been repaired.

The New Victor Motors

Victor dealers who have received the new models, known as Victrolas IV-A, VI-A, VIII-A and IX-A, would do well, in the event that they experience trouble with any of the new motors, to make a careful study of the new motor construction before attempting repairs. The new types of motors are different from the old models in a number of particulars and the old repair methods will therefore have to be changed to a considerable degree. One of the features in the motors of the Victrolas VIII-A and IX-A is the single spring cage housing both springs instead of a separate cage for each spring, as in the older types, making it necessary to remove the second spring in order to remedy any trouble with the first one. The method of fastening the springs to the shaft has also been changed, the springs being held in position through special construction of their ends, fitting into a groove in the shaft and being held largely by friction. The speed control feature is also worthy of study before the dealer tries any regulating. A little study will show the repairer the proper way to go about his work.

The Proper Diaphragm Thickness

A. C. Dodin,

Care of The Talking Machine World,

Would you kindly advise me what, in your opinion, would be the proper thickness of a mica diaphragm which is 2 1-16 inches in diameter?

L. C. S.

Answer: A diaphragm 2 1-16 inches in diameter should be from 9 to 10 thousandths of an inch thick for best results.—A. H. D.

ARTISTIC BRUNSWICK EXHIBIT

MINNEAPOLIS, MINN., October 4.—One of the most attractive exhibits at the recent Minnesota State Fair was made by the Brunswick-Balke-Collender Co., through their local manager. Eleven different styles of Brunswick machines were shown ranging from \$30 to \$1,500, the latter being operated and lighted by electricity, and cards displayed showing what make of records were being played. This \$1,500 machine was a special instrument with a round horn, and with the new combination reproducer, arranged to accommodate three needles to play the various kinds of records.

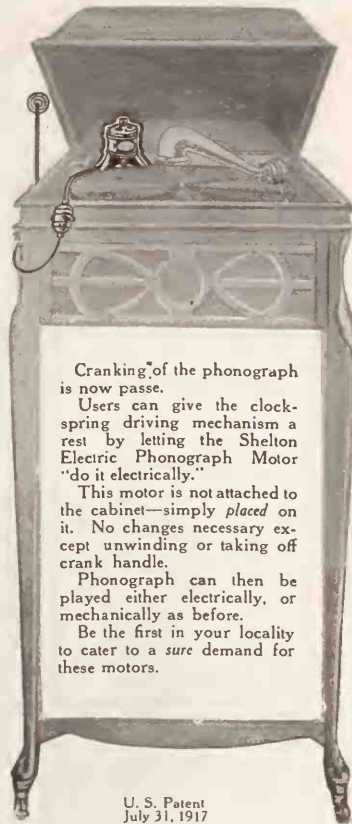
There were also two other attractive machines in white, and there were also machines shown in knock-down construction, giving the idea of how they were built in every detail. A gold-plated motor displayed on a large board covered with velvet also attracted the attention of visitors.

The booth as a whole was most artistic, being decorated by a prominent florist, and the instruments arranged in a manner to attract and interest, the central figure, of course, being the \$1,500 machine, which proved to be a drawing card of great potency. There were thousands of visitors to the Brunswick booth, and a number of excellent prospects were booked by those in charge of the exhibit.

\$15 Retail

Shelton Electric Talking Machine Motor

FULLY GUARANTEED FOR ONE YEAR



Cranking of the phonograph is now passe.

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

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

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

Be the first in your locality to cater to a sure demand for these motors.

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.

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

DISCUSSES MATTER OF TONE

Recent Publicity of the Columbia Co. in Saturday Evening Post Comes in for Considerable Praise—Dignified and Timely

Under the heading "Tone," the Columbia Co. carried an artistic and effective full-page advertisement in the Saturday Evening Post recently. Flanked by illustrations of the famous Cathedral at Rheims and the Columbia Grafonola 200, the text said (referring to the organ at the Cathedral in Rheims):

"Its wondrous organ is now dead, but if you ever listened to that famous instrument you have felt its very wizardry—thunderous, overwhelming billows of sound dying away to the merest echo, then swelling again in a glorious wave of music. You have marveled at this absolute perfection of tone control in every great organ you have heard. While volume of sound is determined by the number and character of pipes employed, yet the secret of the delicate gradations of tone lies in the swell-box—in shutters that open and close at the player's will.

"Only the Columbia Grafonola is equipped with this same device for tone control. Shutters that open and close and make it possible for you to play the world's great music with the depth of expression that it deserves. It is in these perfections of tone—the very heart of music—that this masterful instrument stands supreme; tone is the heart of your Columbia Grafonola."

MOTOR MANUFACTURERS' OPPORTUNITY

WE ARE IN POSSESSION OF THE FOLLOWING PARTS

- 1500 Spring Cups.
- 1000 Spring Cup Separators.
- 800 Springs (1" x 1-32 x 9' 6").
- 400 4 weight Spring Governors.

PARTS FOR COLUMBIA MOTORS

We will dispose of these together with the tools complete for making cups and separators.—Write for terms.

JAQUITH MACHINERY BUREAU, Inc.

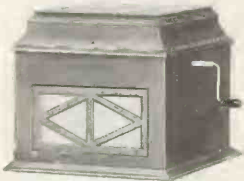
100 PURCHASE STREET

BOSTON, MASS.



TALKING MACHINES AND RECORDS

Imperial Model No. 1
Price, \$25.00



Mahogany or quartered oak cabinets, size 14½ inches high, 16 inches wide, 19 inches deep. Single spring, worm-driven Imperial motor. 10-inch turn table. All metal trimmings heavy nickel plated.

Imperial Model No. 2
Price, \$35.00



Mahogany or quartered oak cabinets, size 16 inches high, 17½ inches wide, 20¼ inches deep. Double spring, worm-driven Imperial motor. 12-inch turn table. All metal trimmings are heavy nickel plated.

IMPERIAL TALKING MACHINES and RECORDS present to the live dealer a remarkable opportunity for increasing his business. You can make larger sales and better profits by carrying the Imperial Talking Machines and Records. It is without question the greatest trade-pulling, business-building combination on the market.

Imperial Model No. 4

Price, \$90.00



Mahogany or quartered oak cabinets, size 45 inches high, 21 inches wide, 24¼ inches deep. Double spring, worm-driven Imperial motor. 12-inch turn table. All metal trimmings are nickel plated.

THE IMPERIAL is absolutely the biggest value in a musical instrument ever offered to the music-loving public. The Imperial Machines and Records are produced under the most exacting and scientific methods. Every part made in our own factory under the constant supervision of mechanical and musical experts.

Imperial Model No. 3

Price, \$70.00



Mahogany or quartered oak cabinets, size 42¾ inches high, 18¾ inches wide, 20¼ inches deep. Double spring, worm-driven Imperial motor. 12-inch turn table. All metal trimmings are nickel plated.

Remember the Imperial is not a machine assembled from parts made by several different factories, often by in-expert labor, but has been designed and perfected right in our own shops built to produce nothing but Imperial Talking Machines and Records. We can conscientiously guarantee their perfection, because we know how they are made. Our proposition is supported by a Record catalogue of over 2,000 selections.

Imperial Model No. 5

Price, \$135.00



Mahogany or quartered oak cabinets, size 47¾ inches high, 22¾ inches wide, 25 inches deep. Triple spring, worm-driven Imperial motor. The 12-inch turn table and all metal trimmings are heavily gold plated.

Write to us immediately for handsomely illustrated descriptive booklet and our special terms to dealers.

Imperial Model No. 6

Price, \$190.00



Diamond paneled mahogany cabinet, size 48 inches high, 22¾ inches wide, 25¼ inches deep. Triple spring, worm-driven Imperial motor. The 12-inch turn table and all metal trimmings are heavily gold plated.

Imperial Model No. 6 can also be had in straight paneled mahogany or quartered oak, otherwise same specifications.

Price, \$175.00

Exclusive territory still open to reliable dealers.
LIBERAL DISCOUNTS

IMPERIAL TALKING MACHINE COMPANY, Main Office and Factory: No. 9 Vandever Avenue, Wilmington, Del.

Recording Laboratory and Showrooms: 35 West 31st Street, New York City
Pacific Coast Distributors: The Stern Talking Machine Corporation, 1085 Market Street, San Francisco, Cal.



PLANNING ASSOCIATION IN ATLANTA

Victor Dealers in Southern City and Vicinity Arranging to Form Organization

ATLANTA, GA., October 5.—The prospects are that there will be organized a local association of talking machine dealers similar to those already in existence in other cities, if the present movement works out successfully. The Elyea-Austell Co., local Victor distributors, are back of the plan and have already been advised by over thirty dealers that they are favorable to the idea and will help in the organization. It is felt that through the medium of an association a number of things could be developed for the benefit of the trade at large in the matter of interest, allowances, etc., in view of the fact that dealers in other cities have succeeded in accomplishing these results. The date for the preliminary meeting has not yet been fixed.

ARMY MEN BOOST DALLAS TRADE

Talking Machine Dealers in That City and Vicinity Doing Excellent Business in the Neighboring Military Cantonments

DALLAS, TEX., October 6.—The talking machine trade in this city and vicinity is now beginning to appreciate the advantage of having large military cantonments located in their districts. The cantonments in the vicinity of Dallas are now full of troops of the regular and national armies, and the various units display decided interest in talking machines and records. Lester Burchfield, wholesale manager of the Victor department of Sanger Bros., this city, reports that the presence of the soldiers is having a wonderful effect on business, with the increased demand for records being particularly noticeable. It is the present ambition of Sanger Bros. and their dealers to place Victor outfits with each company. The use of the Corley trunk for the smaller types of machines aids materially in effecting this purpose.

JOINS SALES FORCE IN OAKER CITY

Charles F. Keyes, formerly one of the star salesmen of the Baltimore branch of the Columbia Graphophone Co., has joined the Philadelphia sales staff. Mr. Keyes worked for some time under A. J. Heath, Baltimore manager, who was recently appointed head of the Philadelphia branch, and in his new post Mr. Keyes will have ample opportunity to add to his previous success.

Only \$50.00 a Unit
CAPACITY 2150 RECORDS
(21 Units, Illustrated)

MODEL No. 2150—A Locking Sectional Roller Panel Door Cabinet, equipped with Ogden Patented Filing Device. Made of Quartered Oak and Birch, finished to match all interiors.

Write for Our Manual of Filing Dept. K.

350-10 inch Records
350-12 inch Records Patented Adjuster for Using 10 inch Records
Soft, Flat Springs Hold Records Upright and Prevent Warping.

MODEL No. 2150—Capacity 2150 thin records, 10" or 12", 1075 thick records. Largest capacity, smallest space. Instantly you find any record. Special models adapted to all makes of records.

UNCONDITIONALLY GUARANTEED

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

Accompanied by Mrs. Keyes he visited the Columbia Co.'s executive offices this week, and was one of the lucky talking machine people who attended the World's Series.

WANTS A RECORD OF "CHERI"

A subscriber to The World is desirous of obtaining a Victor record of "Cheri," sung by Harrison, and which was cut out some years ago. Anyone having such a record may write to the subscriber through this office.

A. J. HEATH APPOINTED MANAGER

Of the Philadelphia Branch of the Columbia Co., Succeeding C. S. Tay

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of A. J. Heath as manager of the company's Philadelphia branch, succeeding C. S. Tay, who has resigned from the Columbia service. Mr. Heath was formerly manager of the Baltimore branch, and although a young man in point of years, is recognized as one of the best posted members of the wholesale talking machine trade in the East. He has been connected with the Columbia Co. for a number of years, and has steadily advanced as he acquired a more intimate knowledge of conditions in the wholesale field. He is popular among his associates, and a considerable portion of his success may be attributed to his unceasing efforts to co-operate with the dealers whom he served.

William S. Parks, formerly assistant manager of the Boston branch of the Columbia Co., has been appointed manager at Baltimore, a promotion which his success in Boston well deserves.

INTERESTING NUMBER OF 'PEPTIMIST'

Volume 1, No. 5, of the "Peptimist," the newsy house organ issued by the Columbia Graphophone Co. for the members of its staff, made its appearance this week and as usual contained some interesting data and information for the sales staff. A message from H. L. Willson, general manager of the company, was featured on the first page and on the second page were presented photographs of the winners of the President Whitten cup for the month of July. There were a number of timely and interesting editorial articles which, if read carefully and remembered, cannot fail to add materially to the efficiency of the individual salesman.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Invincible \$375

Pennsylvania and Maryland Dealers

INCLUDING BALTIMORE CITY

We offer excellent opportunities for the Sale of the

Sonora

"The Highest Class Talking Machine in the World"

Write today for Terms and Open Territory. LIVE WIRES ONLY.

The Piersol Carpet Co.
LANCASTER, PENNA.
Wholesale SONORA Distributors Since 1914

GROWTH OF THE VICTOR FACTORY

Largest Single Building of Group Recently Completed and Devoted to Cabinet Manufacturing—Victor Employees Now Number Over 10,000—Church Property Purchased

PHILADELPHIA, PA., October 8.—With the completion of the largest single factory building in the plant of the Victor Talking Machine Co., at the corner of Delaware avenue and Market street, Camden, and which will be used exclusively for cabinet work, employing some hundreds of extra men, the Victor Co. now reports a total of approximately 10,000 employees.

Extensive alterations are being made to another building on Front street, including changes in machinery equipment, and a small addition is also being built to it.

Some trouble is being experienced in the present department in getting materials and labor, but the shortage does not extend to the record department, for record-making material is coming in daily in large consignments. Though some of the departments are being

worked nights right along, the company still finds itself behind in orders, especially for the holiday trade on machines.

The new \$250,000 library building in Cooper Park, immediately opposite the Administration Building of the Victor Co., and which is the gift of Eldridge K. Johnson, president of that company, is now nearing completion, and will add greatly to the architectural beauty of the surroundings.

The Victor Co. has also purchased the Trinity Baptist Church property on Fifth, above Market street, Camden, which is now being used by the Red Cross. The company will use the church property as a recording laboratory.

TALKS ON AUSTRALIAN CONDITIONS

CHICAGO, ILL., October 10.—W. S. Paton, of Wills & Paton, Ltd., Melbourne, Australia, has been in Chicago several days. The company are the exclusive Edison disc jobbers for the State of Victoria, and are also jobbers for other lines. Mr. Paton is on the way to the Edison factory at Orange and incidentally is

looking up other lines of machines while in America with a view of extending their jobbing business. The company operate an exclusive Edison shop on the block in the heart of the main retail district in Melbourne. It is the only establishment of its kind in Australia and they do an excellent business on the Edison disc. While in America he has heard several Edison tone tests and is very enthusiastic regarding them. He hopes in the future to get some of the Edison artists to appear with the Edison disc in Melbourne. Mr. Paton is also interested in the firm of A. Paton & Son, piano dealers, at Hobart, Tasmania, where they handle English lines exclusively. The retail prices, he says, have absolutely doubled on account of the increased factory cost and the high freights.

"The situation in Australia is somewhat mixed," he said. "There are, of course, a large number of people in Australia directly affected by the war, who are restricting their expenditures. On the other hand, there has been a vast amount of money put in circulation and business in the aggregate is satisfactory."



24-Hour Pathe Service

THAT'S what "Fischer's for Service" means! Any model in any finish—any record in any quantity—any need of any of our dealers met within twenty-four hours!

Think what this means in a business growing at the rate the Pathe business is *bound* to grow! Pathe is THE coming phonograph proposition, as sure as your are in business for your profit—and it's *twice* as good a thing with service like ours to back you!

"Fischer's for Service"

THE FISCHER COMPANY

940 Chestnut Avenue

OLDEST PATHE JOBBERS

Cleveland, Ohio

To Dealers Not Handling the Pathe Line, Write Us for Our Letter, "Pathe for Profit"—By Fischer

THE TRADE IN NEW YORK CITY AND VICINITY

A shortage of product in both machines and records was the predominating feature of last month's business in the local talking machine trade. The manufacturers and jobbers state that the extent of their sales is limited only by the machines available, and with this healthy trade condition there is every reason to believe that this season will be a banner one for the industry as a whole.

How to Increase Record Sales

In this section of this month's issue of *The World* there is published an interesting advertisement over the signature of C. Bruno & Son, Inc., Victor distributors. This company calls attention to the fact that many dealers have increased their record sales during the past year, and that the dealer who develops salesmanship, studies his customers and his records can do likewise. The closing paragraph conveys the important fact that the salesman's knowledge of records and music is the greatest factor in increasing the dealer's record sales and resultant profits. This knowledge can be acquired through a little study of the Victor record catalog and the *Book of the Opera*.

Limited Only by Available Product

"Our sales the past month were far ahead of last September," said Lambert Friedl, manager of the Columbia Graphophone Co.'s New York branch. "Our business is limited only by our shipments of Grafonolas and records, and at the present time there is a tremendous shortage of product." Mr. Friedl will be the host to a party of Columbia dealers in local territory who will visit the company's factory at Bridgeport next Wednesday. The dealers will go through the factory carefully, subsequent to which they will be the guests at luncheon of George W. Hopkins, general sales manager of the Columbia Co.

A Splendid Operatic Record

The Edison Shop, 473 Fifth avenue, New York, carried an unusually interesting advertisement in the local newspapers last week entitled "A Triumph of Re-creation." This advertisement featured the new Edison Diamond Disc "Quartet" from "Rigoletto," and the text invited the public to hear this record in the auditorium of the Edison Shop. This Re-creation is sung by Alice Verlet, celebrated Belgian soprano; Ciccolini, renowned Italian tenor; Arthur Middleton, basso of the Metropolitan Opera Co., and Merle Alcock, famous concert contralto.

The Pathé Line at Mineola

A. H. Andrews, Pathé dealer at Mineola, L. I., maintained a very attractive exhibit at the Nassau County Fair held recently at Mineola. Mr. Andrews displayed several of the latest Pathephone models, together with a comprehensive exhibit of the distinctive qualities of Pathé discs. He closed a number of sales, and in addition secured a fine list of prospects.

A Timely and Effective Window Display

The warerooms of the Sonora Phonograph Corp., 50 Broadway, New York, featured recently one of the most attractive window displays that has been seen on lower Broadway for quite some time. Realizing the timeliness and value of a patriotic display, J. F. Lynch, manager of this store, secured from the British Recruiting Mission a quantity of war souvenirs taken from the battlefields abroad. This display included an English aero-bomb, a French aero-torpedo, a piece of German Zeppelin, rifles, a machine gun and similar articles. The display was sufficiently attractive to necessitate the calling of the police to keep the crowds in order.

Literature That Will Increase Sales

The Blackman Talking Machine Co., New York, Victor distributor, has prepared for the use of its dealers a series of attractive show cards featuring the monthly supplements of Victor records. These cards have been well

received, and a new series will be issued each month. The company has also prepared a remarkably effective Christmas circular which the dealer can use in conjunction with a gift certificate.

Joins the U. S. Navy

J. A. Sieber, formerly assistant to George A. Baker, assistant manager of the local branch of the Columbia Co., has joined the U. S. Navy with the rank of Chief Yeoman. Mr. Sieber, who was very popular among his associates, is succeeded by J. C. Lush, an ex-professional ball player of considerable prominence.

Baker Returns From Vacation

Edw. M. Baker, advertising manager of the Columbia Co., recently returned from a very pleasant two weeks' vacation, which he spent at Old Point Comfort and other Southern points.

Mr. Baker enjoyed his rest to the fullest extent, and is now ready for the activities of the coming winter season.

CLOSE IMPORTANT CONTRACTS

The Manhattan Phono Parts Co., manufacturer of the Manhattan wooden tone arm, has closed a number of important contracts during the past few weeks. This company has perfected a wooden tone arm which is giving splendid satisfaction to manufacturers of high-grade machines, and at the present time is planning an extensive campaign to impress upon the trade and the public the distinctive merits of a wooden tone arm. The factory capacity has been enlarged to take care of an active fall demand for this tone arm.



Don't Lose Profits

Many dealers have greatly increased their record sales during the past year. YOU can do likewise.

Study your customers and study your records. Develop salesmanship.

If you cannot get enough machines to sell, why, sell what you have to sell. It can be done.

Create a special telephone service and immediate delivery to your customers' homes. This plan has been successfully used and will secure business you will not otherwise receive.

Attractive leaflets listing and interestingly describing a few selected records will suggest many numbers your patrons will like to have.

Use your show window for display of records and our monthly window cards.

The salesman's knowledge of records and music, which through just a little study of the Victor Record Catalogue and *Book of the Opera* can easily be acquired, is the greatest factor in increasing your record sales and resultant profits.

C. BRUNO & SON, Inc.

(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

We Do Not Retail

DEMONSTRATING SAENGER COURSE

Volume of Unusual Range and Interest on "How to Demonstrate the Oscar Saenger Course in Vocal Training" Just Issued by the Victor Co. for the Use of Their Dealers

A little volume that should prove immeasurably valuable to live Victor dealers everywhere has just been published by the Victor Co. as a part of their service to dealers, and follows out in great detail the subject set forth in its title: "How to Demonstrate the Oscar Saenger Course in Vocal Training."

In glancing over the twenty-four pages of the new volume, one wonders how much actual information—information that is practical and really answers questions—can be crowded into such small space.

After a comprehensive introduction, the first subject taken up is that of lecture demonstration, and not a point is overlooked in reference to planning and carrying out such a demonstration. Not only does the text go into detail re-

garding the preparation of the hall, the manner in which invitations should be designed and issued, and the proper way to lay out a program, but it also gives actual illustrations to show how a temporary platform may be constructed, the best way of arranging the platform for recitals, suggestions as to the form of invitation as well

as reproductions of invitations that have already been used successfully.

The greatest aid offered by the book perhaps is the actual outline of the lecture that should be given in connection with the recital and which is designed to work up the interest of the audience by gradual and consecutive steps. The lecture includes the names of famous artists who have studied under Mr. Saenger, gives facts about the various lessons, and includes notes as to when records should be played, and what records should be selected at various points of the lecture. Even the proper pronunciation of doubtful words is clearly marked.

One page of the booklet is given over to full information regarding store demonstrations and how they should be conducted, and four pages to questions and answers that should enable the dealer or salesman to meet many situations promptly. The booklet has been compiled by authorities, the facts given are from actual experience, and dealers could not do better than to study it thoroughly and carefully.

SEES VICTORY IN WAR REVENUE ACT

J. Newcomb Blackman Believes that Some Suggestions of Talking Machine Men Incorporated in Measure Make it Less Drastic

J. Newcomb Blackman, president of the Blackman Talking Machine Co. and the National Association of Talking Machine Jobbers, who was one of the leading figures in the fight made by the talking machine men against certain provisions in the War Revenue Bill, stated this week that although he always had been and still was opposed to any tax on gross sales, he still considered the War Revenue Act as finally passed in the light of a victory for the opponents to the measure. Mr. Blackman in his speech at Washington before the Senate Finance Committee stated that even though it was finally decided to fix an excise tax on talking machines it was not fair to place the full tax on goods already in stock, and in the hands of jobbers and dealers. The bill as it now stands calls for only one-half of the 3 per cent. tax or a tax of 1½ per cent. on goods in stock on October 4, 1917, and even this is not applied to the retailers but only to wholesalers and manufacturers.

V. E. MOORE WITH PENN PHONO. CO.

PHILADELPHIA, Pa., October 9.—The Penn Phonograph Co. is to be congratulated in having secured the service of Victor Edward Moore, formerly connected with the record order department of the Victor Talking Machine Co. and later with the Gately-Haire Co., of Albany, N. Y.

Mr. Moore is specially qualified in this line of work and the Penn dealers may expect better service than ever from this old established distributing house, which is ever alert to improve its service.

SAPPHIRE NEEDLES

Sapphire Points for playing Edison records, 14c each
Sapphire Balls for playing Pathe records, 13c each
In Quantities,

LUCKY 13 PHONOGRAPH CO.
3 East 12th St. New York



Service for Greater NEW YORK

THE kind of service that builds up a dealer's business—service that enables him to *keep* his promises—service that won't let him be caught unprepared for any demand made on his stock.

We are in an exceptional position to render *you* just that kind of service—and with Pathe business booming as it is (and it isn't a *marker* to what it's *going* to be) you will be glad to have our big warerooms behind you.

Let us tell you about the Pathe proposition *to-day*.

Pathephone Distributors Company

Distributors for Pathephones and Pathe European and American Double Disc Records

95 Southern Boulevard

The Bronx—New York

NEW FORM OF WINDOW DISPLAY

Announced for the Use of Pathé Dealers—Details of the Plan Are of Interest

The advertising department of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced for the use of Pathé dealers a new form of window display which has been very favorably received by all Pathé representatives



A Striking Pathé Window Display

who have seen it. The Pathé publicity department spent several months working out the details of this window display and the illustration shown herewith will give some idea of its effectiveness and its distinctive merits.

According to the plan of the Pathé Frères advertising department it will send to Pathé dealers the specially designed three-piece frame work and there will be sent out each month a new set of artistically designed posters to go into the frames. With each month's posters will

be sent illustrated suggestions for the best arrangements for that month's display.

In announcing this new window idea the Pathé advertising department called attention to the specifications of the design as follows, giving the dealers a detailed idea of how it works:

"The center piece, the 'glorified' Pathé record, stands thirty-six inches high. The guarantee card is eleven and three-quarters inches high. Both designs are lithographed on heavy paper, mounted on 150-point board and reinforced by heavy wooden strips, making it strong, solid and substantial. The side frames are of wood, finished in dull black; they are fifteen inches wide, twenty-three inches high, and are attached to the center piece by strong metal hinges.

"But the chief beauty of this display, aside from its general attractiveness, lies in its construction. In the first place, the design showing through the center of the record is several inches behind the face of the record; it is curved, and stands back. This enables you to place an electric light in front of the picture, either above it or below, and in that way give the appearance of footlights. The effect thus created is startlingly dramatic, and at the same time unusually pertinent, because of the nature of the goods advertised."

The Auburn Music Co., Auburn, N. Y., will shortly open new quarters at the corner of Genesee and North streets, that city.

SAUL BIRNS NEW PIANO DEPARTMENT

Well-Known Talking Machine Dealer Opens Elaborate Piano Warerooms in Building Adjoining His Large Victrola Parlors

On Saturday evening, September 29, Saul Birns, the well-known talking machine dealer of 111 Second avenue, New York, opened elaborate piano warerooms in the building at 113 Second avenue, adjoining his old store. The new warerooms are commodious and fitted up in handsome style, and an excellent line of pianos and player-pianos has been stocked.

This latest departure of Mr. Birns marks a new chapter in his story of success, which is a rather romantic one, for he came to America with just about the legal amount of cash in his pocket only a comparatively few years ago. About ten years ago he branched out as a Victor dealer, buying a minimum amount of stock for that purpose. He later took on the Columbia line which he still handles.

His business developed swiftly until some time ago he occupied the entire three-story building which he purchased at 111 Second avenue. The adjoining three-story building in which his piano warerooms are located is also owned by Mr. Birns and both structures have been connected at each floor.

In the talking machine department ten booths are required to take care of the business, which runs very strongly towards the better classes of instruments, those ranging in price from \$200 up. Foreign records are featured strongly and with special success, full attention being given to both the Victor and Columbia catalogs.

James P. Bradt, Canadian manager of the Columbia Graphophone Co., was a visitor recently to the company's executive offices, with glowing reports of the situation in Canada. Mr. Bradt's optimism is substantiated by the fact that Columbia sales in his territory for the past three months have shown an average gain of 122 per cent., a remarkable record.

A Great Victor Distributing Organization

THE House of Grinnell is equipped to be of very greatest assistance to the dealer.

We've a tremendous stock of Records. Your orders will be completely and carefully filled.

Promptness, painstaking attention to every order, large or small, and especially good transportation facilities are features of our service, and advantages that have a definite dollars-and-cents value to you. **AVAIL YOURSELF OF THEM ON YOUR NEXT ORDER!**

Write us to send you regularly our advance list of best selling Records. You'll find it a big help in ordering.

Grinnell Bros

WHOLESALE DISTRIBUTERS

VICTROLAS AND RECORDS

Warerooms:

First and State Streets

DETROIT



Our Wholesale Building, First and State Streets

Take advantage of the matchless service afforded by

- Our wholesale building, 80 x 100 feet; six floors.
- Experienced, efficient employees.
- Mechanical experts, familiar with every detail of Victor and Victrola construction.
- Complete stock of Victor and Victrola parts always on hand.

COLUMBIA GRAPHOPHONE CO. MEETS WAR TAX ISSUE

Announces Increase of Five Per Cent. on Retail Prices of Grafonolas to Be Paid by Public—Covers Tax and Part of Increased Production Costs—The Plan in Detail

Following the signing of the War Revenue Act on October 4 with its clause providing for a special excise tax of 3 per cent. on graphophones, phonographs and talking machines and the records used in connection therewith, there has been considerable question as to just how the various factors in the trade would handle the matter and take care of the tax.

The first company to answer the question publicly is the Columbia Graphophone Co., who announced this week that a charge of 5 per cent. of the retail price of all Grafonolas would in future be collected by the dealer in addition to the present retail price of the machine. This additional 5 per cent. is designed to cover the war tax of 3 per cent. as well as a portion of the increased cost of production. According to the plan as outlined, for instance, the dealer will charge the usual fixed retail price of \$100, plus an additional charge of 5 per cent., or \$5, this additional sum to be returned in full to the Columbia Co.

The Columbia Co. plan is announced as follows in a letter to the dealers dated October 9 and bearing the signature of G. W. Hopkins, general sales manager:

"The recent War Revenue Tax bill approved October 3, 1917, which imposes a special tax on graphophones, phonographs, talking machines and records used in connection with graphophones, phonographs and talking machines, together with the cost of collecting and accounting for this tax and the increased cost of materials and labor, due to war conditions, make it necessary for us to increase slightly the official list or retail prices of all types of our machines, effective immediately." (Here is given the present retail prices of the various types of machines together with the new retail prices of the same machines.)

"The full amount of this increase will be

charged to you and be added to the net amount you have hithertofore paid for Grafonolas. You in turn will collect the amount from the retail buyer and thus reimburse yourself.

"Inasmuch as you have agreed in your price maintenance contract 'to adhere strictly to and to be bound by the official list prices established by the Columbia Co. from time to time,' you will be required to sell all Columbia machines at the new established official list or retail prices as above enumerated.

"Pastors, to be supplied you free, showing the increased retail price, must be affixed to all machines which you have on hand which are not already labeled with the new price."

In discussing this latest move of the Columbia Co., H. L. Willson, general manager, said: "During the past eighteen months our company, and I can speak also for other talking machine manufacturers, has been placed under a heavy burden with the steadily increasing cost of production, including particularly higher cost of material and labor. This increased cost we have up to this time absorbed without levying any additional charge on the dealer or cutting into his profits to the slightest degree, despite the fact that the retail business has expanded steadily. During that period we have in no way curtailed our co-operation with the dealer and have, in fact, expanded our advertising both in a general way and in the advertising and selling helps we have supplied free to our dealers.

"The War Revenue Tax, however, is the latest blow and this we cannot absorb. We have therefore adopted the plan of adding a flat 5 per cent. to the retail price of each instrument to cover this tax and a portion of the increased production expenses. We feel that this method is the most equitable for the dealer inasmuch as it does not affect his discounts or



"Victor" Toy Dogs

Authorized

White Stuffed Dogs with Victor collar.

Stock now ready for immediate shipment.

Victor Dealers should place orders now for one of the best sellers on the market.

No. 1, 12 in., \$8.00 per Doz.

No. 2, 15 in., 12.00 per Doz.

WRITE

B. ILLFELDER & CO.

Sole Selling Agents

29 Union Square, West, New York

his profits. Some of the bigger dealers who we have consulted in the matter have given the plan their whole-hearted endorsement, and we feel that we can depend upon the co-operation of all our dealers at this time."

NEW IMPERIAL CO. CATALOG

Latest Publication Is Devoted to Imperial Talking Machines and Is Handsomely Produced

The Imperial Talking Machine Co., Wilmington, Del., has just issued an attractive catalog featuring Imperial talking machines. This publication is artistic and compiled in a way that will add prestige to the Imperial dealer who distributes it properly among his patrons and prospective clients.

The first page of this new catalog presents several pictures taken in the Imperial plant at Wilmington, which give some idea of the magnitude of this factory. Following this is a brief and interesting editorial entitled "Music in the Home," together with a few paragraphs regarding some of the features of the Imperial talking machine from a general standpoint. The illustrations in the catalog include Imperial talking machines Nos. 1, 2, 3, 4, 5 and 6, retailing from \$25 to \$190. Included in the text are references to the Imperial sound box, tone arm, sound chamber, cabinet and motor, with a separate section devoted to Imperial records.

Imperial talking machines are made in their entirety at the company's plant in Wilmington and in the short while that the line has been on the market it has won considerable praise from representative dealers. The company is making plans to take care of an active demand for Imperial machines and records and its policies include the adoption of the strongest plans of merchandising and manufacturing.

BUILDING UP LARGE TRADE

PHILADELPHIA, PA., October 10.—The International Mica Co., of this city, report that the talking machine trade is placing heavy diaphragm business for this season, the bulk of this business coming from the larger houses. This would indicate a heavy fall season and it is their opinion that it is caused by the prevailing high scale of wages now in vogue.



Tone—the vital thing

IF you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you *can* talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

Parr Magnetic Reproducer

fitted with the

Vibratone Patented Diaphragm

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT !

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek *perfection*.

The indestructible, non-crystallizing, always resilient

VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION

1 UNION SQUARE At Fourteenth St. NEW YORK

Take the Parr Magnetic Reproducer—

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.

SOME VIEWS IN MANDEL FACTORY AT BENTON HARBOR

Why the Mandel Manufacturing Co. Take Pride in the Fact That They Build Their Machines Complete—Some Interesting Data in This Connection

The Mandel Mfg. Co., with executive offices in Chicago, and factories in Benton Harbor, Mich., take justifiable pride in the fact that they build their machines complete. It is very frequently the case that a talking machine manu-

facturer makes cabinets and assembles the metal parts, or else makes the metal parts and buys cabinets in the open market. The Mandel Co. makes both its cabinets and metal parts, including the Mandel motor. A few interesting views are herewith presented which have recently been taken in the metal working department of the Mandel factory at Benton Harbor.

that all the gears and pinions are hobbled, which process insures the perfect meshing of the gear teeth, thus making for efficiency in the performance of the motor.



Screw Machine Department

The first view shows the screw machine department. In this department the turntable



Punch Press Department

partment where the spring casings, blank gears, governor springs and reproducer parts are punched out. Here also the main springs are cut to their proper length and punched to fasten in the spring casing.

The final view is taken in the motor assem-



General Machine Shop

bling department where the motors are rigidly inspected and thoroughly tested.



Where Motors Are Assembled

bling department where the motors are rigidly inspected and thoroughly tested.

MANY VAN VEEN INSTALLATIONS

Booths in Black Walnut for Nathan Levin, New York, Attract Attention—Other Installations in New York and Vicinity

During the past few weeks Arthur L. VanVeen & Co., New York, manufacturers of VanVeen "Bed-Set" booths, have closed several deals with well-known dealers for the installation for their booths or special interiors.

In the establishment of Matthew Levin, Forty-second street and Lexington avenue, New York, A. L. VanVeen & Co. have just in-

stalled several booths constructed of American black walnut. This is said to be the first installation using this wood that has been completed for any talking machine dealer in New York City. Another recent installation was a complete interior including booths and record racks for the Atlantic Talking Machine Co., Hamilton avenue, Brooklyn, N. Y. This interior will be one of the most attractive in that section of Brooklyn. VanVeen booths have recently been installed in the warerooms of the Fifth Avenue Music House, Brooklyn, N. Y., exclusive Victor dealers, the popular priced style C booths being used.

SHALL THERE BE PRICE CONTROL?

National Chamber Committee Favorably Recommends Such Legislation and Affiliated Organizations Are Asked in Country-wide Canvass to Vote on This Most Important Question

WASHINGTON, D. C., October 7.—A referendum to ascertain business opinion on price control has been sent forth by the Chamber of Commerce of the United States which carries a committee recommendation that the National Chamber favor additional legislation to create authority to control prices during the war. Business organizations throughout the United States will have an opportunity to vote for or against such a recommendation and forty-five days will be given to them to discuss the subject.

The question is raised at a particularly interesting time in view of the number of important questions about prices which have recently developed. The referendum, it is said, will show exactly where the principal organizations of the country stand on the subject.

After going very thoroughly into this subject the National Chamber Price Control Committee has recommended that authority to control prices should extend to all articles which have importance in basic industries as well as in war, and which enter into the necessities of every-day life; that authority to control prices should be extended to raw materials and finished products; that authority to control prices should extend to the prices the public pays as well as those paid by the Government; that authority to control prices should be administered by a small executive board appointed by the President.

Also that an agency working in harmony with the board controlling prices should have authority to distribute available supplies to those purchasers whose needs are most directly related to the public welfare; and that each leading industry and trade should create a representative committee to represent it in conference and to advise with agencies that control prices and distribution.

The "STERLING" IMMEDIATE DELIVERIES —ANY QUANTITY—



Style 501



Style 900

Every Sterling phonograph is equipped with our specially designed double spring worm gear motor, playing five ten inch records with one winding; a motor that is used regularly in machines retailing at \$100. All models are equipped with our Universal tone arm.

We maintain one of the best equipped plants in the east. Our line is complete, consisting of six models, every part of which is absolutely guaranteed, including the springs.

*Write Today for Samples and Prices
Money Refunded If Unsatisfactory*



Style 1700

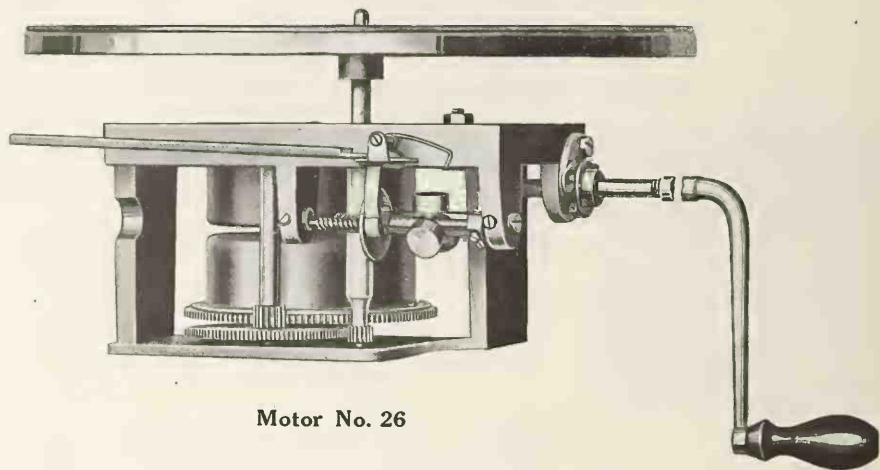
STERLING PHONOGRAPH CO., 285-287 No. 6th St., Brooklyn, N.Y.

Ku-Allen



Phonograph Motors

Precision – Silence – Power



Motor No. 26

This type motor is noted for its great capacity and quiet running. The spring barrels give ample room to the heavy springs, which are powerful enough to play at least seven 12-inch records or nine 10-inch records without re-winding. After the gears have been cut on special gear cutters they are tested for absolute accuracy and all that are not within specified limitations are rejected. The frame is all cast. The top and bottom plates are reinforced by ribs. The bearings are bossed, which allows additional wearing surface. The governor parts are made with the precision of a delicate instrument, consequently the noise has been eliminated. The bevel gear wind is used, which guarantees absolute quietness in this operation.

Not so much the say-so of what it will do as how and why it will do what is promised. If the specifications, material and workmanship are right the guarantee follows as a matter of course.

The Ku-Allen phonograph motor is powerful and runs with precision and silence because it has been made of the best material properly combined by experts. And not upon the promises of what it will do but upon what it does do is the reason for its adoption by some of America's leading phonograph makers and its guarantee of absolute satisfaction.

DIVISION OF
THE STARR PIANO CO.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world. To insure a supply for the holiday trade place your orders immediately.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

ADD TO COMPANY'S SALES STAFF

Roy J. Keith, general manager of the New York Talking Machine Co., New York, Victor distributor, has just announced the addition to the company's sales staff of George H. Deacon, who will travel through Pennsylvania and New York States and co-operate with Victor dealers in this territory.

Mr. Deacon was for some time secretary and



G. H. Deacon



F. S. Stewart

director of the American Underwriters, Inc., of Scranton, Pa., and he was also formerly treasurer of the Blue Ribbon Orchards, Inc., a well-known concern with headquarters at Roanoke. He therefore brings to his new post a thorough business and industrial experience which should enable him to render efficient service to Victor dealers.

As mentioned in last month's World, Fred S. Stewart is another recent addition to the company's sales staff. Mr. Stewart will visit the dealers in New England. For many years he was associated with Joseph W. Stern & Co., music publishers, and his entire training has been in musical spheres.

N. P. FOSTER NOW ARMY CAPTAIN

Son of Percy S. Foster, Well-Known in Piano Trade, Attached to Quartermaster's Corps and at Present Serving at Frankfort Arsenal

WASHINGTON, D. C., October 8.—One of the Washington boys who is now engaged in important military work for the Government is Capt. Norman Percy Foster, son of Percy S. Foster, secretary of the National Association of Piano Merchants, and manager of the local store of Wm. Knabe & Co.

Capt. Foster attended the Plattsburg Training Camp in 1916 and took his Army examination at Philadelphia in January of this year, receiving a commission as captain in the Quartermaster's Corps in February. He is now serving as assistant to the Depot Quartermaster at the Frankfort Arsenal, Philadelphia.

Capt. Foster, who is twenty-two years old, received his education in the public schools and high schools in Washington, and then went to Columbia University. After one year there he went to Amherst, where he got his bachelor's degree. He is a member of the Theta Delta Chi. Before joining the service Mr. Foster was for some time connected with the Educational Department of the Victor Talking Machine Co.

PLACE NEW MOTOR ON MARKET

Latest Product of Leonard Markels Described— Important Additions to Productive Staff— To Open Service Branch in Chicago

Leonard Markels, New York, well-known manufacturer of talking machine motors, tone arms, etc., has just placed on the market a new motor designated as the Markels Motor M-3. This motor, which has a number of special features, has won considerable praise from visitors at the Markels factory, and judging from the orders that have already been received the M-3 will soon equal in popularity the "Butterfly" and M-2 motors produced by the house of Markels.

The M-3 motor is somewhat similar to the Markels M-2 motor, which is one of the most popular motors on the market. The M-3, however, is built more strongly and ruggedly and has a number of important improvements that make it a welcome addition to the Markels line. The M-3 is a double spring motor and has a cast-iron frame. It has brass bearings, bakelite intermediate gears, and a special improved adjustment on the turn-table shaft bearing. This motor plays three full ten-inch records with one winding and is unqualifiedly guaranteed as to workmanship and construction.

In order to handle his fast increasing business, Mr. Markels recently arranged for the installation of several new machines and other additional machinery is now en route to New York. At the present time there are more men employed at the Markels factory than ever before and this is necessary because of the fact that the house is closing the biggest domestic business in its history and in addition is taking care of a large export trade.

Louis Silverman, well known in the talking

machine trade and connected with the industry for many years, has been appointed a representative for the Markels product with headquarters in Philadelphia. Mr. Silverman will visit the manufacturers in this territory and co-operate with them in every possible way.

There has also been added to the Markels staff an expert mechanic and a thoroughly practical engineer who is visiting the manufacturers in New York and surrounding territory with the idea of rendering them technical and practical service.

D. R. Doctorow, credit and sales manager, will leave for Chicago in a few days to establish a service branch in that city. Mr. Doctorow recently spent some time in Toronto, where he made arrangements to take care of the Markels business in Canada which has increased three-fold during the past year. He states that the Canadian manufacturers are well pleased with the Markels products, particularly the new "Butterfly" motor, which is being given a hearty welcome everywhere.

There was recently added to the Markels executive staff a production manager who is assisting Mr. Markels in this important branch of the business. Mr. Markels has been devoting considerable time lately to his experimental laboratory and he expects to announce several new inventions in the near future which should prove interesting to the members of the talking machine industry.

R. F. BOLTON WINS PRIZE

District Manager for New York and New England Gets President Whitten's Prize

Frank K. Pennington, assistant sales manager of the Columbia Graphophone Co., New York, announced this week that the winner of the President Whitten district manager's cup for the month of August was R. F. Bolton, district manager of New York and New England. The branch that contributed principally to Mr. Bolton's victory was the Boston branch, Fred E. Mann, manager, and the cup will therefore remain in the possession of this branch for a month.

Fred A. Denison, Pacific Coast manager, was the winner of the cup during June and July, and as the permanent possession of the trophy necessitates a victory during three months, the competition for the cup is becoming keener every day. The winners of the five additional salesman cups for the month of August will be announced next week. These cups have also been donated by President Whitten.



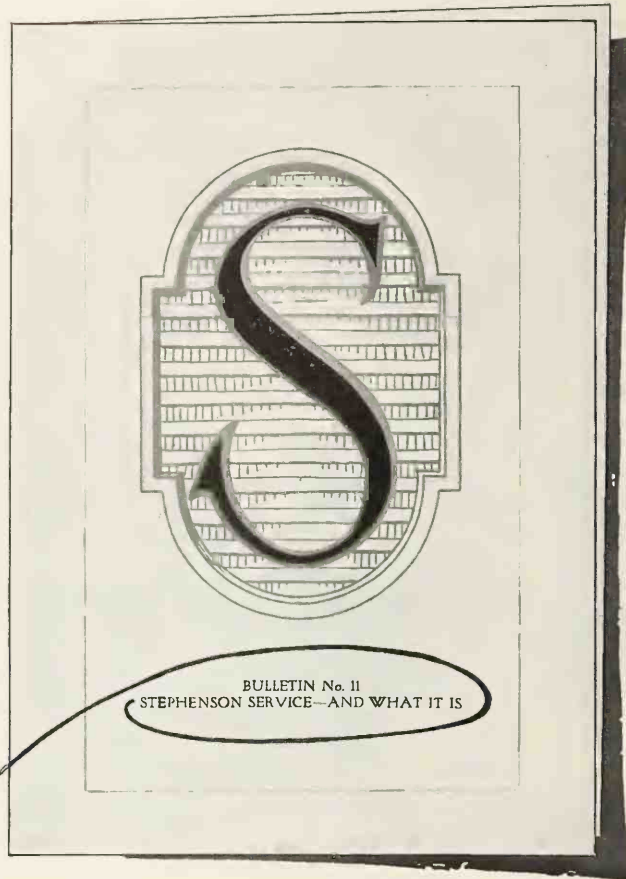
The "INVINCIBLE"

**A NEW AND BETTER
SOUND-BOX**

- ☞ Plays all makes of records.
- ☞ Pure, clear and sweet tone.
- ☞ Stylus is suspended by two steel needle points, eliminating friction and rattle.
- ☞ Constructed to give service and absolutely guaranteed.
- ☞ No superfluous parts, and production is uniform—no seconds.

Write Today for Samples and Prices

New Jersey Reproducer Co.
10 Oliver Street NEWARK, N. J.



Behind the Stephenson Precision Made Motor
 there is Stephenson Service - a helpful constructive
 service to the phonograph manufacturer.
 It is described in this bulletin - number eleven.
 Shall I send you a copy?

Frank T. Metz

VICE PRES.

STEPHENSON Incorporated
 One West Thirty-Fourth Street
 New York

THREE PER CENT. EXCISE TAX ON MACHINES AND RECORDS

War Revenue Act Places New Burden on Talking Machine Industry—Retailers Escape Tax on Stock on Hand, But Jobbers and Manufacturers Must Pay—Finished Law Great Improvement on Original Draft of Bill—Some of the Features of Direct Importance to Trade

After months of debate and numerous conferences and hearings, during which business men in all lines were kept on the anxious seat, the War Revenue bill, as agreed upon by the Senate and the House conferees, was made public and became a law on October 3, when it was signed by President Wilson.

Although the talking machine trade through personal and organization representatives made a strong fight to prevent discrimination against the trade, the completed law carries with it an excise tax of 3 per cent. on graphophones, phonographs, talking machines and records used in connection therewith. Although it is to be regretted that the talking machine trade was selected as one of the very few industries to pay a special excise tax, the final bill is to be looked on as a victory for the trade interests in a certain sense, for the original draft of the bill provided for a 5 per cent. excise tax, which was to be retroactive. The law as it now stands is not retroactive, and tax liability begins on October 4, the day following the signing of the bill. The portion of the bill that is of particular interest to the trade is Section 600 and reads in part as follows: "That there shall be levied, assessed, collected and paid (b) upon piano players, graphophones, phonographs, talking machines, and records used in connection with any musical instrument, piano player, graphophone, or talking machine sold by the manufacturer, producer, or importer, a tax equivalent to 3 per centum of the price for which so sold."

A pleasing feature of the law lies in the provisions made for the collection of the tax, which provide that the stock in the warehouses of the retailer at the time the law becomes effective shall not be subject to tax unless the retailer is also a wholesaler or manufacturer. In the original draft of the bill retail stocks were also to pay the proposed tax of 5 per cent.

The bill also provides that where articles were sold and delivered prior to May 9, 1917, and the title is reserved in the vendor as security for the payment of the purchase money, no tax will be collected which may be accepted as applying to instruments placed on consignment prior to that date.

Another, and a most important feature of the bill is that it is not retroactive as had been planned in the first draft of the measure. The provisions for the assessment and collection of the special excise taxes are set forth in section 602 of the bill, as follows:

"Section 602. That each manufacturer, producer, or importer of any of the articles enumerated in section 601 shall make monthly returns under oath in duplicate and pay the taxes imposed on such articles by this title to the collector of internal revenue for the district in which is located the principal place of business. Such returns shall contain such information and be made at such times and in such

manner as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulations prescribe.

"That upon all articles enumerated in subdivisions above which on the day this act was passed are held and intended for sale by any person, corporation, partnership or association other than a retailer who is not also a wholesaler or the manufacturer, producer, or importer thereof there shall be levied, assessed, collected and paid a tax equivalent to one-half of the tax imposed by each such subdivision upon the scale of the articles therein enumerated. This tax shall be paid by the person, corporation, partnership or association so holding such articles.

"The taxes imposed by this section shall be assessed, collected, and paid in the same manner as provided in section 1002 in the case of additional taxes upon articles upon which the tax imposed by existing law has been paid.

"Nothing in this section shall be construed to impose a tax upon articles sold and delivered prior to May 9, 1917, where the title is reserved in the vendor as security for the payment of the purchase money."

The actual provisions made for the collection of the tax are set forth in the law as follows:

"That where additional taxes are imposed by this act upon articles or commodities, upon which the tax imposed by existing law has been paid, the person, corporation, partnership, or association required by this act to pay the tax shall, within thirty days after its enactment, make return under oath in such form, and under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe. Payment of the tax shown to be due may be extended to a date not exceeding six months from the enactment of this act, upon the filing of a bond in such form and amount and with such sureties as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may prescribe."

The part of the new tax bill that is liable to cause most trouble for the trade is section 602 covering what is known as the "floor tax." On certain classes of commodities and including graphophones, talking machines, phonographs and records, the taxes upon articles held in storage, not by manufacturers but by wholesale dealers or jobbers will not under the present interpretation affect the retailer who is not also a jobber or wholesaler. The rate of this "floor tax" is 1½ per cent., and is payable upon all instruments and records in stock on October 4, 1917. Within thirty days of that date every jobber or wholesaler must file with the Collector of Internal Revenue "a true and correct inventory under oath of the goods in his possession, subject to this extra tax."

Attached to the inventory must be a synopsis

of the inventory and a statement of the amount of tax to be paid on goods covered by the inventory. The Bureau of Internal Revenue will in turn check up the figures to insure that they are full and correct. In ordinary cases the tax will be paid when the business man makes his returns, but in cases where there is a dispute, the payment of the tax may be deferred for some months upon the taxpayer giving bond.

SCORES BIG SUCCESS WITH EXHIBIT

How Henry Rau Figured Big With the Victor at the People's Palace, Jersey City

Henry Rau, 110 Monticello avenue, Jersey City, N. J., exclusive Victor dealer, recently participated in a Manufacturers' and Merchants' Exhibit held at the People's Palace, that city. This exhibit was a tremendous success, more than 6,000 people being in attendance during the three nights.

Mr. Rau secured permission to place his exhibit on the stage, and as a result of his progressiveness the Rau booth was the most popular in the Palace. Included in his display was the first model of the Victor horn machine alongside of which was placed the Victrola XVII electric in American walnut, one of the latest Victor creations.

Working in conjunction with J. J. Davin, of the traveling staff of the New York Talking Machine Co., Mr. Rau engaged the services of the Hawaiian Troupe, which plays at the Biltmore Hotel and which records for the Victor library. This troupe gives informal concerts and also furnished the music for a ball that Mr. Rau conducted for the exhibitors at the close of the exhibit. Mr. Rau secured splendid publicity from this exhibition, which well repaid the time and attention that he bestowed upon his booth.

DOUBLE SHIFT AT STEWART PLANT

Demand for the Stewart Machines and Particularly the Military Model Results in Keeping Big Factory Rushed to Limit

CHICAGO, ILL., October 6.—During the past month the Stewart Phonograph Corp. of Chicago has instituted two shifts in its large plant on Diversey street. The normal demand for the Stewart machine has kept the plant busy, but the increased orders due to the fall rush and the coming holiday season have necessitated emergency action.

"Dealers throughout the country are realizing the fact that outside of the sale of their cabinet machines there is an additional field of buyers opened up through the comparatively inexpensive Stewart machines." This is the way one of the executives in the Stewart organization accounts for the rapidly growing popularity of Stewart talking machines. The same executive went on to say, "As far as our latest portable model is concerned, our new Military Model, we have been cleared out of even samples. You can easily see why we are now operating under two shifts."

REPORTS INCREASED BUSINESS

Fred'k J. Bauer, distributor of the Domestic phonograph, reports greatly increasing business activity in his territory which embraces New York and adjacent territory. The new floor model of this phonograph is proving very popular among his dealers.

The Harding Jewelry Co. has purchased the bankrupt stock of the H. A. Trigg Music Co., including pianos, talking machines and musical instruments of all kinds, and will open a new music department in the store.

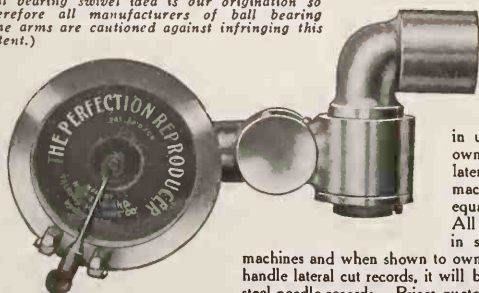
100 TRANSFER NAME PLATES **\$7.50**

Postpaid to any address in U. S. A.
200, \$10.00 300, \$12.50 500, \$15.00

Any one to three lines of lettering printed in gold. Inset size not to exceed 3/4" x 2 1/4". Special size, brush and directions included with order. Any dealer can apply.

GLOBE DECALCOMANIE CO. JERSEY CITY, N. J.

(THE PERFECTION BALL BEARING TONE ARM is a patented mechanism. The ball bearing swivel idea is our origination so therefore all manufacturers of ball bearing tone arms are cautioned against infringing this patent.)



machines and when shown to owners of Edison Disc machines by dealers who handle lateral cut records, it will be the means of creating a new demand for steel needle records. Prices quoted on application.

Our new model "PERFECTION" BALL BEARING TONE ARM AND REPRODUCER, No. 4, has proven to be a phenomenal success as more than half of the Edison dealers in the country and many who sell other makes of machines as well are promoting the exclusive sale of this newly improved accessory. Almost 25,000 sets are now

in use and giving excellent satisfaction to the owners of Edison Disc machines. For playing lateral cut records on all types of Edison Disc machines this accessory has proven to be unequalled, both mechanically and scientifically. All phonograph dealers should carry a quantity in stock. It helps the Edison dealer to sell

NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET

BOSTON, MASS.



When cool weather keeps people indoors they begin to think of that Columbia Grafonola. The one they're thinking of may be in your store. Don't let them stop thinking.

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

MONTANA EDISON DEALERS MEET

Edison Officials Attend Convention Held This Week at Helena—Tone Test and Banquet Among the Features—Harrison Durant Talks

HELENA, MONT., October 6.—The Edison Dealers' Convention opened on September 26 and proved a most enthusiastic gathering. At the first session an interesting series of business questions were discussed by all hands. Chas. W. Burgess delivered a personal message from Thos. A. Edison, and incidentally acted as leader in carrying out the program. Duncan Lawson also gave some interesting information to the dealers regarding the care and upkeep of phonographs. In the afternoon the visiting dealers attended the State Fair in a body.

In the evening a big banquet was held where good fellowship was the dominating feature. Christine Miller was the star of the evening and sang delightfully. Mr. Burgess acted as toastmaster and introduced Harrison Durant, financial supervisor of Thos. A. Edison, Inc., who came direct from Orange to make an address. Mr. Durant in his speech made a plea for closer co-operation between dealers and the factory and urged that the latter take more advantage of the sales and advertising helps that were offered them. He drew a bright future of the Edison business and emphasized particularly the necessity of the dealer looking after his ability to finance his business if he contemplated making a success and expanding it. He also emphasized the necessity of securing interest on all time payments.

He also explained the relations that the dealer should establish with his bank and pointed out that for the dealer to be able to borrow from his bank was a sign of strength rather than of weakness. In closing his address Mr. Durant said in part:

"We are entering the age of short credit. Your butcher and your grocer no longer welcome the professional slow-payer. Your doctor is no longer satisfied to send you a bill once a year. Everybody is demanding cash. For this very reason the merchant who can make banking arrangements to extend long credit to his customers is going to get the business. His ability to extend such credit depends entirely upon those banking facilities. It is true that for a time he can draw on his personal resources, but these must necessarily be limited. He cannot borrow money from his bank on his phonograph bills receivable unless he puts them in such shape as will make satisfactory collateral. We are confident that any dealer who

TO RECORD FOR THE IMPERIAL CO.

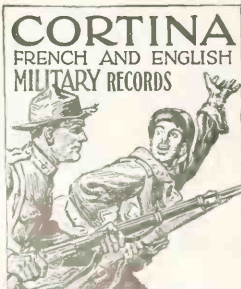
The Imperial Talking Machine Co. announced this week that Mlle. Eva Leoni had been engaged to record exclusively for the Imperial record library. Mlle. Leoni visited the Imperial record laboratories this week and made a number of records which will be issued shortly.

This artist has appeared with a number of operatic companies abroad, including Buenos Aires, Rome, Genoa and other cities. She arrived in New York recently to accept an engagement with the Metropolitan Opera Co. and will appear in the Metropolitan Opera House this season. She is a coloratura soprano, and her records will be a welcome addition to the Imperial library.

The Romey Furniture Co., Richmond, Ind., who handle the Brunswick phonograph, have arranged to enlarge their talking machine department.

**AN OPPORTUNITY
for YOU**

THE MILLIONS THAT ARE TO GO TO FRANCE *must* KNOW MILITARY FRENCH—AT LEAST THE QUICKEST WAY IS THE



Also a Chance to Sell More Machines

The Language as it is Spoken

An authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

Also Spanish, Italian, German, and English and French for Spaniards
CORTINA ACADEMY OF LANGUAGES
12 East 46th Street, New York

will follow our advice can obtain banking facilities to meet the demands of his instalment business, and if you are unhampered in your instalment sales you can meet your competitor down the street. Not that we advocate meeting competition with long instalment terms, it isn't necessary with the New Edison, but we do know that under the present existing conditions in the money market, the dealer who is able to quote advantageous terms is bound to be in a very enviable position when other merchants have the big word Cash staring them in the face."

One of the interesting features at the session was a sales demonstration by Chas. W. Burgess, followed by an open discussion. In the evening a tone test was given by Christine Miller, assisted by Arthur Walsh, violinist, and the affair served to fill the auditorium.

5 Reasons why the

DUO-TONE

attachment is a Talking Machine Necessity

THE DUO-TONE phonograph recorder is the final refinement for all machines using a non-permanent needle. A simple, compact bracket containing one loud and one soft Tungsten needle—an attachment which can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessity for the following reasons:

- 1 Loud or Soft Without Changing Needles.** With the DUO-TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of removing needles after each record.
- 2 From 100 to 300 Records Per Needle.** Everyone knows the better wearing qualities of the Tungsten. Few, however, know that these needles should be worn down on one side only to get best results. The DUO-TONE makes this possible for both loud and soft records.
- 3 Easy Interchangeability.** If desired to change to steel or fibre needles, merely remove the DUO-TONE attachment from the needle-holder.
- 4 Economy—Convenience.** Every phonograph user knows the greater economy of the Tungsten needle. The DUO-TONE, therefore, insures this economy plus the convenience of no needle changes!
- 5 \$1.00 Is All the DUO-TONE Costs.** And this includes a set of loud and soft Tungsten needles. At this remarkably low price, every phonograph owner is a possible buyer.



Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our dealer's proposition.

The Duo-Tone Company, Ansonia, Conn.

LOS ANGELES BUSY PREPARING FOR HEAVY FALL TRADE

Overcoming Freight Delays by Ordering Early—Needle Shortage Causes Worry—Collecting Records for the Soldiers—How the Various Lines Are Being Featured

LOS ANGELES, CAL., October 4.—There is great activity showing in the talking machine line just at present and both wholesale and retail dealers are preparing for the biggest fall trade in the history of Los Angeles. Owing to the uncertainty of the freight situation local dealers are buying goods in large quantities for fear that the embargo might go on any day. The needle situation is as bad as ever and from indications will not get any better for some time. More people are using the Tungs-Tone and Fibre needles than ever before.

The Army and Navy model of the Edison Diamond Disc has arrived and is creating quite a sensation among both soldiers and civilians. This is certainly a sturdy model and looks as if it could stand some really rough usage.

A great many people are bringing in records to be given to the soldiers at the different camps. So many persons have a large number of records on hand that they have grown tired of and of course are of no further use to them. These will be appreciated by the soldier boys in their camps and will help to while away their spare time. Many machines have also been given to the boys by friends and relatives.

O. A. Lovejoy, manager for the Diamond Disc Distributing Co., has just returned from a two weeks' vacation. Mr. Lovejoy spent several days in the vicinity of Oxnard, Cal., hunting deer and fishing.

Ralph Salyer, formerly with the Southern California Music Co., has accepted the position of manager of the talking machine department for the Starr Piano Co., on South Hill street.

R. B. Kirkpatrick, the factory representative from the Victor Talking Machine Co., is in the city getting acquainted with the local Victor dealers. Mr. Kirkpatrick is taking the place of W. G. Garland, who has joined the Army.

Earl Dible, with the Fitzgerald Music Co., 727-729 South Hill street, exclusive Edison Diamond Disc dealers, is making a great campaign in that line and has been placing a large number of machines during the last two or three months. Mr. Dible was formerly with the Southern California Music Co., San Diego, Cal.

The Platt Music Co. is moving from West Seventh street to their new location, Broadway, between Sixth and Seventh. They will occupy the ground and first floors. This will give them a very neat and tasty store in a good location. The Platt Co. are exclusive Columbia dealers.

The Andrews Music Co., of 350 South Broadway, did a fine business in September. Irving Andrews says they are entirely out of the Victrola XIV and have sold even all of the old models of that design. Mr. Andrews looks for a banner trade this fall.

Chas. Ruggles, local manager for Sherman, Clay & Co., Victor jobbers, is busy getting ready for the Christmas rush. Mr. Ruggles has been getting his stock the last two months in very good time but on account of the immense number of back orders on his books his stock is

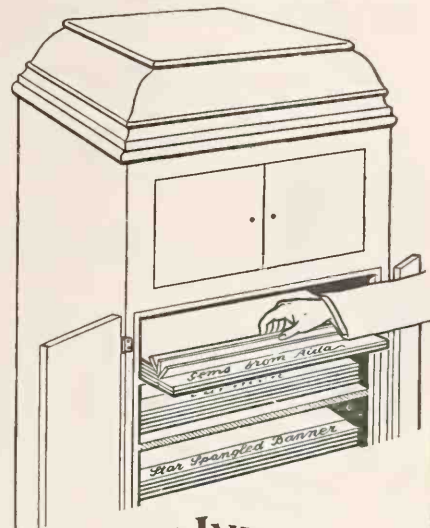
kept depleted; in fact, he says that it hardly seems necessary to bring it to the stockrooms as it goes out at once. He experiences the most difficulty in getting XIV's; in fact, he finds it almost impossible to get any at all and doesn't know just when his next shipment will arrive.

The Southern California Music Co. is the manufacturers' agents for the new Rolando Push Button Cabinets. This cabinet is made in several designs intended to fit any make or model of machine. One especially fine design is the one built for the Edison Diamond Disc Model A100, which just fills the space left under the machine. This cabinet is built in Los Angeles, Cal., for the Southern California Music Co., and is very simple in construction and easy to operate. The Rolando takes all makes and sizes of records up to and including the 12-inch.

Robert Cockburn, of the Birkel Music Co., and Miss Honorina Biscailuz, formerly with the Wiley B. Allen Co., were married last month. Both have been in the talking machine business for some time and their many friends wish them good luck. Mr. and Mrs. Cockburn will reside in the southwestern bungalow district.

The Bartlett Music Co., for many years opposite the City Hall on Broadway, are moving to their new location at Seventh and Hill. They are fitting up a large and commodious talking machine department, which will be in charge of Frank Salyer. The Bartlett Music Co. is exclusive Columbia dealer.

A review of the Los Angeles schools shows that there are over two hundred, and out of this number at least two-thirds of them use the talking machine in music appreciation. This is a wonderful showing and shows what a remarkable grip the "talker" has in an educational way. Miss Katherine Stone, the musical supervisor for the grammar grades, deserves a great deal



"THE INDEXO"

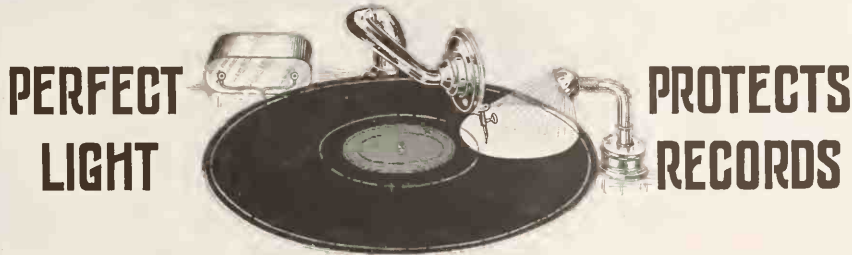
PHONO RECORD HOLDERS

are needed in every home to find records without vexation. They show the contents on the index and are cloth-bound on the edges. Indexos are made in 10 and 12 inch and retail at \$1.75 resp. \$2.00 per doz. We solicit your business.

Indexo Phono. Record File Co.
16 Wooster Street, New York

of credit for this, for it was largely through her efforts that the original prejudice against the talking machines in the schools was removed. Through Miss Stone's untiring zeal the school board has installed a central library of records open to all the grades where records can be taken out and kept for one week.

DISK-LITE
TRADE MARK
THE ELECTRIC LIGHT FOR ANY TALKING MACHINE



PERFECT LIGHT

PROTECTS RECORDS

Instantly Attached to all Standard Makes of Machines

Has met with instantaneous approval wherever demonstrated

A slight turn of curved lamp arm floods record and top of machine with brilliant light, eliminates all danger of scratching records and makes the operation of machine easy, safe, and positive under all conditions.

CONSTRUCTION SUBSTANTIAL AND ACCURATE—Beautifully finished in nickel plate or genuine 24-carat gold plate—Powerful battery.

RETAIL PRICES: \$3.00 nickel finish, \$3.50 gold finish

JOBBER AND DEALERS—Our liberal discounts allow you a splendid profit. **DISK-LITE** for a XMAS gift! Greatest gift proposition ever offered the talking machine public. Better order a large stock now. A dealers' sample—one N. F. and one G. F. light, ready for attachment, shipped prepaid for \$4.50.

Patented and Manufactured by

DISK-LITE MFG. CO.

Washington, D. C.

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.
18 West 20th Street NEW YORK

W. L. ECKHARDT FORMS PHILADELPHIA PATHEPHONE CO.

Company Headed by Prominent Talking Machine Man to Act as Distributor for Pathé Pathephones and Records—Opens Wholesale Offices and Display Rooms in Philadelphia

Walter L. Eckhardt, one of the best known members of the talking machine trade in the East, and who recently resigned as district manager of the Columbia Graphophone Co., of Philadelphia, has formed a new concern which will be known as the Philadelphia Pathephone Co. The company will be distributors of Pathé Pathephones and Pathé discs in Philadelphia territory. The company has opened wholesale offices and sales display rooms at 1026 Chestnut street, Philadelphia, Pa., and in addition to acting as distributors will conduct at this address one of the most attractive retail warerooms in Philadelphia, handling the Pathé line exclusively.



Mr. Eckhardt is generally recognized in eastern talking machine circles as one of the most successful and best posted members of the wholesale division of the industry. He was connected with the Columbia Graphophone Co. for many years, taking charge of the Philadelphia territory in 1912 and achieving a success that has won him well-deserved recognition throughout the country.

Mr. Eckhardt represents the modern type of aggressive and forceful talking machine man who knows his product and who above all appreciates and understands the value of dealer co-operation. He is popular throughout the trade and the announcement that he has formed the Philadelphia Pathephone Co. will be a welcome one to his many friends in the industry.

In a chat with *The World*, Mr. Eckhardt commented as follows upon his acquisition of the Pathé distributing agency in Philadelphia: "The Pathé trade-mark, which is well known throughout the land, in conjunction with the

distinctive merits of the Pathé products, is a combination that appeals to me from a merchant's standpoint as irresistible and I deem myself most fortunate in being given an opportunity to accept the distributing agency for these products.

"Service will be the keynote of our establishment and we intend to exercise every possible means towards making our company a leader in the talking machine industry. Each and every department will be a complete unit, welding together a thoroughly efficient organization. I want to thank my many friends in this territory for the co-operation and invaluable assistance they have given me during the past five years and I hope that I will continue to merit their friendship and esteem."

Mr. Eckhardt has announced the appointment of C. S. Tay and H. A. Pope as the chief members of his sales organization. They are both experienced talking machine men and Mr. Tay was until recently assistant manager of the Philadelphia branch of the Columbia Graphophone Co.

There will also be included in Mr. Eckhardt's staff, Hal Dorian and C. W. Flood, who will visit the dealers and whose previous experience and training well qualify them to co-operate with the merchants in Pennsylvania territory.

When *The World* was advised that Mr. Eckhardt had formed the Philadelphia Pathephone Co., a representative visited the Pathé Frères Phonograph Co. and interviewed George W. Lyle, assistant to the president.

Mr. Lyle confirmed Mr. Eckhardt's announcement, stating that the Pathé Frères Co. was very much pleased to announce this deal whereby one of the most experienced talking machine men in the industry became an active representative for their line in Philadelphia. He stated that he had been associated with Mr.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely. Write for special proposition to Jobbers.

MANUFACTURED BY ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York Established 1853

Eckhardt in the closest business relations for many years and felt very gratified that these associations would be renewed and that the Pathé Co. had secured a representation in Philadelphia which would be difficult to acquire in any other way.

Mr. Lyle stated further that the Pathé Co. was growing rapidly and that it was closing desirable distributing contracts nearly every month, and that while territory for distributors was nearly allotted there were one or two points in which arrangements similar to those closed with Mr. Eckhardt could be duplicated by interested parties.

NEW LINE OF QUALITY MACHINES

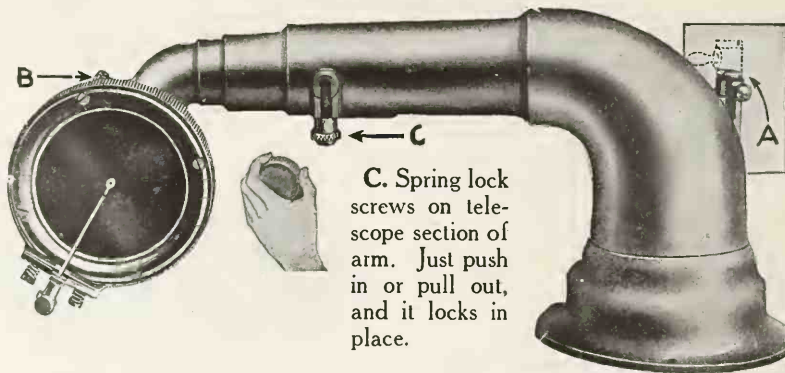
Melophone Talking Machine Co. Offers Three New High-Class Models to the Trade

The Melophone Talking Machine Co., 380 Lafayette street, New York, manufacturer of the Melophone line of talking machines and motors, has placed on the market a new line of quality talking machines. The new Melophones are manufactured in three sizes, the DeLuxe which retails at \$100, the Supreme, \$150, and the DeLuxe Supreme at \$200. All models are in genuine mahogany and the \$100 and \$150 styles have heavily nicked metal parts, while the DeLuxe Supreme is heavily gold-plated. There are several exclusive features in the new models which should act as selling points for dealers.

The Penn-Norris Co. have opened a new phonograph shop at 65 East Main street, Norristown, Pa., where they feature the Edison Diamond Disc phonograph and records exclusively.

"INDEPENDENT" TONE ARMS AND SOUND BOXES THE "TWO-IN-ONE"

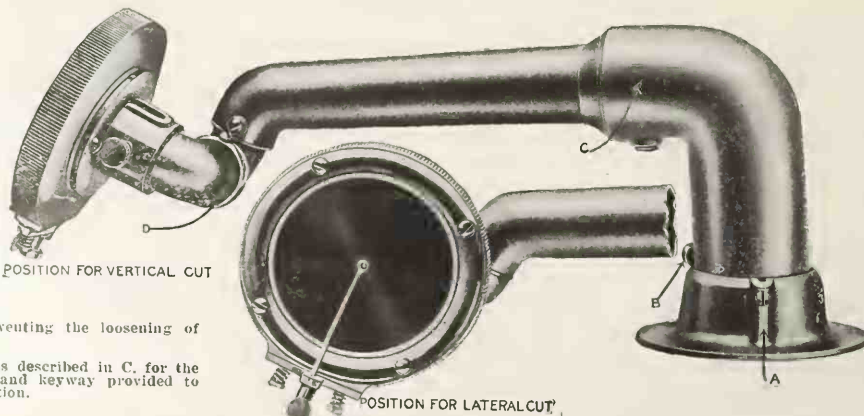
B. The new spring back screws enable you to change position of the sound box for vertical or lateral records by a simple twist, using one hand. No screws to loosen or tighten. Just a twist, and you'll hear it click into place, and it's locked there.



A. Small handle absolutely controls the weight of the entire arm. Lift the handle and reduce the weight 3 ounces. Twist it and it becomes a heavy arm, suitable for Pathe Records.

C. Spring lock screws on telescope section of arm. Just push in or pull out, and it locks in place.

OUR IMPROVED No. 2 ARM



Note the 4 Distinct Improvements Over the 1916 Model

A. Boss on outside wall of base, with screw at the releasing hole to prevent tonearm from falling out and from swinging all around. Base materially reinforced to prevent breaking in unavoidable rough handling in transportation.

B. Block on elbow to act as a rest for the tonearm when not playing to prevent the inserted needle from scratching cabinet.

C. Shallow depression on the inside wall of the elbow, permitting the insertion of a spring to keep tube in rigid position preventing the loosening of same in constant use.

D. A similar depression as described in C. for the same purpose, also a key and keyway provided to prevent any possible vibration.

We also make five styles of sound boxes. Our arms are made to fit any of our sound boxes, or any other sound box on the market.

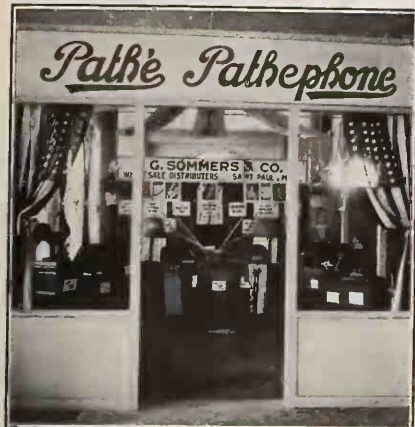
We can supply every part of a phonograph, from a needle to a finished machine.

INDEPENDENT TALKING MACHINE CO., 54-56 Blecker Street, NEW YORK

SOMMERS & CO.'S ARTISTIC EXHIBIT

ST. PAUL, MINN., October 8.—G. Sommers & Co., of this city, one of the largest distributors of the Pathephone and Pathé records, had a very attractive exhibit at the Minnesota State Fair which was recently held at Minneapolis. This fair is one of the most important events in the Northwest, and is patronized liberally by the leading industrial concerns in this section.

The Sommers exhibit attracted considerable



G. Sommers & Co.'s Pathé Exhibit

favorable comment and the display of Pathephones was very well received. The famous Pathé red rooster was prominently displayed and informal concerts were frequently given of records in the Pathé library. Particular enthusiasm was aroused by the Pathé records made by Muratore, Thibaud and Grace Hoffman.

ENTHUSIASTIC OVER OUTLOOK

CHICAGO, ILL., October 9.—W. J. McNamara, president of the Union Phonograph Supply Co., of Cleveland, O., was a Chicago visitor this week in the course of a Western trip and called at The World office. He said that business on the Union universal tone arm and attachments by which all records can be played by one machine, is larger to-day than it has ever been, and that fortunately they are able to take care of the large business offered them very promptly. This applies not only to the universal specialties, but to the entire line of tone arms, reproducers, etc. Mr. McNamara was decidedly enthusiastic regarding the general talking machine business and expressed his belief, as a result of his observations during his present trip, that the trade is going to have the largest holiday business in its history.

Attention, Edison and Victor Jobbers and Dealers

AT LAST—The only practical attachments are ready—AT LAST. And the price is right.

Our new No. 1 Attachment for Edison Phonograph to play all lateral cut records, such as Victor, Columbia, etc. And our new No. 2 Attachment for Victrola to play all Hill & Dale cut records, such as Edison, Pathe, Emerson, Empire Vista, etc.

Absolutely unbreakable. Made of solid brass. All joints threaded, no slots to break and no chance for vibration. Greatest attachments ever put out. Write us for quantity prices and place your orders NOW to insure your Holiday supply.

T. F. WALSH PHONOGRAPH SUPPLY CO.

709-712 Guardian Building

631 Euclid Avenue

Cleveland, Ohio

HEARINGS ON PRICE MAINTENANCE

Federal Trade Commission Holds Hearings to Determine Legal Status of Price-Fixing Methods—Talking Machine Trade Represented

WASHINGTON, D. C., October 9.—The Federal Trade Commission on Wednesday of last week began a scheduled hearing on the subject of price standardization and price maintenance, and to discuss the status of such practice under the Clayton and the Federal Trade Commission Act relating to unfair business methods. The Commission is also endeavoring to find out whether the question of price standardization comes under the jurisdiction of the Commission or of the Department of Justice, under the Sherman Act.

The Commission has received a number of complaints in connection with methods followed in maintaining fixed retail prices, and it is largely because of these complaints that the Commission is holding hearings to learn what it may of both sides of the question. Representatives of the American Fair Trade League and other interests who have adopted and are

back of the price maintenance idea, were strongly in evidence at the opening session, and there was also a good representation of those opposed to price-fixing methods. The talking machine trade was well represented by J. Newcomb Blackman, president; J. C. Roush, secretary, and E. C. Rauth, ex-president of the National Association of Talking Machine Jobbers; H. C. Brown, of the Victor Talking Machine Co.; Delos Holden, general counsel for Thos. A. Edison, Inc., and others, several of whom spoke on various phases of the question.

The hearing was continued through Thursday, and then adjourned until October 23, at 10.30 a. m., at which time the talking machine men also plan to be present.

The advertising department of the Columbia Graphophone Co., New York, has just prepared a series of three window strips, which are in black and white, and feature three popular and timely Columbia records: "Over There," "Where Do We Go From Here" and "Tillie Titwillow," from "Robinson Crusoe, Jr.," Al Jolson's great hit.

MELOPHONE PHONOGRAPH

OUR FACTORY LEADER: An instrument that any home will be proud to have; simple in design, and priced within reach of all.

Size: 47 x 21 x 22.
Price: \$100.00.
Finish: Genuine Mahogany.
Hinges, knobs, crank arm and other exposed parts handsomely and heavily nickeled.

This instrument is equipped with a double spring worm gear motor of very latest type.

For those who desire a more elaborately carved cabinet and improved mechanical features, we present our Supreme No. 150 and De Luxe Supreme No. 200. These models include several novel features, such as needle cups, set tandem, in sliding, disappearing receptacles, tone modifier, etc. The De Luxe Supreme has heavy gold plating on all exposed metal parts.

We take pleasure in recommending these instruments to the trade. A sample order will convince YOU.

MELOPHONE TALKING MACHINE CO.

380 Lafayette Street,
NEW YORK.

29 E. Madison Street,
CHICAGO.



De Luxe No. 100

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.

WANTED RECORD OF "CHERI"—Will pay a good price for Victor record of "Cheri," sung by Harrison, which was withdrawn by the Victor Co. some years ago. Will jobbers and dealers try and help out. Address "Cheri," care The Talking Machine World, 373 Fourth Ave., New York City.

REPRESENTATIVES WANTED for every State, U. S., South America, England, for our line of motors, tone arms and repair parts. First class references required. Phonograph Specialties Mfg. Co., 120-126 Walker St., New York.

AN UNUSUAL OPPORTUNITY for aggressive and earnest salesman to represent a real high-grade phonograph that is already strongly established throughout the country. Distributors have been appointed and we desire high-grade salesmen to sell this phonograph. The connection is permanent for the right men and the compensation commensurate with the results obtained. No limit to earning capacity. State qualifications fully in answer and all replies will be held strictly confidential. Address "Box 471," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—A golden opportunity to buy a well established piano, small goods and sheet music business in a beautiful and well equipped store, thirty-five feet front, best location on the main street in one of the richest and best cities of Southern California. Favorable lease. Every facility for doing a profitable and pleasant business with small expense. Will collect our own accounts and sell the stock, etc., at inventory prices. Address C. H. R., Box 638, Station C, Los Angeles, Cal.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the

trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—As traveler. Have had several years' experience with Victor line. Highest references. Address "Box 474," care Talking Machine World, 373 Fourth Ave., New York City.

WANTED RECORDS—325-Salome—Sousa's Band, and 1218-Salome—Kendle's Band. If records are in good condition, state price, and address communication to Sigmund Klein, Odeon Bldg., St. Louis, Mo.

POSITION WANTED—By all around repairman, experienced in all kinds of motors. Has had full charge of motor and assembling department. Address "Box 475," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN AND SALES MANAGER for the New Edison in Kansas City zone. Applications strictly confidential. The Phonograph Co., 1305 Walnut St., Kansas City, Mo.

HIGH CLASS New York Fifth Ave. House desires an experienced phonograph man, who is thoroughly qualified to take full charge of phonograph department. Write, giving all qualifications. Communications held strictly confidential. Address "Box 465," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as manager of talking machine department. Have had best of connection with New York City dealers for the past ten years and am thoroughly competent. Am married and thirty-four years of age. Address "Box 467," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 466," care The Talking Machine World, 373 Fourth Ave., New York.

SALESWOMAN—Experienced Pathe-Edison and other lines as department head—desires to make change—high reference. Salary \$25 per week. Address "Special," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED POSITION as manager of talking machine department in New York, by man of ten years' experience. Address "Alfred," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced young man as salesman and manager of gramophone department. All reference required. Address Reifers Furniture Co., Lafayette, Ind.

SITUATION—All repairman seeks position with wholesale or retail house. No bad habits. Best references. Now employed. Address "Box 468," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young man who was with a well known concern for fifteen years and has had experience as foreman of testing and assembling equipment. Address "James," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—**SALESMAN**—A young married man who has sold phonographs and records in New York and Middle West seeks permanent connections with reliable manufacturer. Am a constant plugger and producer. Good reason for leaving last employers. Address "Box 469," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

15,000 Main Springs 1 in. x 11 ft. x 0.22.
15,000 Main Springs 3/4 in. x 10 ft. x 0.22.
6,500 Main Springs 3/4 in. x 9 ft. x 0.25.
20,000 Governor Springs; fits Victor motor.
Repair parts for any motor in stock.

Phonograph Specialties Mfg. Co.
120-126 Walker St., New York

FOR SALE

13,450—10" Green Turn Table Felts; 16,568—10" Assorted Colors—Brown, Olive, Maroon and Green Cotton Felts; 10,000 Concealed Brakes. Address

MELOPHONE TALKING MACHINE CO.
380 Lafayette Street, New York

FOR SALE—Large quantity standard make phonograph records at bargain prices.

ONEIDA,
47 E. Ninth St., New York City.

Repair parts for all talking machines made; main and governor springs, needle arm screws, motors, tone arms, sound boxes, complete machines and records. Everything for the trade at lowest prices. Fulton Talking Machine Co., 640 Broadway, New York.

SITUATION—I am desirous of obtaining a position in a phonograph repair shop where I can learn the business. Can devote afternoons daily. Moderate salary. Address Lipp, 1023 Lafayette Ave., Brooklyn, New York.

WANTED—A young man to take charge of talking machine department, in city of twenty thousand. Man with some outside experience preferred. Good proposition for the right man. Address "Box 470," care The Talking Machine World, 373 Fourth Ave., New York.

Mermod Swiss Phonograph Motors ARE THE BEST

9,500 Motors on Hand For Immediate Delivery

They are reliable, made of material that will insure good and long service.

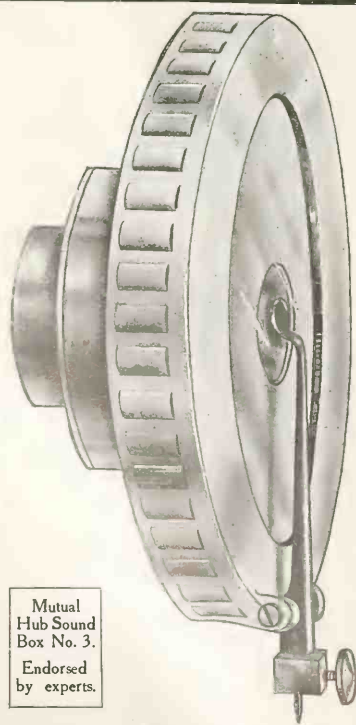
To obtain the best results for Phonographs, it is most essential to have a motor that will run *evenly* and *silently*, and the Mermod motors, being built by experts, have obtained these results.

They cost no more than motors of inferior qualities, and it is to your advantage to get the best.

Mermod & Co. 505 Fifth Ave., New York

Sole Agents for Mermod Freres, S. A.
St. C-oix, Switzerland

Can ship goods direct to Canada from bonded warehouse and avoid paying American Duty.



Mutual
Hub Sound
Box No. 3.
Endorsed
by experts.

The Mutual TONE ARMS & SOUND BOXES

Mutual Products have given satisfaction and excellent service to all manufacturers using them. They have stood the test of time and experience, and are **absolutely guaranteed.**

The Mutual tone-arms Nos. 1 and 2 now embody many improvements. Patented May 29, 1917, and July 3, 1917. Other patents pending. Best value for the money on the market.

Write for samples and prices

Mutual Talking Machine Co., Inc.
145 West 45th Street, NEW YORK

TIME HAS COME FOR GENERAL INCREASE IN PRICES

Assessment of Three Per Cent. Excise Tax on Machines and Records Makes it Impossible for Manufacturers to Continue to Absorb Increasing Production Costs—Have Protected Interests of Dealers to the Utmost—Now Is Offered the Opportunity for Full Co-operation

It has been evident for some time to everyone connected with the manufacturing end of the talking machine industry that there must be expected some increase in prices of many of the standard models to take care of the steady rise in the costs of materials, labor and all the other incidentals that go into talking machine making.

The great majority of the manufacturers have, up to this time, managed to absorb these increased costs without adding to either wholesale or retail charges, and without cutting into the profits of the dealer, although the latter was for the most part enjoying an unprecedented volume of business, as well as increasingly expensive advertising and sales help service from the manufacturer.

The placing of an excise tax of 3 per cent. on talking machines and records, however, through the War Revenue Act, has been a final blow to the manufacturers throughout the country who tried to keep things going without asking aid from the dealer. Placed on top of increased manufacturing costs, the tax makes it absolutely essential that practically every manufacturer must get more for his products from the dealer or the public.

In plans already announced for taking care of the tax and higher costs, the plan of the Columbia Co. as set forth in another page, for instance, the manufacturers still show an inclination to protect the dealer and his profits to the utmost and to so arrange their new price schedules and increases that the extra cost of the machines will be assessed directly on the public.

The logic of this course is readily seen when it is appreciated that the public has already been educated to expect fixed prices on talking machines, and it is much better for the manufacturer to indicate a price raise by fixing the re-

tail price at a higher level than it would be for him to simply increase the wholesale cost and let the dealer shift for himself.

Every large company has now under consideration plans for taking care of the war tax, and are giving that matter careful study and consideration. While only one or two have announced their policy, as *The World* goes to press, it is safe to say that the retail trade can

COLUMBIA RECORD MEN CONFER

As mentioned in last month's *Talking Machine World*, the International Record department of the Columbia Graphophone Co., New York, recently held a very interesting sales conference at which plans and policies for the coming year were discussed. This department has



Columbia International Record Men made exceptional progress the past few years and at the present time Columbia dealers throughout the country are receiving splendid service in this important branch of the business.

During the course of the conference a photograph was taken which is shown herewith.

rely on past performances for a square deal.

What is needed now is the appreciation and co-operation of the retailer. Having protected him with war-time prices prevailing for everything that goes into the making of a talking machine, the manufacturers have a right to look for his support when it is found necessary for the preservation of the industry to increase prices, especially when the burden of the increase is placed on the public. The dealer's chief duty lies in accepting the situation logically and cheerfully, and of impressing upon his customers, if the price is questioned, the absolute fairness and necessity of the raise.

Reading from left to right the Columbia men in attendance were as follows: T. H. Porske, New York; John Biro, New York wholesale division; K. Wolf, New York; A. Thallmeyer, Philadelphia; A. Heindl, manager international record department; Samuel Lucas, Pittsburgh; Samuel Lemberg, Chicago; Louis D. Rosenfield, sales manager of the department.

NEW OGDEN CABINET PLANT

Ogden Sectional Cabinet Co. Makes Large Addition to Manufacturing Facilities

LYNCHBURG, VA., October 8.—The Ogden Sectional Cabinet Co., this city, reports that the demand for its cabinets has increased to such an extent that it has been found necessary to provide a larger factory with additional floor space of 22,000 feet to handle orders.

The addition is now being equipped with machinery and will be in operation in a few days. With the additional facilities the company expects to catch up without delay on orders now in hand.

The company emphasizes the fact that shortage of labor, due to military and other causes, makes a quick and accurate method of filing records particularly desirable to talking machine dealers at this time, for every ounce of effort put into the store counts double.

WE beg to advise that this space is the property of The Nebraska Cycle Co. of Omaha, Neb., and The Mickel Bros. Co. of Des Moines, Iowa. The copy for this space was delayed in the mails—otherwise these two live and energetic Victor jobbing organizations would deliver herein a personal message full of timely comment and constructive advice such as has been responsible for the national prestige now enjoyed by "Mickel Victor Service."

NEXT WEEK WILL BE "EDISON WEEK"

Elaborate Preparations Made by the Factory, Jobbers and Distributors for This Annual Event—Some of the Interesting Features

Next week, October 21 to 27, will be "Edison Week" throughout the United States, and the plans announced by Thos. A. Edison, Inc., to be carried out with the co-operation of dealers in all sections, should insure the success of the annual event this year, and make the week a notable one for the Edison interests.

As has been the case during previous Edison weeks, there are numerous inducements offered to the dealers to put forth their best efforts to feature the Edison line in their locality. There is, of course, the window display contest carried on through the co-operation of the jobbers in their respective zones, and which carries with it prizes ranging from \$75 to \$300. A brand new feature is the list of prizes offered to the dealers for the best "patchwork" advertisement, which range from \$10 to \$1,000 and give each dealer an equal chance to collect.

Many of the jobbers have also arranged for special contests among the dealers in their own particular zones, with appropriate prizes for the winners.

The public has been prepared for Edison Week through an extensive national campaign of advertising announcing the week, and carried on by Thos. A. Edison, Inc.

AN AID TO RECORD USERS

The Disk-Lite Mfg. Co., of Washington, D. C., have just placed on the market the Disk-Lite, a small electric light, of special construction, designed to be placed upon the talking machine cabinet, so as to illuminate the record under the needle point, and thereby facilitate placing the needle on the record without damage. It is designed to fit any make of cabinet talking machine.

FINE NEW QUARTERS IN BROCKTON

BROCKTON, MASS., October 4.—The C. C. Harvey Co. last week held the formal opening of their elaborate new quarters at 57 Main street.

Three soundproof rooms for demonstrating records have been installed and are of the most modern type. They differ from the ordinary room of this kind in that they have glass tops. One of the rooms is devoted exclusively to electrical machines.

PROGRESS OF MACY-VICTOR SUIT

Victor Co. and Jobber Co-Defendants Have Not Yet Filed Answer to Complaint of R. H. Macy & Co.—Some Details of the Action

Up to the time of going to press the Victor Talking Machine Co. and the various distributors named as co-defendants in the suit brought by R. H. Macy & Co., the New York department store, under the Sherman Anti-Trust Law, and the Clayton Act, have not yet filed their answers to the complaint. An extension of time has been granted by the court, and it is reported that it will probably be November 1 before the defendants make reply.

In addition to the Victor Talking Machine Co. the Victor distributors named in the suit include: Landay Bros., Inc., Max Landay, Maurice Landay, James B. Landay; Blackman Talking Machine Co., J. Newcomb Blackman, F. O. Oliver, Frank Roberts; Charles H. Ditson & Co., Charles H. Ditson, Charles F. Smith, Edward Cragin; New York Talking Machine Co., Arthur D. Geissler; Ormes, Inc., Ralph Wolf, Clarence L. Price; Silas E. Pearsall Co.; James W. Pearsall, Thomas F. Green, Edgar L. Pearsall; Emanuel Blout; C. Bruno & Son, Inc., Henry Stadlmaier, Charles F. Bruno; I. Davega, Jr., Inc., Isaac Davega, Abram Davega, Louise Davega; S. B. Davega Co., Sol. B. Davega, David Levey, H. C. Moses, Harry S. Davega.

The Macy interests seek damages of \$570,000, or three times the amount of damages alleged to have been sustained, in accordance with the statutes provided in the Sherman Anti-Trust Law and the Clayton Act. The complaint states in part that: "Since the first day of April, 1914, the plaintiffs have been unable to purchase Victor talking machines and records in the ordinary course of business, at the usual discounts, and upon the customary terms. They have been compelled to purchase supplies in unusual ways and through agents in various States throughout the United States. That by reason thereof, and by reason of the expense plaintiffs were compelled to incur for the extra transportation and hauling, salaries or additional employes and loss of discounts, they were damaged in the sum of \$75,000; that by reason of the expense which plaintiffs incurred they suffered damages by the litigation instituted against them by the defendant Victor Co., and in which the complaint was dismissed for lack of equity in the United States Supreme Court, in the sum of \$15,000; that, by reason of inability to secure sufficient Victor merchandise at

any price whatsoever plaintiffs were prevented from doing business which they otherwise would have done, and were prevented from making profits which they otherwise would have made, in the sum of \$100,000."

The early litigation between the Macy interests and the Victor Co. are referred to at several points in the complaint, and it is alleged that the Victor Co. manufactures 80 per cent. of all the talking machines and records manufactured in the State of New York and throughout the United States.

Papers in the suit were served on the complainants early in September.

ROAT CO. HAS FINE ORCHESTRA

Michigan Music House Forms Orchestra From Members of Its Selling Staff

BATTLE CREEK, MICH., October 6.—The Chas. E. Roat Music Co. is one of the few houses in this country which can boast of a complete orchestra composed entirely of members of its own organization. Chas. E. Roat, the head of the house, is a talented composer, and also



The Roat Music Co. Orchestra

one of the best-known musicians in Michigan. He is a flutist of exceptional ability, and for many years has been an active member of almost every musical organization in this city. Forney W. Clement, the manager of the Victor department of the Roat concern, acts as pianist for the orchestra, and has had wide experience in lyceum and Chautauqua work. Geo. H. Tyson, salesman in the piano department, has had several years' experience as a church soloist, and his work with the orchestra as vocalist attracts commendation wherever it is heard. The other members of the orchestra have all had more or less experience with the particular instruments which they play, and the orchestra is considered one of the best organizations of its kind in this section of the country. The Roat Co. has published over one hundred different compositions, most of which are the work of Chas. E. Roat.

HELP UNCLE SAM

"You folks left at home, don't talk about doing your bit—do it." These are the recent words of a prominent U. S. official, engaged in promoting the sale of the new Liberty Bonds.

Following this advice, The Talking Machine World has adopted a new plan whereby a credit of 25 cents is allowed toward a Liberty Bond on every new Talking Machine World subscription sent in before December 1, 1917, by any member of the talking machine industry, either for himself or an associate.

Where less than a full bond is earned, the publishers of The Talking Machine World will (1) pay proportional interest annually at the Government Bond rate, or will (2) turn the earned amount over to any designated war charity, or will (3) remit on demand any time after December 1, 1917, the amount earned. The news columns of The Talking Machine World will give due credit to those who see fit to help their country win the war in the way outlined above. Further details about this plan may be secured by writing to Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

OPENS NEW BRUNSWICK SHOP

J. H. Hicks, music dealer of Lansing, Mich., has opened a New Brunswick Shop on the second floor of the Tussing Building, with an excellent display of machines.

TONE ARMS

WITHOUT RATTLE OR MUFFLE

SOUND BOXES

WITHOUT BLASTS

Is the result of my past years' research work.

The **Audion** Tone Arm gives the most perfect unhampered tone and in combination with the **Audion** Sound Boxes, both Lateral and Vertical, will give absolutely satisfactory results.

STOP EXPERIMENTING

This equipment all ready for you to adopt. *Prices are right.*

The **Audion** Sound Boxes, both Vertical and Lateral, can be used on any machine with an **Audion** Tone Arm, the Lateral box however can be used on any standard instrument and will greatly improve the playing quality, lighter in weight, finer in tone, plays clear, smooth, brilliant, eliminates nasal metallic tone. Diaphragm is 20 times more sensitive than mica, needle has less work to do, saves records.

Dealers can sell the Lateral Box at \$3.00 and every customer will be delighted. Sold on a money refund guarantee. **Audion** Tone Arms same price.

Hill and dale reproducer which will play every hill and dale record perfectly, \$3.00 retail.



77 Reade Street, NEW YORK
Have your name on my mailing list.

FOUR POINTS OF SUPERIORITY

Use the "Manhattan" Wooden Tone Arm. It Eliminates Metallic Vibration



Manhattan Tone Arms can be supplied with or without Sound Box. This tone-arm is universal; playing all records perfectly. Furnished in three sizes, 8½ inches, 9 inches and 9½ inches. Finished in mahogany or antique colors.

Some of the Reasons :

1. Selected kiln-dried, Cuban mahogany, especially imported for this purpose.
2. Barrel-joint, up and down movement that experience has proven the most effective for toneproof reproduction.
3. Improved Sound Box — not a megaphonic transmitter, but advancing a different idea along the natural way of the echo.
4. Our perfected Ball-Bearing Base has proven to be a phenomenal success, and is considered by critics as one of the best on the market.

This Tone-Arm Has Proven Its Value. NOW READY FOR DELIVERY.

Write Today for Samples.

MANHATTAN PHONO PARTS CO.,

**32 UNION SQUARE,
NEW YORK.**

MARKETS "TWO IN ONE" TONE ARM

Independent Talking Machine Co.'s New Product May Be Adjusted to Press on Record Heavily or Lightly as May Be Desired

The Independent Talking Machine Co., 54 Bleecker street, New York, have just placed on the market their new Two-in-One tone arm. This tone arm has some novel patented features, which are a distinct improvement over many tone arms that have been on the market. The chief feature of this arm is a simple device located at the rear which, by a simple twist, completely changes the weight of the arm.

It has been well known heretofore that while one record requires a very heavy arm to play properly, the same weight arm used on any lateral cut record caused needless wear and tear on the record, as a lateral record plays better with a light tone arm.

The improved Two-in-One completely overcomes this difficulty and gives the user a heavy arm for vertical cut records and a light arm for lateral cuts.

A further improvement on this arm is due to the fact that every adjustment screw is made with a spring nut which, when once set, requires no further adjustment, and locks the arm automatically into any position in which it is turned.

EMERSON WINS AGAINST WATERSON

Gets Verdict of \$46,485.59 Against Music Publisher on Suit for Share of Profits Accruing From Sale of "Little Wonder" Records

The Emerson Phonograph Co. was awarded a verdict of \$46,485.59 against Henry Waterson, of the music publishing firm of Waterson, Berlin & Snyder, in a decision handed down by Justice Colahan in the Supreme Court on Tuesday, October 9. The verdict grew out of a suit brought some time ago by Victor H. Emerson, et al., claiming a share of the profits accruing from the sale of the "Little Wonder," 10-cent talking machine records, which Mr. Waterson handled for some time, and which had a tremendous sale when first introduced.

FISCHER MUSIC SHOP TO EXPAND

Well-Known House in Kalamazoo, Mich., to Move to New Quarters on November 1

KALAMAZOO, MICH., October 10.—The Fischer Music Shop, this city, has just announced that on November 1 it will move to new quarters in the First National Bank Building at Main and Burdick streets, where the entire second floor and basement of the new building will be occupied by the concern and be known as Harmony Hall.

The Fischer Music Shop will specialize in Victor talking machines and records, and plan to carry one of the largest stocks in southwestern Michigan. An increased stock of pianos, players, musical merchandise and sheet music will also be handled, and Chas. L. Fischer, head of the company, will continue to direct his famous orchestra.

FOUR NEW VICTROLA MODELS

Victrolas IV-A, VI-A, VIII-A and IX-A Announced by the Victor Co. Last Month

During the past month the Victor Talking Machine Co. have announced four new models of the lower priced Victrolas, they being Victrola IV-A, listed at \$17.50, retail; Victrola VI-A, at \$27.50; Victrola VIII-A, at \$45, and Victrola IX-A, at \$55. It is also announced that the manufacture of Victrolas IV and V has been discontinued, and they will be omitted from all future catalogs.

Among the principal features of the new styles Victrola IX-A and the Victrola VIII-A is the newly designed and improved double spring, spiral drive motor. The machines are equipped with nickel-plated exhibition sound box. Victor tapering tone arm and gooseneck sound box tube. They are also equipped with an automatic speed indicator, brake and regulator.

THE TIPHANY MOTOR

IS WORTH ITS WEIGHT IN GOLD

ANNOUNCEMENT

THE TIPHANY MOTOR has met with such an enormous success all over the WORLD that in order to do justice to our customers we are forced to make complete and radical changes in our manufacturing and efficiency system to be enabled to turn out big quantities without interfering with quality. Although we are making every effort to effect these changes with every possible expediency yet a delay in filling orders was unavoidable. We will announce in the near future when we will be ready for shipment, and in the meantime we ask all those who are desirous of giving THE TIPHANY MOTOR a test, to send in their orders, as soon we will be sold out regardless of the present increased facilities. We assure you that THE TIPHANY MOTOR has no equal, and that every motor we will ship will come up to the TIPHANY standard and will do for you everything we claim for it, and more if possible.



Made to play 2-12, 4-12, 6-12 Records

THE TIPHANY MOTOR CO.,

**32 Union Square
TELEPHONE STUYVESANT 396**

NEW YORK, U.S.A.

"The time has come to conquer or submit."—

"For us there is but one choice. We have made it."

—President Wilson

Subscribe Now!

For

United States Government Bonds

of the

Second Liberty Loan

\$3,000,000,000

or more

(Let's make it more!)

These new United States Government Bonds are issued in denominations of \$50 and multiples thereof. The United States Treasury will pay you interest at 4% per annum, payable semi-annually.

EASY PAYMENTS—You can pay 2% on your bonds when you make your application, 18% November 15, 40% December 15, and 40% January 15, 1918. For example, when you buy a \$100 bond you can pay \$2 now, \$18 November 15, \$40 December 15, and \$40 January 15. **YOU CAN GET YOUR BOND AS SOON AS YOU HAVE FULLY PAID FOR IT.** Liberty bonds are the best security in the world. They are readily salable and are practically exempt from taxation for people of moderate incomes. The law permits their conversion into bonds bearing higher interest should such bonds be issued by the Government in the future.

**Help Your Country and Yourself
Help Our Boys "Over There"**

*Get an official Liberty Loan
blank from any Bank or
Trust Company
and*

Subscribe Now!

TALKING MACHINES POPULAR IN MILITARY CANTONMENTS

Recognizing the Value of Music in Preserving Morale, New York State Has Furnished Each of Her Twenty-two Regiments With Victrolas and Records—John L. Gately's Fine Work

The newspapers throughout the country in discussing the news of the various military camps and cantonments have laid special stress upon the value of music in preserving the morale of the men and providing healthy entertaining during the hours of relaxation. The attitude of the military men toward music in the camps as well as the part being played by John L. Gately, of the Gately-Haire Co., Albany, N. Y., Victor distributors, in placing Victrolas in the camps, was well set forth recently in an article in the Times Union of Albany, N. Y., and which said in part:

"Mass singing in camp life is fast coming into its own, and those in authority see that song makes a good soldier, a better soldier; a tired soldier, a rested soldier; a depressed soldier, a cheery soldier. And in no way does a group of men learn to sing more quickly than with the aid of a Victrola and records. Recognizing this, New York State has generously furnished to each of her twenty-two regiments Victrolas, records and carrying cases of a portable nature.

"The Victor records selected are of light music, as well as of a patriotic nature, and include such songs as "America," "Star-Spangled Banner," "Dixie," "America, I Love You," "We'll Never Let the Old Flag Fall," "My Own United States," "The Old Flag Never Comes Down," "Battle Hymn of the Republic," "Tramp, Tramp, Tramp," "Tenting To-night," "The Marseillaise," "If Your Heart Keeps Right," "A Perfect Day," "Where Do We Go From Here, Boys," "Good-bye Broadway, Hello France," "Keep the Home Fires Burning," etc. This latter song was easily the most popular at Plattsburg and Madison Barracks this summer.

"The United States Commission on Training Camp Activities, as may be guessed from its name, has general charge of all that is done to enliven life at the training camps. This organization is under the war department, and is made up of the following well-known men: Raymond Fosdick, John R. Mott, Joseph Lee, Lee Hanmer, Dr. Charles P. Neal, Thomas J. Howells, Major Palmer E. Pierce, Malcolm McBride and Dr. Joseph E. Raycroft.

"One plan reached calls for the erection in each training camp by the commission of a big auditorium capable of seating 5,000 people, where will be staged moving picture shows, theatrical entertainments and Victrola concerts, etc. The heaviest purchasing of Victrolas and records will be made by two agencies to which the war department's commission has entrusted the details of the entertainment program. One of these agencies is the Y. M. C. A., which has been engaged since the Spanish-American War in recreational activities at American military and navy posts. The other agency is the Knights of Columbus, which made a start during the recent operations on the Texas border in providing amusement centers for the Catholic contingent in our military forces. Each of these agencies will make its own purchases of Victrolas and records in its own way. Each is well financed, too. The Y. M. C. A. has raised \$4,000,000 to provide buildings and outfit them, and the Knights of Columbus, it is understood, will have a couple of millions to spend.

"For use in these buildings, the regular school Victrola is the most practical outfit, while the smaller carrying case type of Victrola will be used for individual troops and companies.

"The stock outfit for these Y. M. C. A. buildings also embraces fifty records. This means that 10,000 records will be needed for the first assignment to launch the recreational activities at these centers. This is merely a starter. The authorities make it clear that they will welcome donations of records from any and all sources with no qualifications imposed save that the records be 'playable.'

"Officials at Washington give it as their opinion that frequent change of the record library at every building or 'hut' (as they term these

buildings in Europe) will be necessary. This constant stream of new selections, they anticipate, will be secured in part by purchases by the men from their own pay, and by exchanges, but they intimate that main reliance will have to be placed on contributions from outside sources.

"That the boys may have plenty of good, clean entertainment is the point in mind, together with the idea of fostering in them a love for singing, and it is suggested that stay-at-homes send some acceptable remembrances in the form of records. Any talking machine dealer will safeguard your present by packing same properly for parcel post.

"The Victrolas and records, moving picture outfits, camp stools, folding tables, portable typewriters, portable organs and college song books, ordered for the New York State troops, are now being delivered. John L. Gately, president of the Gately-Haire Co., of this city, an officer in the Spanish-American War, and from his experience thoroughly conversant with the requirements of the soldiers, was consulted with regard to these purchases and the best selections were made in all cases."

TRADE NEWS FROM PORTLAND, ORE.

Monthly Meeting of Association—D. F. Johnson Organizes Company—Other Happenings

PORTLAND, ORE., October 6.—The regular monthly meeting of the Portland Talking Machine Dealers' Association was held at the Hazelwood recently. The meeting was very successful, and had by far the largest attendance that has yet turned out in the interest of better conditions among the talking machine trade in Portland and vicinity.

After hearing reports from the different committees, and President Hyatt had instructed the new committees regarding their work, the meeting was turned over to a general discussion of the problems facing the dealers of this city.

Herbert Shoemaker, manager of Sherman, Clay & Co.'s wholesale Victor department, has joined the Radio branch of the Navy, and left for Seattle on the 23d of last month.

G. F. Johnson, at one time manager of Sherman, Clay & Co.'s Northwest branch stores, has organized a company and will do business under the name of the G. F. Johnson Piano Co. S. N. Johnson, also formerly with Sherman, Clay & Co., will have charge of the Victrola department.

H. E. Lindsey, formerly with the Wiley B. Allen Co.'s Los Angeles talking machine department, is now on the sales force of Sherman, Clay & Co.'s store here.

H. A. Raynor, recently connected with Byron Mauzy, of San Francisco, is now manager of the Eilers talking machine department here.

The Hyatt Talking Machine Co., now in the Northwestern Bank Building, have a very attractive store, and their move has proved to be a most profitable one.

The Eilers Music House is closing out their Fourth street store, having disposed of their Victor agency to the G. F. Johnson Piano Co.

Lipman, Wolf & Co. are making extensive alterations on their sixth floor to accommodate their new Victrola department.

P. B. Palmer is now in charge of the Jennings Furniture Co.'s Grafonola department.

N. Dumphy, formerly with Eilers, now has charge of the Bush & Lane talking machine department. Mr. Dumphy reports a splendid business especially with the supreme Sonora Model retailing at \$1,000.

High Grade Mica For Sale
Mica Suitable for Making Phonograph Discs

Write for samples and prices

J. BEN BARRON, Thomaston, Ga

B. H. ROTH DOUBLES FLOOR SPACE

Victrola Dealer in West New York, N. J., Takes Adjoining Store and Installs New Department—Has Well Arranged Quarters Which Have Been Entirely Redecorated and Remodeled

On September 28, B. H. Roth, the live wire victrola dealer of West New York, N. J., held a formal opening of his enlarged store at Bergenline avenue and Fourteenth street, that city. In addition to practically doubling his floor space, Mr. Roth has also installed several new departments, including musical merchandise and toys.

Mr. Roth now occupies two stores on Bergenline avenue, numbers 579, the original store, and 581. The two stores have been thrown together, and altered to meet the peculiar demands of the business. The entire store at 579 will be devoted exclusively to the sale of Victrolas and records, and an excellent equipment of six soundproof booths has been provided for that purpose. The store is handsomely decorated and the woodwork and finish are in light French gray. Plate glass has also been used generously.

The record stock room will carry a large re-



B. H. Roth



Mrs. B. H. Roth

serve stock of domestic and foreign records, the latter being a special feature of the Roth store, large numbers of German, Swedish, Polish and Slavish records being sold annually, and a comparatively large number of Italian records.

In the new store are found kodaks, sporting goods, toys and musical merchandise, all attractively displayed.

Mr. Roth advertised the formal opening of his large quarters very extensively, using full-page space in the local papers, and hired a Hawaiian quartet to give a concert in the evening. There were also souvenirs for the children.

On the opening night the store took on quite a gala appearance, a large number of people attended, and Mr. Roth's business friends, including a number of local Victor jobbers, sent handsome floral pieces with expressions of their best wishes.

Mr. Roth's chief assistant in the business is his wife, who in addition to taking an active

Room 419 136 Liberty St.

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City Phone. 8540 Rector

part in the selling also looks after the accounts.

A quick automobile delivery service instituted by Mr. Roth some time ago has also been a big factor in increasing the popularity of his store.

WM. MAXWELL'S NEW BOOK ISSUED

"If I Were Twenty-one," by Vice-President of Thos. A. Edison, Inc., Full of Valuable Material for the Benefit of the Business Man

The new book by William Maxwell, vice-president of Thos. A. Edison, Inc., entitled "If I Were Twenty-one," has just been issued by Lippincott's, and contains many inspirational business stories and helpful tips to young and old who are playing the game. The fact that Mr. Maxwell is a successful business executive is reflected in the book, and he has had practical experience in developing and directing sales departments that make his advice of much value.

The object of the book is well set forth by the foreword, which reads as follows:

"Our straight-backed young men in khaki have given a new significance to the words 'If I Were Twenty-one.'

"Many of you, who are ineligible to military service and accordingly must stay at home, will have new responsibilities and new problems. Some of you, who are now privates in the ranks of business, will have the opportunity to become officers in the great American industrial army which is to do its part in winning the great war. If somewhere in this chronicle of my own observations there is something that will help you win your shoulder straps in business, I shall be very much gratified.

"War is a grim business in which clean living, straight thinking and earnest doing count for

more than in any other form of human endeavor. This book is not a sermon. I do not believe over much in sermons. But I shall be very happy if somewhere in the following pages there prove to be a few helpful thoughts that our boys of twenty-one to thirty-one can apply to the business of being a soldier. And may I offer to every soldier reader a word of advice? Don't think of your enlistment as a slice of time cut out of your career. Think of it rather as a post-graduate course in character building. When you come back from the war your old job may not be waiting for you; but what of that? The loss of your job may prove the very best thing that could have happened to you. If you have been a square peg in a round hole, be thankful for the chance to take a fresh start in life, and be determined to start right. If this book helps you, it will not have been written in vain."

THE COLUMBIA IN HOLLAND

An Interesting Photograph Shows Delivery of Columbia Disc Records in Amsterdam

The sales department of the Columbia Graphophone Co., New York, received recently from



Shipment of Columbia Records in Amsterdam the Columbia representative at Amsterdam, Holland, A. H. A. Bakker, a photograph of unusual interest, which is shown herewith.

This illustration presents a carload of Columbia records delivered from London to Mr. Bakker's establishment last June. This shipment, as Mr. Bakker points out, was made in spite of U-boats and other shipping difficulties, and as it was received in the thirty-fourth month of war, indicates that the war has not yet curtailed the demand for Columbia product in Holland.

In your daily labors, look up, out, forward or onward, but never backward.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

FROM THE
DORAN CO.
415 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

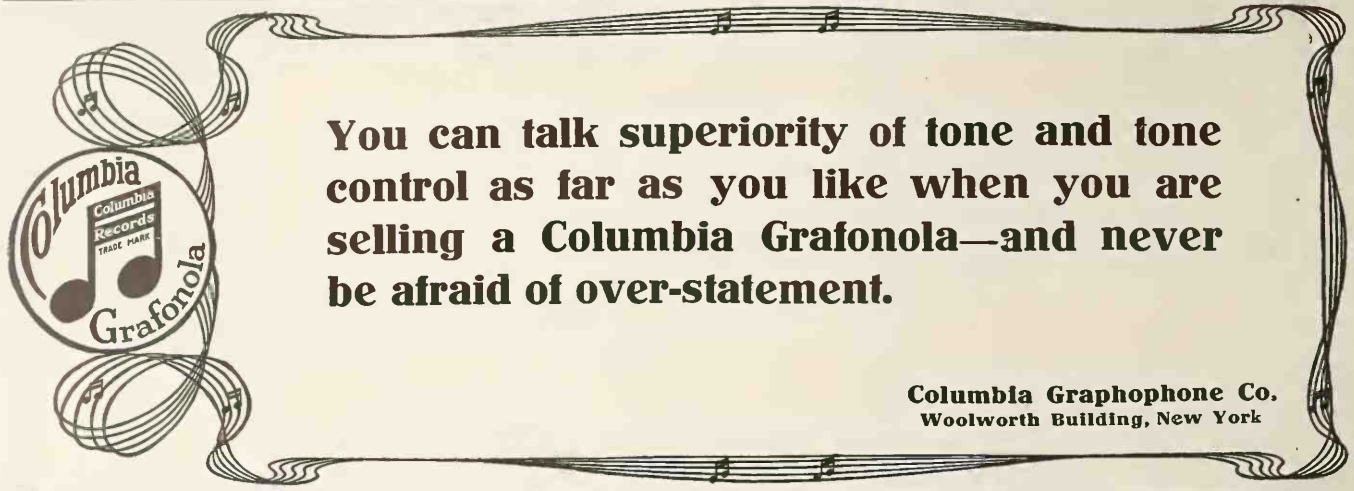
GEO. A. SMITH-SCHIFFLIN CO.

136 Liberty Street, New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (at 144th Street)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and NC
103 E. BROAD STREET
RICHMOND, VA.

SOLE BY
J. E. STRATFORD
AUGUSTA, GA.



You can talk superiority of tone and tone control as far as you like when you are selling a Columbia Grafonola—and never be afraid of over-statement.

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

'GRAND OLD MAN' OF CABINET TRADE

Daniel G. Williams Has Lost None of His Punch After Two-Score Years on Firing Line—Getting Big Orders for Udell Cabinets

One of the most popular of the veterans in the cabinet branch of the trade is Daniel G. Williams, of the Udell Works, Indianapolis, who, although he has passed his seventy-eighth milestone, is as chipper and spry as the best of the boys, and may truthfully be said to be just seventy-eight years young. No trade gathering of piano or talking machine men in any section of the country is complete without Uncle Dan being in evidence, his latest convention appearance being at the meeting of the Piano Merchants' Association of Ohio in Dayton recently. He does not press Udell cabinets or talk shop, but that fact does not interfere with his being called upon to drag out his order book on frequent occasions just to oblige the dealers. They insist on placing orders, so he just naturally has to oblige.

It is reported that Uncle Dan is getting or-

ders for Udell cabinets just as regularly this year as he has been for two-score years past, and this is looked upon as emphasizing the fact that the Udell Works this year has a great line of cabinets for both player-piano rolls and talking machine records.

Certainly two-score years in the trade have not taken anything from the selling punch of the "grand old man" of the cabinet industry. His example is a worthy one for the younger members of the trade.

VICTOR CO. WARNS THE PUBLIC

In its advertisement which appears on the back covers of the leading magazines for October, the Victor Talking Machine Co. calls the attention of the general public to the fact that "Victrola" is the registered trade-mark of the Victor Talking Machine Co., designating the products of that company only, and that the use of the word "Victrola" upon or in the promotion or sale of any other talking machine or phonograph product is misleading and illegal.

MR. FUHRI SUCCEEDS MR. ECKHARDT

Has Been Appointed District Manager of Columbia Co.'s Philadelphia Territory

W. C. Fuhri, formerly United States manager of the Columbia Graphophone Co., New York, and one of the best-known members of the talking machine industry, has been appointed district manager of the Philadelphia territory, with headquarters at Philadelphia. Mr. Fuhri succeeds Walter L. Eckhardt, who resigned from the company's service last week.

Mr. Fuhri's appointment as district manager in Philadelphia is a matter of gratification to the entire Columbia organization, and to the Columbia dealers in this territory, as he is one of the veterans of the industry, and thoroughly conversant with every phase of talking machine merchandising. He assumes his new duties the first of the week.

The formal letter to the sales force reads:

"In deference to his expressed preference, W. C. Fuhri has been appointed district manager, Philadelphia, the position recently made vacant by the resignation of W. L. Eckhardt.

"In thus electing to engage in active personal supervision of the sales of the Columbia product, Mr. Fuhri is following a cherished and oft-expressed hope that he might again get back on the fring line where the fight is hottest and most interesting.

"His long and highly successful career in this important end of our enterprise fully warrants the prediction that his administration of the Philadelphia district will produce results which will make his self-chosen assignment satisfactory alike to himself and the company."

MANY PATRIOTIC RECORDS INCLUDED

Included in the October list of records just issued by the Emerson Phonograph Co. are seven timely patriotic records, a group of popular hits, dance selections, standard and operatic selections. Many well-known artists are represented in the October bulletin, among others being George L. Thompson, Nat M. Wills, Samuel Ash, Henry Burr, Harry Evans, Ada Jones and others. The Emerson Phonograph Co. has had an unusual active demand for its recent record supplements, and the October bulletin will probably be a record-breaker for popularity.

NEW INCORPORATION

A certificate of incorporation was issued this week to the Compactophonograph Corp., of New York City, for the purpose of manufacturing talking machines and sound reproducing appliances. The capitalization of the concern is \$5,000, the incorporators being A. Sondheimer, H. Depew and S. D. Ward.

"How do you find your steak?" asked the landlady.

"Just by intuition," replied the Nervy Boarder, "it is rarely large enough to be visible to the naked eye."

A CABINET OPPORTUNITY



No. 24

This is Your Opportunity to secure a splendid cabinet, nicely polished, at very low cost.

Height, 43 1/4 inches
Width, 19 3/4 inches
Depth, 21 1/4 inches

Beautiful in design and finish. Sound chamber scientifically constructed, producing a wonderfully loud and sonorous tone. Triple veneered panels, mahogany finish, polished nickel trimmings.

Complete with needle cups.....\$15.00
Equipped with Tone Modifier, 50 cents extra

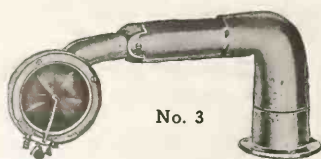
Or, if you prefer it, we will sell you this machine fully equipped with powerful double spring motor, worm driven silent gears. 12-inch turntable. Universal tone arm and sound box plays all Disc Records.

Completely equipped\$23.00
Equipped with Tone Modifier, 50 cents extra

Tone Arms and Sound Boxes

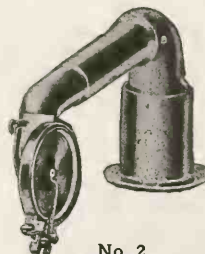
(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50
In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

PATHE JOBBERS' CONVENTION PROVED MOST SUCCESSFUL

Second Annual Gathering, Held Last Month, Attended by Prominent Pathé Jobbers From Every Section of the Country—E. A. Widmann Toastmaster at Banquet—Fine Program Rendered

As noted in last month's World, the second annual convention of the Pathé Jobbers' Association was held on September 12 at the Hotel Claridge, New York, and this convention resulted in an invaluable interchange of ideas and thoughts and the permanent establishment of this association. There were discussed at the various meetings topics of timely importance, and when the conference ended each and every Pathé jobber who was present referred to the meetings in glowing terms of praise and approval.

From a combined business and social standpoint, one of the most pleasing features of the convention was the annual banquet held on Thursday evening at the Hotel Claridge. This banquet was programmed as one of the "star"

interests were linked with the Pathé Frères Phonograph Co. in a way which augured for general and individual success.

Another interesting speaker was George W. Lyle, assistant to Mr. Widmann, who gave a timely and important talk on the subject "Publicity." Mr. Lyle gave a short outline of the company's plans for the ensuing year, emphasizing the fact that the Pathé Frères Phonograph Co. will leave nothing undone to co-operate with its jobbers and dealers from a publicity standpoint.

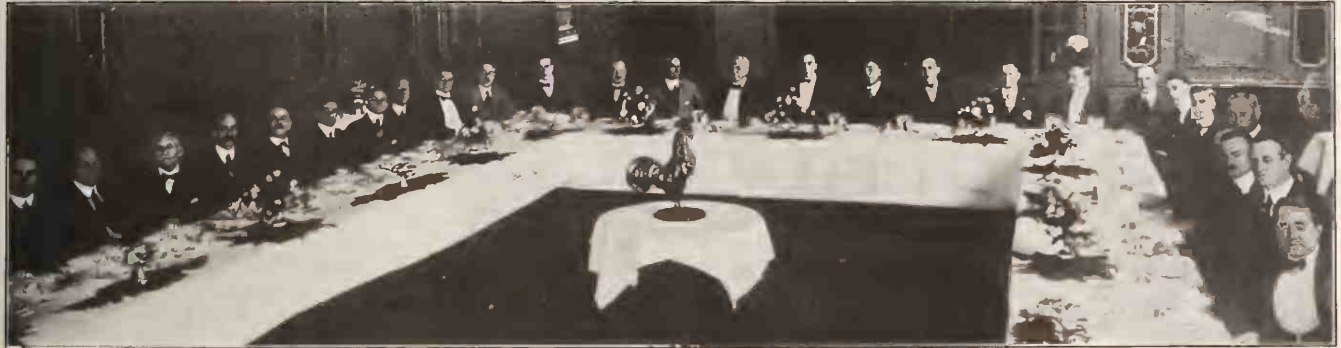
Other speakers of the evening included J. F. Collins, general sales manager of the Pathé Frères Phonograph Co., who spoke on the subject, "Retail Selling"; H. A. Harris, advertising manager of the company, who gave the jobbers

ognized as one of the industry's foremost authorities, is at present spending some time in this country, making his headquarters at the Pathé recording laboratory in New York. He gave several of his popular "Casey" numbers in his inimitable fashion and then surprised his audience with a dramatic poem which brought back recollections of the days when he was a prominent figure in Shakespearean productions.



Jesse Rosenstein

Among those who attended the banquet were the following: G. E. Jennings, Wright & Wilhelm, Omaha, Neb.; E. D. Bristol, N. G. Barber and R. B. Caldwell, Pathephone Sales Co. of New York; M. Meyers, M. Seller & Co.,



Banquet of Pathé Jobbers' Association, Held at the Hotel Claridge, New York, September 13

events of the conference, and it certainly lived up to its promise.

After the Pathé jobbers and their friends (all of whom were the guests of the Pathé Frères Phonograph Co. at this banquet) had thoroughly enjoyed a special menu which emphasized the culinary achievements of the Claridge chef, E. A. Widmann, president of the Pathé Frères Phonograph Co., was introduced as toastmaster. Mr. Widmann, in accepting this honor, commented upon the fact that he had been scheduled to speak on "Pathé—The Company and the Jobber," but that in his present post he would

an idea of a new window display service, which is now being introduced, and Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., whose talk was both reminiscent and practical, as he told the jobbers something of conditions abroad, and incidentally referred to the problems which must be overcome in the production of talking machine motors.

The most pleasing feature of the banquet was the appearance of three artists who record for the Pathé record library—Eleanor de Cisneros, the famous operatic soprano; David Bispham, renowned baritone, and Louis Winsch, who has achieved wide popularity as a singer of novelty and popular numbers. These three artists were ably assisted by a portion of the Pathé "Bijou" orchestra.

With her customary graciousness Mme. de Cisneros entered heartily into the spirit of the occasion, and in response to the enthusiastic applause of the jobbers favored the diners with several encores. Her singing of the "Star-Spangled Banner" and the "Marseillaise" evoked tumultuous applause which was probably heard in points far distant from the Claridge.

David Bispham rendered several of his popular selections in a way which gave the jobbers an adequate reason for the remarkable success which this famous American singer has achieved. Among the selections he sang were Homer's "Banjo Song" and "When the Boys Come Marching Home." The words for the latter were written by John Hay, late Secretary of State.

Mr. Winsch favored the party with a number of the popular novelty hits which he has recorded for the Pathé library, and which have met with a ready sale throughout the country.

One of the pleasing events of the evening was the appearance of Russell Hunting, of "Casey" fame. Mr. Hunting, who is recording director for the Pathé interests abroad, and who is rec-

Portland, Ore.; Jesse Rosenstein, National Piano Co., Baltimore, Md.; J. H. Wheeler, G. Sommers & Co., St. Paul, Minn.; H. J. Brennan, Pittsburgh Pathephone Co., Pittsburgh, Pa.; C. C. Conway, Hallet & Davis Piano Co., New York, N. Y.; J. W. Smart, Williams-Davis-Brooks &



J. W. Smart



J. H. Wheeler

Hinchman Sons, Detroit, Mich.; B. H. Sanger, Rochester Phonograph Co., Rochester, N. Y.; Hugo Ricca and Jos. Schwartz, Pathephone Distributors Co., New York, N. Y.; J. Jameson, Fischer Co., Cleveland, O.; Otto Heineman, Otto Heineman Phonograph Supply Co.; the following officers and members of the sales and executive divisions of the Pathé Frères Phonograph Co.: E. A. Widmann, George W. Lyle, H. T. Leeming, J. F. Collins, Frank L. Capps, J. F. Watters, T. E. LaMontagne, W. Herman Rose, W. H. Penn, H. A. Harris, Paul Mendigal, D. Savinno, E. A. Carter; and L. M. Robinson, The Talking Machine World.

A day in the woods is a wonderful tonic. A walk to the other side of town will delight and surprise you. Look for other points of view. Seek new sights, new experiences.



H. J. Brennan



G. E. Jennings

be able to forego making this address and be a guest for the evening.

He then gave an impromptu talk, in which every one of the diners present evinced the keenest interest. With characteristic wit and humor Mr. Widmann traced briefly the foundation and progress of the Pathé Frères Phonograph Co. from the days of its earliest inception to the present date. He referred semi-humorously to some of the trials and tribulations which confronted the pioneer members of the company when they entered the talking machine field, and, although an element of humor predominated in these reminiscences, it was not difficult to see beneath the surface and quickly realize that the problems and handicaps which Mr. Widmann and his group of loyal co-workers had surmounted were of vital importance and tremendously far-reaching in their scope. In closing Mr. Widmann paid a well-deserved tribute to the present body of Pathé jobbers, to whom he referred as a corps of aggressive and progressive business men, whose

Talking Machine Hardware

We manufacture all the hardware used on these cabinets

Lid Supports	Door Catches	Sockets
Needle Cups	Sliding Casters	Tone Rods
Needle Rests	Continuous Hinges	Knobs, etc.

BEST QUALITY LOWEST PRICES

WEBER-KNAPP COMPANY - Jamestown, N. Y.

STARR PHONOGRAPH PROVING POPULAR WITH SOLDIERS

Pittsburgh Office of the Starr Phonograph Co. Supplies Machine and Records for Eighteenth Regiment, Pennsylvania National Guard—Phonograph Will Accompany Troops Abroad

PITTSBURGH, PA., October 3.—The cut here-with shows several of the members of the Eighteenth Regiment, Pennsylvania National

that the boys would be well equipped when they leave for their training camp in the South, after which they expect to sail shortly for France,"



Members of Eighteenth Pennsylvania Regiment Listening to the Starr Phonograph Guard, stationed in this city, listening to a Style II Starr phonograph. The instrument was sold to the regiment by H. C. Niles, secretary and treasurer of the Starr Phonograph Co. of Pittsburgh, a few days ago and the cut depicts the most popular diversion of the khaki-clad boys—listening to their favorite selections. The officer in the foreground is Lieutenant Griffith, at the right of the instrument is Lieutenant M. W. Keith, chaplain of the regiment, and on the left is Major Allen.

The men grouped around the instrument are members of the Medical Corps, who, because of their special line of work, take special interest in the phonograph as a means to study French, which they learn by means of the phonograph records, in addition to the texts.

"A few days ago one of the officers purchased a quantity of new records and needles in order

Mr. Niles in commenting upon the pleasure the boys derived from their instrument. "It is their firm intention to take the Starr with them wherever they go, for they say they would hardly know what to do without it now. While here at their headquarters it certainly lessened the tediousness and hard work of army life and the regiment is loud in its praise of the Starr."

The Starr Phonograph Co. is the distributing organization for Starr phonographs and records in Pittsburgh and the territory around that section of the State, and has had an unusually good business during the summer months, having placed a large number of Starr phonographs with the dealers in and around Pittsburgh. Mr. Niles, who is in charge, was formerly advertising manager of the Starr Piano Co. of Richmond, Ind., manufacturers of Starr phonographs and records.

LARGE EXPORT TRADE

In Amberola Phonographs and Blue Amberol Records Reported by Thos. A. Edison, Inc.

Thos. A. Edison, Inc., report that despite the handicap of ocean freight rates, which are more than four or five times higher than normal, together with other expenses which war conditions have created, the sale of Amberola phonographs and Blue Amberol records is holding its own in the markets of the world.

In a recent statement they remark: "It may be hard for some of our friends to realize that from a small town in the interior of the Orange Free State, Africa, one of the dealers has just favored us with an order for over 2,000 Blue Amberol records, while in the far-off Dutch East Indies two new dealers have just been established. In the Eastern part of South Africa the initial order of a new acquisition to our list of dealers in the foreign field totaled 2,350 Blue Amberol records.

"New Zealand and Australia continue to be

active purchasers, and at the present time over 500 Amberola phonographs and more than 53,000 Blue Amberol records are in New York, awaiting transfer to a steamer loading for Australasian ports. From such remote places as the Samoa Islands, Iceland, the African Gold Coast, British North Borneo, Korea, etc., orders are reaching our export division, and give convincing evidence of the universal appreciation in which the Amberola line is held by clients in foreign countries."

TALKING MACHINE MEN MEET

Local Organization of Retailers Adopt Standard Form of Instalment Contract and New By-Laws—Endorse Resolution on Food Conservation—Want Fund to Buy Music for Soldiers

The monthly meeting of the Talking Machine Men, Inc., was held on Wednesday, September 19, in the assembly rooms of the Merchants' Association, in the Woolworth Building. J. T. Coughlin, president of the organization, opened the session, after which the subjects slated for discussion were brought forward.

Lambert Friedl, of the Columbia Graphophone Co., reported for the committee which had been appointed to draw up a contract to be used by members of the association. After some discussion a contract approved by the committee, and for which Mr. Friedl gave the credit for drawing up to Mr. Coughlin, was adopted. Ramon Montalvo, Jr., who operates stores in New Brunswick and Perth Amboy, N. J., then submitted a contract in card form, with the agreement on one side and the record of payments and other information on the opposite side. This was also adopted by the organization, they substituting their own printed agreement.

New by-laws were adopted and copies will be printed and sent to every member of the body. Max Landay, chairman of the committee on forming a national organization of talking machine dealers, reported progress, although he was unable to attend the meeting.

A resolution which had been adopted on August 24 by the executive committee of the Conference of Independent Retailers of the Metropolitan District was then adopted by the Talking Machine Men, Inc., it providing that they pledge their complete support to all the rules and regulations to be formulated for the economical distribution of foodstuffs. The resolution further stated: "We maintain that standardization of prices on trade-marked and branded goods is necessary to conserve the welfare of the public." The resolution also carried several other sections which should make for better business during the war.

A committee composed of Irwin Kurtz, E. H. Smith and Henry Mielke was appointed to confer with a number of newspapers to urge them to open up a subscription fund to place talking machines and records in every company of American soldiers now in camp in different parts of the country and in Europe. It may be possible, according to some suggestions, to have talking machine owners contribute their old records. If this is done many depleted libraries will have to be replenished. The Talking Machine Men, Inc., will assist, in every possible way, the paper taking up the idea.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
Coin-operated Mandolin Orchestrons; Vacuum
Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

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

MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE
GEISE
SYSTEM
TRADE MARK

Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

General Increase in Record Prices Made by All Manufacturers, the Increases Ranging From 20 to 33½ Per Cent.—Move, Forced by Necessity, Was Long Expected—The Reasons Outlined—Needle Shortage Becoming More Acute—Feasibility of Repointing Used Needles Discussed—Selling Gramophones During Air Raids—What the New Record Lists Have to Offer—Utilizing Services of Disabled Soldiers in the Trade—New Regulations Regarding Trade Catalogs—Some New Records by Mme. Clara Butt—General Trade News of the Month

LONDON, E. C., ENGLAND, September 29.—The highly important news recently made known by the leading British gramophone record manufacturers has created a tremendous amount of interest and discussion. It refers to an all-round increase in the price of records. The advance amounts in some cases to as much as 33½ per cent., and in other cases not less than 20 per cent. There has been little or no criticism, except of a friendly nature, and all parties interested have accepted the makers' action as inevitable. While the definite news was in itself rather sudden, the time-notice between the date of the announcement and the advance price coming into force being only three or four days, it caused no great surprise among dealers, for the simple reason that they had been prepared of its probability a considerable time back by the writer, in this, and other trade journals. I first took up the question of the necessity for an increase in record prices about twelve months ago, on the ground that manufacturing costs were rising to such a height that it was essential. As far back as our October, 1916, issue, the pertinent question was asked:

"Is the 18-penny record doomed?" since when the subject has been continuously discussed in these columns. In the issue for May I took up a definite line. The actual present increase in the price of 18-penny discs was then forecast to a penny. This, in conjunction with the tentative second price-advance by the Columbia and Winner companies a few weeks ago, partly prepared the trade for what follows. The element of surprise is therefore non-existent, and all dealers sufficiently alive to the importance of reading *The Talking Machine World* will once again appreciate the value of the information therein conveyed anent likely future actions by different firms.

The official details of the various price increases which came into force September 3 are as follows:

"His Master's Voice.—Plum label records, 10-inch, double, old price 2s. 6d., new price 3s. 12-inch double, old price 4s., new price 5s. All other denominations remain at the same price as heretofore.

The Columbia Co.—10-inch double dark blue label Columbia records from 2s. 6d. to 3s.; 12-inch double from 4s. to 5s.; Regal records from 1s. 8d. to 2s. No price change in other of this firm's records.

The Winner Record Co.—Estimate the increase in the cost of all materials and manufacturing expenses at quite three times pre-war prices, and therefore announce that their records are increased from 1s. 8d. to 2s. each.

The British Zonophone Co. make a somewhat similar announcement as the other firms, the price increase in their records being 6d.—that is from 1s. 6d. to 2s. for the 10-inch double, for the 12-inch double from 2s. 6d. to 3s. 6d., and

the new price for the 10-inch double Celebrity record is 3s.

Coliseum Record.—10-inch double-sided 1s. 8d. (old price 1s. 6d.), 12-inch double 3s. (old price 2s. 6d.).

It may be observed that other record companies are expected to follow suit, although perhaps not to the same extent as the first four price-alterations mentioned above.

The Reasons Outlined

These price changes are in alignment with the times, and when the facts leading up to it are fully considered I am of the opinion that there can be no serious objection by either the dealer or the public. One is, indeed, moved to express surprise that the gramophone trade has for so long remained an exception to the universal upward trend of prices in pretty well all industries. This fact in itself suggests the good faith of manufacturers in that they have only raised their prices under the compulsion of necessity. And what is that necessity? I believe that most dealers are fully acquainted with the circumstances, but for the benefit of those who are not I will briefly outline the conditions which have forced the hands of record manufacturers to the action in question. Let us take a retrospective survey. Three years ago (what an eternity it seems!) the gramophone trade was itself at war. Several blows were taken and given, the combatants being then as now British vs. German. It was a trade war instigated by the latter with the introduction of cheap records. British manufacturers accepted the challenge, and had it not been for the great catastrophe which soon after fell upon the world, we have no doubt whatever would

(Continued on page 132)



"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: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dror, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta 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. Haarbinger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lorenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 131)

have demonstrated their superiority in this commercial fight. So far as it went, the culmination was a flood of double-sided records at the all-round unprofitable price, even for pre-war days, of 13 pence and in some instances a shilling. With the opening of hostilities, the German record menace disappeared. But a good deal of mischief had been done, and a state of mutual distrust existed at this time between British manufacturers, with the result that it took some months before they themselves dropped the very cheap record, notwithstanding the repeated advice of a united trade press.

This seeming transgression from the subject is purposely introduced in order to illustrate what has long been a crying shame—the then lack of unity and common action, in contrast with the position to-day, when by this general price increase is demonstrated that for which the writer has for so long fought—co-operation. Unity is strength. I trust the excellent example, not of the price increase in itself so much as what it means, in the exercise of a common thought for the good of the trade, will be the foundation for an extension of co-operative action among British manufacturers for the protection of their own markets.

The reader will doubtless appreciate that these price alterations have been made possible by a straight talk between our record manufacturers. Doubtless in good faith, they have long held aloof on the price question. It has been a growingly sharp thorn ever since war broke out.

As to the increased cost of record manufacturing, perhaps the greatest consideration in the necessity for a retail price-rise is the enormous advance in the cost of materials. Shellac—the main ingredient—is the biggest item. This has increased hundreds per cent. Then there is wax, and—for the matrices—copper, which are increasingly expensive items, apart from their scarcity, and other ingredients have gone up in price proportionately.

Inland and overseas charges for the transit

and insurance of goods have been upward all the time, until to-day it is a serious item. Since the commencement of last year, too, record manufacturers have had to face many difficulties in connection with the labor question. Skilled record makers, mainly of the young, energetic type, were gradually "called up," and at one time the difficulty of finding suitable substitutes to keep up a reasonable output became quite acute. Now women have been trained for the job, and they are accomplishing the task with credit to themselves and their work, but it costs more by their employment, I believe, to produce finished records than by the labor of men. The reasons need not be entered upon here. It is sufficient to observe that, from the labor viewpoint alone, the manufacturing cost of records has, on a conservative estimate, been increased by at least 15 per cent. over pre-war rates. In general, too, everything a manufacturer touches, from packing to carriage rates, is costing more. And overhead charges are not the least.

Enough has been said, perhaps, in explanation of "necessity" as the sole reason for the increased cost of records. It is obvious that it could not be otherwise, for at the old prices manufacturers' profit had gradually but surely dwindled down until, in truth, it had reached the vanishing point.

Its Effect Upon Sales

It appears that some dealers (though in the minority) think that the effect of the price increases will militate against sales. Personally, I do not think so—I am of the opinion that the higher charge for the popular records will not materially lessen demand. It must be remembered that, broadly speaking, the class of buyers most interested is of the industrial community, in which money is by no means tight. Evidence of this is not wanting, in that 18-penny record manufacturers have for long been hard pressed to meet the enormous demand. Records have been bought; not sold. That is the

simple truth. Even if this state of things is somewhat reversed by reason of the price change, it will be all to the good. My anticipation is that there will be little or no greater difficulty in selling a ten-inch quality record for two shillings than there was in selling it for 6d. less.

Price Maintenance Essential

It should be noted that the new retail prices must not be undercut. To do so would either be an infringement of patent rights or of a price maintenance agreement, according to the make of record. This welcome warning will be accepted by all responsible dealers as a sign of good faith on the part of manufacturers. It is evidence of a determination to protect the dealer against the dabbler, who is the chief delinquent in underselling. Price-maintenance is the very foundation of good trade, and it is up to all retailers to assist by every means at their disposal in squashing the price cutter.

In Perspective

In each case the dealer has been asked to make a return of his record stocks, in order that in the event of manufacturers being able to reduce prices when normal conditions return, they may be in a position to decide upon any adjustment with regard to the stocks then held, which they may think fit to make, in favor of those dealers who forward the required reform.

Finally, it is good to be able to congratulate the manufacturers concerned on their wisdom in adopting a generous policy towards the dealer. The extra charge is borne by the public, and the profit-difference appears to be fairly equally divided between the three sections of the trade engaged in the production, distribution and selling side, i. e., manufacturer, factor and dealer. This is as it should be.

Of interest, too, is the fact that the increased cost of copyright stamps will be borne by the manufacturer.

And now, Mr. Dealer, get busy, bring to bear

Established in the Talking Machine
Business 1886

DON'T MISS THIS TALK

WE can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"
"Magnophone"
"Fibrollose," etc., etc.

LOUIS YOUNG & CO. (Reg'd)

54, City Road,

Telephone
Central, 1812

London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 132)

all your energy and enterprise towards making the season ahead a record one.

The Needle Supply Shortage—Situation Acute

The prospects of the needle supply situation show little sign of improvement; in fact, it is unfortunately all to the contrary. A further impetus has been given to the seriousness of the subject by the recent pronouncement of the government, through the Music Trades' Committee, that crucible cast steel can only be allowed the trade in quantities sufficient to manufacture needles for the supply of military and naval requirements at the hospitals, convalescent camps, Y. M. C. A. huts, warships, etc. It is an unpalatable ruling, and is considered by the trade as somewhat arbitrary in view of the comparatively small quantity of steel required to meet the needle demands. Energetic representations made in official quarters have so far failed in moving the powers that be to relax. The incontrovertible answer given that the demands of war articles and fighting appliances must take precedence is a consideration that no loyal Englishman can ignore. It must be remembered that although the world's foundries have increased their production of steel enormously, the output still falls substantially short of actual needs. In every war-industry the call for steel, and yet more steel, tends rather to increase, and certainly shows no sign whatever of diminishing. We cannot overlook this fact. If the Government has seen fit to limit its use for all purposes other than those directly connected with the titanic struggle for the suppression of unprovoked Prussian Autocracy, our democratic trade will not fail to appreciate that any official action which at first glance seems somewhat harsh, is in reality a blessing in disguise. The gramophone trade, by its loyal attitude towards the matter in question is not thereby deprived of seeking an alternative. Scrap shell steel has been suggested but, I think, has been found not practical for use in the manufacture of such articles as needles, in which the highest grade mineral ingredients are necessary, aside from the fact that its composition does not lend itself to the required treatment in the production of finely tempered steel wire. It is, however, essentially necessary in view of the shortage of needle stocks to meet the situation somehow if the gramophone trade is to be maintained. How best this can be done is more a matter for the needle manufacturers themselves than for the writer. But it may not be out of place to remark that I have made certain enquiries with a view to the utilization of the millions of used needles which now amount to so much waste. The suggestion put forward for their collection and return is that the dealer allow the user, say, 2s. for every box of 200, and the manufacturer or merchant allow the dealer 3d., against the purchase of a new box. Thus the buyers' rebate would be 2d., and the dealers' 1d. It is not an amount commensurate, perhaps, with the trouble involved and cannot be regarded as pay-

ment thereof. Its only justification is of course the fact that any dearth of needles would react disastrously upon sales. This potent fact is too self-evident to call for argument, and every section of the trade will appreciate its importance, as will the public once they are made acquainted with the facts of the case.

A Matter for the British Music Trade Committee

To my mind this is a matter for the serious attention of the British Music Trade Committee and its members who should agree to bear the expense of window cards announcing the offer and explaining the position. Dealers would gladly give such cards, if attractively designed, "a place in the sun." The dealer's returns of used needles should be made monthly to his factor and credit given accordingly, including postage dues. The question arises, would the public need a greater incentive than 2d. rebate for every box of used needles against the purchase of a new box? I think not. And for this reason—owing to the business end of a needle being sharp enough, after use, to cause trouble if left about, the general practice is to deposit them in a suitable receptacle until quite a lot are collected, and then to throw them in the dust bin. The collection starts, then, automatically, with the user, which is more than half the battle. Once get those needles to the dealer and the rest is plain sailing. The prospects of so doing are good enough to warrant it being given a thorough trial.

Used Needles Can Be Resharpended

Can used needles be repointed? In taking up this matter I felt that its success entirely depended on an affirmative answer to that question. It was brought to the attention of one of the largest British needle manufacturers, J. Stead & Co., Ltd., of Sheffield, whose reply, as hereunder, is distinctly encouraging.

"Dear Sir: I have read your article on 'The Dearth of Needles.' As you say there are no technical difficulties in the way of repointing used needles; it is entirely a question as to how much the public will pay for needles. There is no machine made that would repoint used needles, and under the circumstances it is not worth while trying to invent such a machine. These needles would, therefore, have to be pointed by hand. I estimate the cost in this way would be — per thousand needles. I think my firm would be willing to try a million at this price. If the old needles could be got at the price you estimate, they could be retailed at 1s. per box of 200. They would be about as good as average needles. Yours truly, "J. STEAD."

I omit Mr. Stead's quotation for obvious reasons. There is the idea; what is the opinion of the trade?

Apropos of this subject, "H. M. V." agents have received a notice from the Gramophone Co., Ltd., asking them to keep special note, and make a monthly return of needle sales to Army and Navy institutions, etc. With this information in their possession, the company ex-

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

presses the hope of being able to make supplies for that special purpose, plus the dealers' ordinary requirements.

Sell Forty Guinea Gramophone Amid Bombs

A remarkable instance of sang froid was displayed by the chief lady assistant at the Edison Bell Cranbourn street show rooms, on the occasion of a recent Hun air raid over London. At the time she was engaged with a prospective customer for a 40 guinea instrument, and although the customer was anxious to seek safer quarters, she succeeded in clinching the sale, the while bombs were exploding and shells bursting overhead! We not only congratulate the courageous damsel concerned, but also congratulate the company upon its possession of such a clever saleswoman.

Curiously, too, Mr. Hesse, the musical director, happened at the time to play on the piano "Where Did That One Go To?"

A Fine Winner Program

The latest Winner list bespeaks progress. The company seems to offer something new each month, and in point of general quality, Winner records show constant improvement, if that be possible with such a high class production. On the supplement now under mention is listed a charming variety of vocal and instrumental titles. A particularly attractive one is No. 3149, bearing "My Hawaiian Butterfly" and "Ideal Girl, Waltz." by the guitar executants, Lady Chetwynd and Luvaun, the latter a native musician from Honolulu. These artists have played their exquisite Hawaiian music before many an American audience. My readers will therefore recognize in this record, which is exceedingly well recorded, a real sales-winner.

(Continued on page 134)



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FROM OUR LONDON HEADQUARTERS—(Continued from page 133)

Other special records in the list carry popular selections by the First Life Guards, Billy Whitlock (xylophone), Olly Oakley (banjo), Marie Roslyn (accordion), Ivor Foster, Ernie Mayme, the Two Bobs (all exclusive and winners), the Elliotts, Rita Squire and others of equal eminence.

In drawing my attention to the quality of this list, as well he may, Mr. Percy Willis, the company's sales manager, stated that the sales of Winner records were very much in advance of even this time last year, and that, in fact, the demand was really heavier than the supply and this notwithstanding the recent price increase. In connection with the latter action, I learn that although the company offered to cancel any dealers' order in hand, not one single cancellation has been received.

The Latest "His Master's Voice" Records

The Gramophone Co.'s recent supplementary issues represent a diversified and high-class program of vocal and instrumental numbers that for quality and talent is second to none. Of interest especially to my American readers is parts one and two (continued) of "Fantasy on American National Airs," a superb 12-inch double played by the Band of H. M. Coldstream Guards—a combination of military instrumentalists which may truly be said to know no equal. There is a nice choice of special orchestral numbers, the executants being the Royal Albert Hall Orchestra, and the Symphony Orchestra, the Mayfair, and other similar organizations of the lighter musical class. Solo instrumentalists include Mischa Elman (violin), C. Warwick Evans (cello), Miss Irene Scharrer (piano), Miss Mary Law (violin), and Fred Van Eps (banjo). The vocal numbers are rich in variety and range from the severely classical to the better class comic items. It will be sufficient perhaps to mention a few of the artists as a guide to the splendid quality of the musical fare

provided: Caruso, Alma Gluck, Robert Radford, Harry Lauder, Margaret Cooper, Ruth Vincent, Harry Dearth, Hubert Eisdell, Lizzie Hunter, Murray's Savoy Quartet, the Gresham Singers, etc. It will be seen by the foregoing that the magnificent standard for which "His Master's Voice" is so famous has in no wise suffered by reason of wartimes.

The Eclipse of the Gramophone

Another example of the value of sound reproduction has recently come under notice. At one of the Rail-heads on the Suez Canal soldiers in the trenches miles away were, by special arrangement, able to enjoy over the telephone, a fine entertainment given by Miss Lena Ashwell's Concert Party.

Finding Trades for British Prisoners

A variety of schemes has been put forward for the training of British prisoners upon their return home from Switzerland and Holland. There is ample scope for them in the musical instrument industry and it has been stated that a number of pianoforte and other musical instrument firms have offered to teach the men and employ them on return to this country. For certain trades classes conducted by trained teachers sent out from England are also to be started.

Propos of the above I learn that a scheme has been approved by the Watsall Town Council for the creation, at a cost of between £3,000 and £5,000, of a factory for teaching disabled soldiers and sailors to make musical instruments formerly produced in large quantities by Germany.

Popular Titles on Columbia

In addition to the usual standard and better class musical selections, the Columbia September supplement offers a full measure of the more popular element in records, as for instance, "Hello, My Dearie," from "Zig-Zag," and "Let the Great Big World Keep Turning,"

by the inimitable Jacob's Trocaderians; Ciro's (Banjo) Orchestra in "Fancy You Fancying Me," "Walkin' the Dog," and "Loading Up the Mandy Lee," and a fine vocal record of two hits, "A Ring and a Sprig of White Heather," and "When I Held You in My Arms, Acushla Mine." There is Al Jolson in a new success, "Now He's Got Such a Beautiful Girl," and the Knickerbocker Male Quartet (with guitar accompaniment) in "Laddie Kaddie Kiddie Koo."

Columbia Again Records Mme. Clara Butt

The Columbia Co. announces a splendid record by Mme. Clara Butt. It is the grand opera air of "Che faro senza Euridice," from Gluck's "Orfeo." Its interest centers on the fact that this famous song was rendered by Mme. Clara Butt upon her first appearance at a students' performance of "Orpheus" at the Lyceum Theatre. Though it has not figured largely in her concert repertoire, it is an air in which the great English contralto is heard at her best. The rendering is an original and a great one.

New Rate for Goods to the Emerald Isle

The Board of Trade has ordered that the charges at present in force for carrying merchandise on the sea portion of the journey between Great Britain and Ireland shall be increased by an amount not exceeding 7s. 6d. per ton.

A New Order Anent Issue of Trade Catalogs

Power is now given under a general license by the Board of Trade for the issue and despatch of tradesmen's catalogs and price lists, and all classes of advertising circulars between August and January 31 next, to the extent of one-third only of the weight of paper used for the tradesmen's catalogs and price lists and advertising circulars issued by them between August, 1916, and January, 1917. Tradesmen's catalogs and price lists, or advertising circulars, despatched by any person in response to a re-

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Talking Machine
Main Springs
Best Prices—Best Quality
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quest in writing must be reckoned as part of the total weight of paper that is allowed to be used under the license.

Zonophone—Price and Quality Up

To inaugurate the new price advance an extra special list is issued by the British Zonophone Co. It is an excellent send-off. Among the issues in the 2s. series we notice some attractive numbers by the Black Diamond Band, a particularly captivating record being Parts I and II of Rossini's "Tancredi Overture," as also are the two marches, "Sambre et Meuse," and "Great Little Army March." There is a wealth of vocal issues, comprising favorite titles by Sydney Coltham, Ernest Pike, Harold Wilde, Hatherley Clarke, etc. Special mention should be made of record 1794, carrying "A Perfect Day," and the all-popular "God Send You

Back to Me," by Ernest Pike and Peter Dawson. Among the instrumental numbers are to be noted some pleasing "Morceaux," by Jan Linden (cello, with piano), and "Juan Akoni" (ukulele, with piano). The celebrity series itemizes special numbers by Miss Elizabeth Newbold, Robert Radford and Harry Lauder. Six fine records (twelve titles)—vocal and instrumental, are listen on the 12-inch program. The whole list throughout is of the highest quality in artistic talent and recording, and one is forced to the conclusion that on those grounds alone the price increases are more than justified.

New "Popular" Record Catalog

A new complete catalog of the "Popular" records, containing all titles listed to date, in number close upon 2,000, has been issued by the Sound Recording Co. of Swallow street, Piccadilly, London. It is fully indexed alphabetically and forms a ready guide to the world's standard music and more modern compositions. The company has made a specialty of export trade, and through the medium of important trading houses the records are distributed pretty thoroughly all over the world, "from Scandinavia to Patagonia." The "Popular" is a live record for live dealers. Any such interested are invited to write to the company for publicity literature and trade terms, stating their estimated requirements. An important feature of the service offered by this house is careful packing and prompt shipment.

PITTSBURGH PATHE SHOP OPENS

New Home of Pittsburgh Pathephone Co. Attractively Equipped—What Local Paper Says

PITTSBURGH, PA., October 4.—One of this season's musical events was the opening last week of Pittsburgh's new Pathé shop at 963 Liberty avenue. This shop is owned by the Pittsburgh Pathephone Co., distributor of the products of the Pathé Frères Phonograph Co. in this territory.

The establishment is one of the most attractive retail stores in this city, and is representative of the progress which Pathephones and Pathé records have made in recent years. The opening of the new warerooms was the subject of considerable space in local newspapers and the Pittsburgh Leader carried the following interesting article accompanied by a portrait of Rudolph Ganz, the famous pianist who records for the Pathé library exclusively:

To-day is the first opening day of Pittsburgh's new Pathé Shop, at 963 Liberty avenue. The opening continues Friday and Saturday. As the opening is more in the nature of a public reception than for "business," many lovers of the music are visiting the new store today. Many delighted comments were heard to-day about the new home of this very remarkable phonograph. The demonstrating rooms are finished in ivory with comfortable wicker furniture of the same attractive tint. Silk shaded floor lamps and rich Oriental rugs add a delightful touch of color. It is the consensus of opinion that the new Pathé Shop is the coziest, most homelike talking machine store in Pittsburgh.

Of chief interest, however, was the Pathephone itself and the music from the Pathé records. The Pathé sapphire ball stylus, which is rapidly becoming as famous throughout America as it has been for many years in Europe, was a feature of marked interest.

In the Pathé discs the sound waves are recorded on the bottom of the record grooves. A permanent, highly polished, smooth, round, genuine sapphire is used to gather them from forty points of constant contact between the sapphire and the disc, conducting the vibrations from the latter to the sound chamber, and doing away with the necessity of constantly changing needles—both for the protection of the disc and to secure the desired tone results.

Listening to the marvelous fidelity of the soft vibrations of the violin, the strong melody of the orchestra, or band, and every voice modulation of the great artists, as rendered by the Pathephone, you will realize you are hearing musical masterpieces reproduced in all their purity, tone strength, and detail of technique. Music lovers everywhere have been so impressed with the natural performance of the Pathephone that they all agree it should be called the actual duplication of the living voices of the artists, for in "reproduction" some tone qualities are bound to be lost. As rendered by the Pathephone, nothing is lost—not a single delicate tone-shading, not an over-tone, not even the inspirational thrill of the artist.

Many of the famous Pathe artists have never been heard in America. La Scala, Milan, that famous "Cradle of Opera," Covent Garden, London—the opera companies of Berlin, Vienna, Paris, Petrograd—know these artists well. Hear Bardi, Bassi, Burzio, Chenal, Magliulo, Merentle, Montesanto, Note, Farvis, Scampini, Yaguet, and hundreds of other great artists who can be heard on the Pathe discs only.

Muratore, acknowledged as the world's greatest lyric tenor; Giorgini, a wonderful voice; Anna Fitziu, the beautiful young American prima donna, who won such a sensational success at the Metropolitan Opera House; Didur, marvelous baritone, famous in the title role of Boris Godunoff; Thomas Egan, singer of sweet Irish songs; Lina Cavalieri, Ancona, de Cisneros, Galvany, Urlus, Weil, are only a small part of the world's famous talent heard at its best from Pathé discs.

The Pathephone not only plays Pathé records, comprising the largest library in the world, containing over 96,000 selections—but records from the catalogs of every manufacturer can be rendered perfectly whether needle, diamond or sapphire.

The Pathe library of records, besides containing all the popular selections of the day, contains the names of the greatest operatic stars in the world of music. These selections have been rendered and recorded in Paris, Berlin, London, Milan and New York, including the wonderful bands of Germany, the famous Hungarian orchestras, the Garde Republicaine Band of Paris, the Westminster choir of London. A great many of the most wonderful artists of the world have never been in the United States, but have been recorded on the Pathephone discs in Pathé Frères European laboratories. In fact, all of the famous bands, orchestras and musical organizations of Europe are at your command.

JONES-MOTROLA MEN IN THE SERVICE

A. J. Olson, sales manager of Jones-Motrola, Inc., manufacturers of the Motrola, the electric winding device for talking machines, is now in service with the National Army at Camp Upton, Yaphank, N. Y. Another member of the Jones-Motrola staff who is now in military service is J. E. Lawyer, who enlisted some time ago and is now a second lieutenant.

NEW RECORDS FOR OCTOBER

PAROQUETTE RECORD CO.

LATEST LIST

- 106 The Star Spangled Banner (Key), Rogers' Concert Band
- The Red, White and Blue (Shaw), Rogers' Concert Band
- 107 Little Boy Blue (Field-Nevin). Solo for Tenor, Henry Burr
- Sleep Little Baby of Mine (Dennee). Solo for Tenor, Henry Burr
- 108 When the Lights Are Low (Lane). Contralto Solo, Rose Bryant
- Drink to Me Only (Johnson). Tenor Solo, Henry Burr
- 109 The Ghost of the Ukulele (Brockman), Peerless Quartette
- "Tell Me" (Carson). Solo for Baritone, John Wilbur
- 110 When It's "Circus Day" Back Home (Glogau). (Animal imitations by Gilbert Girard), Harry Dunn
- It's the Man in the Soldier Suit (Morse), John Wilbur and Echo Quartet
- 111 Don't Slam That Door (Von Tilzer), Ada Jones and Harry Dunn
- Down by the Chattahoochee River (Eastwood), Sterling Trio
- 112 When Rosie Ricolola Do the "Hoola Ma Boola" (Lange). Comic Song, Geo. L. Thompson
- "Jack and Jill" (Cohan). Comic Duet, Ada Jones and Harry Dunn
- 113 Cohen Calls Up the Gas Co. Comic Talk, Geo. L. Thompson
- The Hawaiian "Wop" (Plantadosi). Comic Song, Geo. L. Thompson
- 114 Have a Heart—"Medley Fox-trot" (Kett). Introducing "You Said Something" and "I Am All Alone", Van Eps Banjo Orchestra
- "Dixie"—Medley, One-step (Van Eps), Introducing "Dixie," "Arkansaw Traveler," "Sailors' Hornpipe" and "Turkey in the Straw", Van Eps Banjo Orchestra
- 115 International Echoes—Accordion Solo (Kimmel), John Kimmel
- Medley of Reels—Accordion Solo (Kimmel), Introducing "Swallow's Tail" and "Greenhills of America", John Kimmel

IMPERIAL TALKING MACHINE CO.

POPULAR HITS OF THE DAY

- 5496A My Own United States (Stange-Edwards), Charles Ryan
- 5496B Good-bye Broadway, Hello France (Reisner-Davis), Irving Kaufman
- 5497A So Long, Mother (Kahn-Egan), Charles Ryan
- 5497B Somewhere in France is Daddy (Great Howard), Henry Burr
- 5498A My Wild Irish Rose (Chauncey Oicott), James Harrod
- 5498B Kathleen (My Rose) (Clas. K. Harris), James Harrod
- 5499A The Modern Maiden's Prayer (from Ziegfeld's Follies, 1917), Golden and Heins
- 5499B Look Me Up When You're in Dixie (Allen-Pierce and Glogau), Irving Kaufman
- COMIC SELECTIONS**
- 5500A Cohen Telephones the Garage (Geo. L. Thompson), Geo. L. Thompson
- 5500B The Death of Towser—Comic, Golden and Heins
- 5501A If You Saw What I Saw in Arkansas (Harris-Ager), Collins and Harlan
- 5501B I Know You (Sterling-Lewis-Lange), Gilbert and Law

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OPERATIC SELECTIONS

- 10001A Rigoletto—Caro Nome (Dearest Name) (Verdi), Mme. Eva Leoni
- 10001B Barbiere di Siviglia—Una voce poco fa (A little voice I hear) (Rossini), Mme. Eva Leoni
- 3115A Barbiere di Siviglia—Largo al factotum (Room for the factotum) (Rossini), Mario Valle
- 3115B Carmen—Toreador Song (Bizet), Mario Valle
- VOCAL SELECTIONS**
- 3116A The Two Grenadiers (Schumann), Enzo Bozano
- 3116B Elgiec (Massenet), Mme. Clothilde Sirisichewich
- DANCE SELECTIONS**
- 5502A Buzzin' the Bee—Fox-trot (Wendling-Wells), Imperial Orchestra
- 5502B When You've Picked Your Basket of Peaches (from "Hitchy Koo")—One-step, Imperial Orchestra
- 5503A The Fashion Rag (Cohen)—One-step, Imperial Band
- 5503B The Sweetest Little Girl in Tennessee (Carroll)—Fox-trot, Imperial Band
- 5504A Ain't You Coming Back to Dixieland (Whiting)—Fox-trot, Imperial Band
- 5504B Along the Way to Waikiki (Whiting)—One-step, Imperial Band
- HAWAIIAN SELECTIONS**
- 5505A Kamae (Shake Your Feet), Louise and Ferera
- 5505B One, Two, Three, Four (Singing by Irene Greenus), Louise, Ferera, Greenus Trio
- CONCERT INSTRUMENTAL SELECTIONS**
- 5507A Canzonetta (Godard)—Violin solo, Eugene DuBois
- 5507B Moment Musical (Schubert)—Violin solo, Eugene DuBois
- 5508A La Danza (Liszt), Imperial Trio
- 5508B The Rosary (Etzelbert Nevin)—Cornet solo, J. Rescigno
- 1068A Peer Gynt Suite—No. 1. Morning (Grieg), Imperial Band
- 1068B Peer Gynt Suite—No. 2. Ase's Death (Grieg), Imperial Band
- 5506A Peer Gynt Suite—No. 3. Anitra's Dance (Grieg), Imperial Band
- 5506B Peer Gynt Suite—No. 4. In the Hall of the Mountain King (Grieg), Imperial Band

LYRIC RECORD LABEL EXPLAINED

Manufacturers Tell of the Idea Back of the Design Adopted for Their Product

The Lyraphone Co. of America have not only had a particularly artistic label made for the new Lyric records, but have also prepared a logical explanation for the design used, which is set forth by the company as follows:

"The female figures represent Muses.

"Muses: These are nine classical goddesses, one of each presides with her retinue over one of the liberal arts. We are occupied here principally with music.

"To formulate a conception which would comprise as nearly as possible all forms of music and song, we have here two figures; one represents comedy with a mask (not a skull), and tragedy with a mask (not a plaster face). Life itself springs forth and gets its maintenance from the earth, hence the plant, in this case a rosebush.

"At the beginning of life there is or ought to be only joy: childhood. Viz. Note the bird and the lyre on the root (the beginning) of the plant. Then we have the blue sky and the clouds, the mountains and the valleys, all of which obviously has its reason for being."

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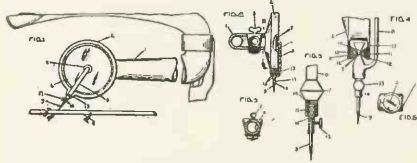
TELEPHONE, CHELSEA 8437

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—SOUND BOX.—Hubert A. Myers, Toledo, O., assignor to Harvey F. Banta, Goshen, Ind. Patent No. 1,234,198.

This invention relates to vibration transmitting needles and the connections therefrom, and has utility when incorporated in tone producing and reproducing devices, as talking machines.

Referring to the drawings: Figure 1 is a fragmentary side elevation of a talking machine embodying the invention. Fig. 2 is a view from the left of Fig. 1, with parts broken away. Fig. 3 is a section on the line III—III, Fig. 2, looking in the direction of the arrow, with the valve adjusted to open partially the duct. Fig. 4 is an enlarged fragmentary detail of a needle lever



fulcrum or mounting as to the sound box. Fig. 5 is a fragmentary view of the lever from the left of Fig. 4, with parts broken away to show the needle mounting in the lever; and Fig. 6 is a plan view of the valve indicator.

STYLUS FOR SOUND REPRODUCING MACHINES.—Willis R. Whitney, Schenectady, N. Y., assignor to General Electric Co., New York. Patent No. 1,237,230.

The present invention relates to styli for sound reproducing machines, and more particularly to styli or needles having a tip of tungsten or tungstenic material, such as are described in U. S. Letters Patent No. 1,080,924.

The object of the invention is to provide an improved method of and means for securing the tip to the body portion of such needles whereby they may be produced economically and will be efficient in their operation as well as durable.

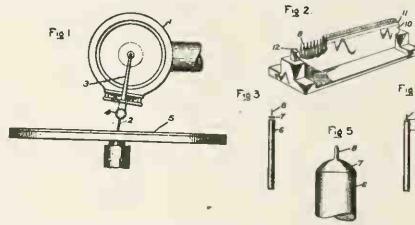
The point of such a needle should preferably have a diameter approximately equal to the width of the groove in the sound record with which it is to be used or about .006 of an inch.

It has been found that such needles may be made to advantage by securing the tungsten point directly to the end of the body portion by means of a body of metal having a lower melting point than either the point or the body portion.

In carrying the invention into effect it has been found that copper or an alloy thereof is most suitable for joining the tungsten point to the body portion. This is because of the fact that under non-oxidizing conditions molten copper readily wets tungsten and also wets the steel which preferably forms the body portion of the needle. The copper used is preferably first treated with a small quantity of an oxidizable boron material as described in Weintraub Patent No. 1,023,604. In joining the point to the body portion it is found that there is a tendency for the copper to run down over the sides of the body portion. In order to secure a uniform product it is necessary to use for each needle a predetermined amount of the metal which forms the union between the point and the body portion, which amount should be just sufficient to properly join the two parts. If in some cases a part of this metal runs over the side of the body portion the junction between the point and the body portion will be defective. It has been found that this difficulty may be overcome by treating the sides of the body portion in such a way that they will not be wet by the molten copper. This has the additional advantage of causing the copper when molten to form a rounded globule on the end of the body portion and if the point is placed in the center of this globule the desired form of needle may

be obtained by the joining operation without any further mechanical treatment.

Figure 1 represents the sound box of a sound reproducing machine provided with a stylus, constructed according to the invention, in engagement with a sound record tablet; Fig. 2

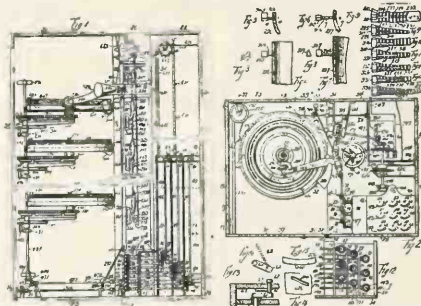


shows a convenient form of support for holding the needles while the points are being attached to the body portions; Fig. 3 shows the parts of a needle before they are joined together; Fig. 4 shows the needle after the parts have been joined together; and Fig. 5 is a greatly enlarged view of the point end of a completed talking machine needle.

AUTOMATIC DISC REPEATING PHONOGRAPH.—Lucien M. Flagg, Yonkers, N. Y. Patent No. 1,236,920.

This invention relates to automatic disc repeating phonographs. The principal object of the invention is to provide means for playing a plurality of disc records in continuous succession, in selective succession, or repeating a selected record a number of times. All of these operations are controlled by the operator from a single controller board. The invention further provides means for rendering the device portable and easily knocked down.

Referring to the drawings: Figure 1 represents a partial elevation of the invention with the portions sectioned and partly diagrammatic; Fig. 2 represents a top plan view of the invention in part section; Fig. 3 represents a partial section as on the line 3—3 of Fig. 18; Fig. 4 represents a partial section as on the line 4—4 of Fig. 3; Fig. 5 represents a partial left hand



view of an element of Fig. 3; Fig. 6 represents a partial section as on the line 6—6 of Fig. 18; Fig. 7 represents a partial section as on the line 7—7 of Fig. 6; Fig. 8 represents a fragmentary left hand end view of Fig. 7; Fig. 9 represents a partial section as on the line 9—9 of Fig. 18; Fig. 9^a represents a partial section as on the line 9—9^a of Fig. 18; Fig. 10 represents a partial section as on the line 9—10 of Fig. 18; Fig. 11 represents a partial section as on the line 9—11 of Fig. 18; Fig. 11^a represents a partial section as on the line 9—11^a of Fig. 18; Fig. 11^b represents a partial section as on the line 9—11^b of Fig. 18; Fig. 11^c represents a partial section as on the line 9—9 of Fig. 18; Fig. 12 shows a fragmentary sectional view of Fig. 2 as on the line 12—12; Fig. 13 represents a fragmentary portion of Fig. 1; Fig. 14 shows a top plan view of some of the elements of Fig. 13; Fig. 15 shows an enlarged partial section as on the line 15—15 of Fig. 17; Fig. 16 represents a front elevation of Fig. 15; Fig. 17 represents an enlarged section as on the line 17—17 of Fig.

2; Fig. 18 represents a partial section as on the line 18—18 of Fig. 1; Fig. 18^a shows a top plan view of Fig. 17 when not sectioned; Fig. 19 represents a partial section as on the line 19—19 of Fig. 17; Fig. 20 represents an enlarged partial plan and section as on the line 20—20 of

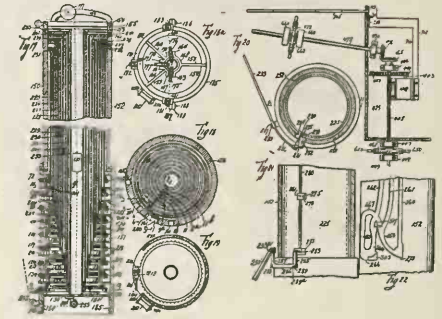
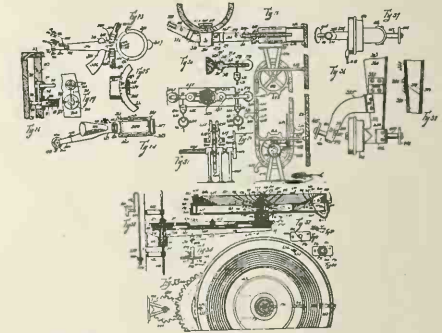


Fig. 1; Fig. 21 represents an elevation and partial section as on the line 21—21 of Fig. 20; Fig. 22 represents an enlarged fragmentary portion of Fig. 1; Fig. 23 represents an enlarged top plan view of some of the elements shown in Fig. 2; Fig. 24 represents a front elevation of Fig. 21; Fig. 25 represents an enlarged fragmentary portion of Fig. 23; Fig. 26 represents an enlarged partial section as on the line 26—26 of Fig. 1; Fig. 27 represents a fragmentary right hand view of Fig. 26 when not sectioned; Fig. 28 represents a partial enlarged top plan view



and section as on the line 28—28 of Fig. 1; Fig. 29 is a front elevation partly in section of Fig. 28; Fig. 30 represents a partial section as on the line 30—30 of Fig. 28; Fig. 31 shows a fragmentary left hand view of Fig. 29; Fig. 32 represents an enlarged fragmentary section as on the broken line 32—32 of Fig. 2; Fig. 33 shows a top plan view of Fig. 32 when not sectioned; Fig. 34 shows an enlarged fragmentary top plan view and partial section as on the line 34—34 of Fig. 1; Fig. 35 represents an enlarged portion partly sectioned as on the line 35—35 of Fig. 32; Fig. 36 shows an enlarged fragmentary portion of some of the details of Fig. 2; Fig. 37 shows a front end view of Fig. 36; Fig. 38 shows a partial section of Fig. 36 as on the line 38—38; Fig. 39 shows an enlarged top plan view of some of the elements of Fig. 32; Fig. 40 shows an enlarged section as on the line 40—40 of Fig. 32; Fig. 41 shows an enlarged top plan view of some of the elements shown in Fig. 32.

TONE ARM FOR PHONOGRAPHS.—Willard G. Adams, Weedsport, N. Y. Patent No. 1,236,644.

This invention relates to certain improvements in sound reproducing machines, commonly known as phonographs, involving the use of a reproducer carrying a stylus which cooperates with the record to reproduce the sound from such record, and refers more particularly to the resonator for transmitting the sound-waves produced by the vibrations of the diaphragm of the reproducer.

It is well known that the sound impressions produced in different standard makes of records vary materially in angle, both laterally and vertically with reference to the surface of the disc or cylinder, and that unless the stylus of the reproducer is properly adjusted to such angle, the result must be excessive wear or mutilation of the record and objectionable stridulation or grating sound, and it has been discovered that the frequent criticisms of otherwise

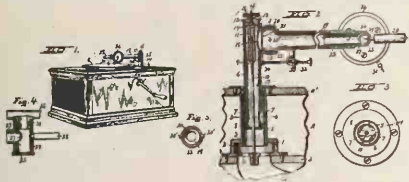
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 136)

perfect instruments of this character are largely due to improper adjustment of the stylus of the reproducer with reference to the angle of production of impressions upon the records.

The main object, therefore, of the present invention is to enable the stylus of the reproducer to be closely adjusted to the angle of production of the impressions upon the record while the machine is in operation so that the reproduced sound will be practically free from such stridulations and will, therefore, represent more closely the original sounds or tones.

Another object is to enable the same reproducer and resonator to be used in connection with any standard make of sound reproducing machine.

In the drawings—Figure 1 is a perspective view of a simple form of phonograph embody-

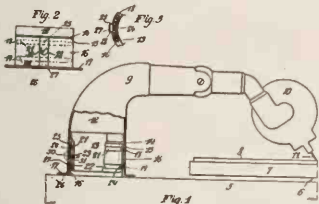


ing the features of the invention. Fig. 2 is an enlarged detail sectional view, partly broken away, of the resonator carrying the reproducer. Fig. 3 is a sectional view taken on line 3-3, Fig. 2. Figs. 4 and 5 are detail sectional views taken, respectively, in the planes of lines 4-4, and 5-5, Fig. 2, but on a slightly reduced scale.

TONE ARM SUPPORT.—Heriman Segal, New York, N. Y. Patent No. 1,228,064.

The object of this invention is to provide an improved anti-friction mounting for the tone arm of a talking machine adapted to be produced at a low cost, of but few parts and of simple and practical construction.

Figure 1 is a view, partly in elevation and partly in section, of a tone arm mounting em-

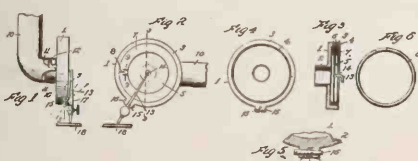


bodying the invention. Fig. 2 is a fragmentary view in elevation of the mounting, and Fig. 3 is a partial horizontal sectional view through the upper ball race.

SOUND BOX.—Louis P. Valiquet, Boston, Mass. Patent No. 1,238,056.

This invention comprises generally certain improvements designed to simplify and cheapen the construction of sound boxes, and is more particularly adapted to those for use on talking machines using flat disc record tablets.

Figure 1 is a front elevation of a sound box in operative position for use with a sound record having a laterally undulating groove, with the supporting tone arm broken away and turned upward to show it more clearly. Fig. 2 is a side elevation of the same with the tone arm turned down in proper position; Fig. 3 is a cross



section of the sound box taken on line 3-3 of Fig. 2; Fig. 4 is a detailed front view of the cup shaped body of the sound box. Fig. 5 is a detailed section on line 5-5 of Fig. 1, and Fig. 6 is a detail of one of the gaskets.

SOUND CLARIFIER FOR SOUND PRODUCING OR REPRODUCING INSTRUMENTS.—Correl Welton Johnson, New York, N. Y. Patent No. 1,240,050.

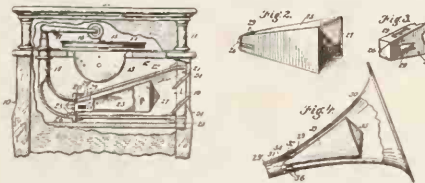
This invention relates to improvements in sound producing or reproducing instruments that

require a chamber or box to amplify the sound produced or reproduced, and more particularly to improved means co-operative with the amplifying chamber and sound conveyer for the purpose of clarifying the sound emitted.

A further object of the invention is to clarify the sound or tone resounded from an amplifying chamber, box or horn by eliminating counter currents or interfering eddies within an amplifying chamber, box or horn across or on the line of its axis, at the small end in such a manner as to assist in relieving the sounds of in-harmonious tones or flatness and reverberations out of harmony with the sound sought to be produced or reproduced, as well as to allow space in the large end of the chamber for amplification of the sound emitted.

A further object of the invention is to provide a sound clarifier consisting of a deflector of novel structure or shape located in the amplifying chamber and adapted to uniformly divert the sound waves transmitted upon the molecules of the air as an elastic body, and to intercept the counter currents or eddies in the axis of the amplifying chamber and thereby prevent in-harmonious sounds.

Figure 1 is a fragmentary elevation partly in section of a gramophone illustrating one application of the improved sound clarifier to a musical or sound reproducing instrument; Fig.

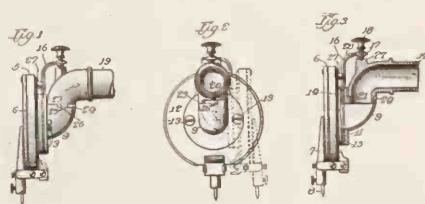


2 is a detail perspective view of a deflector forming the improvements; Fig. 3 is a fragmentary perspective view looking toward the opposite end of the deflector, and Fig. 4 is a side elevation, of an amplifying chamber or horn of different cross section from that shown in Fig. 1, provided with a modified form of sound clarifier.

SOUND BOX MOUNTING.—Albert A. Huseby, Chicago, Ill. Patent No. 1,239,693.

This invention relates to sound box mountings for talking machines, and has reference more particularly to that type of mountings which permits the sound box to be adjusted in position so as to play records of either the vertically cut or the laterally cut type.

The object of the invention is to provide means for automatically and yieldably locking the sound box in both of its adjusted positions so that it will be rigidly retained against displacement and will be prevented from rattling or



vibrating so as to set up undesirable vibrations which would impair the tone of the machine.

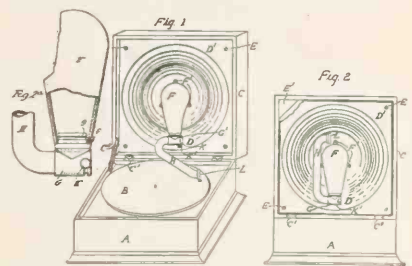
Figure 1 is a side elevation of a portion of a tone arm with a sound box attached thereto, in accordance with the invention; Fig. 2 is a view looking toward the left in Fig. 1, the sound box being shown in dotted lines in the position which it assumes when adjusted to play records having lateral undulations of the sound groove, and Fig. 3 is a view similar to Fig. 1, certain portions being shown in section.

TALKING MACHINE.—Wilfred Sampson Samuel, London, Eng. Patent No. 1,239,305.

This invention relates to improvements in talking machines of the type known as the "deflector" or "reflex" type, in which the usual large horn or trumpet is replaced by a deflector opposite to which the conduit or small trumpet leading from the tone arm is situated.

It is well known in connection with talking machines that it is desirable as far as possible that dust and foreign matter should not be allowed to enter the tone arms and fittings. For this purpose it has already been proposed in machines of this character to construct the machine in such a manner that the outer continuity of the connection between the sound box and trumpet need never be broken.

The object of the present invention is to devise an improved form of machine of the above character, and the invention consists of the combination in a talking machine of the type referred to, of a casing, a cover hinged thereon, a deflector arranged with its axis transverse to said cover, a trumpet secured to said deflector and with one end in alinement with the axis of said deflector, a tone arm universally jointed to the other end of said trumpet and means for



retaining said tone arm within the cover when required.

Figure 1 is a perspective view showing the gramophone in its open position; Fig. 2 is an elevation showing the tone arm in the position for closing the cover, and Fig. 2a is an enlarged side elevation partly in section, of the trumpet and tone arm.

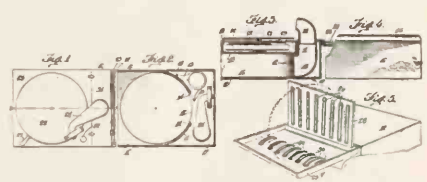
TALKING MACHINE.—Henry H. Tompkins, Jr., Jersey City, N. J. Patent No. 1,239,063.

This invention relates to talking machines and has for its object to provide a simple and portable article of the kind in which certain portions of the machine may be taken apart and stored within the case to reduce the bulk of the machine and enable it to be packed readily in a suit case, satchel, box or other convenient container.

Another object of the invention is to so form the sound box that space will be afforded therein for storing records when carrying the machine and when not in use.

A still further object of the invention is to provide a cover for the case which when in open position forms a rack to support and carry the records.

Figure 1 is a top plan view of the talking ma-



chine with the cover raised; Fig. 2 is a similar view with the case in section showing the parts disassembled and packed for transportation; Fig. 3 is a vertical central sectional view on the line 3-3 of Fig. 1; Fig. 4 is an elevation of the machine, and Fig. 5 is a perspective view showing the cover open and arranged to form a rack for supporting records.

SHELTON ELECTRIC PHONOGRAPH MOTOR

IMMEDIATE DELIVERIES

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

Shelton Electric Co.
30 East 42nd Street, NEW YORK

RECORD BULLETINS FOR NOVEMBER, 1917

COLUMBIA GRAPHOPHONE CO.

- POPULAR SONGS
A2364 Sailin' Away on the Henry Clay
You Never Can Be Too Sure About the Girls
A2360 Mr. Jazz Himself
A2346 You Brought Ireland Right Over to Me
A2361 Somewhere in Ireland
A2359 It's a Long, Long Way to the U. S. A.
A2355 Your Eyes, Your Lips, Your Heart
A2365 Last Night (You Told Me That You Lov'd Me)
A2339 That's What Ireland Means to Me
A2345 When It's Cherry Time in Tokio
A5990 Send Me Away With a Smile
A5986 Hello My Dearie
A2347 Ching Chong
A2363 Paddle-Addle
A2347 The Ragtime Volunteers Are Off to War
A2347 Everybody's Jazzin' It
49214 Faust—Dio Possente
49171 Voci Di Primavera
A2349 Woodland Chimes
A2343 Pagliacci—Vesti La Giubba
A2353 La Bohème—Musetta's Waltz
A5988 Berceuse from "Jocelyn"
A5988 Thais "Meditation"
A2351 Love's Old Sweet Song
A5987 Scarf Dance
A2342 In the Great Gamin'
A2255 Jordan Am a Hard Road to Travel
A2358 Hush-a-Bye Ma Baby
A2352 Sing Me Love's Lullaby
A2348 The Ninety and Nine
A2348 The Minstrel Boy
CHILDREN'S CLASSIC TOLD BY ADELINE FRANCIS
A2340 Little Red Riding Hood—Part 1
Little Red Riding Hood—Part 2

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18283 "Forever" Is a Long, Long Time
Your Eyes, Your Lips, Your Heart
18349 It's a Long Way Back to Mother's Knee
Never Forget to Write Home
18350 Sweet Cool Mine
18358 Musical Sam from Alabama
18358 Break the News to Mother
18363 You're a Grand Old Flag
18363 I Don't Think I Need a Job That Bad
18364 If I Was as Strong as Samson
18364 I'm a Twelve O'Clock Fellow
18365 Avalon
18377 Underneath the China Moon
18377 You Can't Get Away from the Blarney
Sweet Emalina, My Gal
18378 I've Got the Nicest Little Home
Whose Little Heart Are You Breaking Now?
DANCE RECORDS
18359 It's a Bird—Fox-trot
18372 Don't Leave Me, Daddy
"The Zoo-Step"—One-step
18376 The Darktown Strutters' Ball
35654 Razzberries—One-step
Sailing Away on the Henry Clay
MISCELLANEOUS INSTRUMENTAL RECORDS
18223 La Cinquantaine
18360 Pirouette
18360 Naval Reserve March
18361 White Rose March
18361 American National Airs
18366 Patriotic Airs of the Allies
18366 Irish Reels—Medley No. 6
18379 Irish Hornpipes—Medley No. 3
18379 Coppélia Ballet—Mazurka

- Coppélia Ballet—Czardas
18380 Aloha Land (Hawaiian Waltz)
Louise & Ferera with Athenian Mandolin Quartet
Hawaii I'm Lonesome for You
35655 Amoureuse Waltz
35656 Air from Suite in D-Major
Suite in D-Major—Gavottes No. 1 and 2
35657 Patriotic Medley March No. 2
45134 Memories
45135 Star Spangled Banner
America (Smith-Carey)
45136 A Broken Doll
Please Keep Out of My Dreams
FIRST RECORD BY A NEW VAUDEVILLE ARTIST
45137 M-i-s-s-i-s-s-i-p-p-i
Six Times Six Is Thirty-six
18351 A Study in Black and White
18373 Make Somebody Happy To-day
Tell It To-day—Gospel Hymn
18375 Mighty Lak' a Rose
18381 Little Orphan Annie—Recitation
35632 The Old Country Fiddler and the Bandit
The Old Country Fiddler at the Dance
18381 Little Orphan Annie—Recitation
35632 The Old Country Fiddler and the Bandit
RED SEAL RECORDS
SOPHIE BRASLAV, Contralto
64708 The Sweetest Story Ever Told
GIUSEPPE DE LUCA, Baritone
64673 Nozze di Figaro—Se vuol ballare
MISCHA ELMAN, Violinist
64644 Souvenir
AMELIA GALLI-CURCI, Soprano
74538 La Sonnambula—Ah! non credea mirarti
ALMA GLUCK, Soprano
64713 The Prayer—Perfect
64709 Paraphrase on Minuet
Giovanni Martinelli, Tenor
74537 Lucia—Tu che a Dio spiegasti l'ali
64741 Send Me Away With a Smile
LOUIS WESLYN-AL, Pianotdosi
IGNACE JAN PADEREWSKI, Pianist
74539 Waltz in C-Sharp Minor
EVAN WILLIAMS, Tenor
64711 There, Little Girl, Don't Cry
EFREM ZIMBALIST, Violinist
64710 Serenata

EDISON BLUE AMBEROL RECORDS

- 3321 Good-bye Broadway, Hello France
3322 Huckleberry Finn
3319 I May Be Gone for a Long, Long Time
3323 Joan of Arc (They Are Calling You)
3326 Laddie Boy
3324 Send Me Away With a Smile
CONCERT LIST
28273 Fra poco a me ricovero
28274 Pardonner, et ne sois pas fâché
3327 Chu Chin Chow
3301 That Creepy, Weepy Feeling
3318 Wonderful Girl
DANCE RECORDS
3320 Ain't You Coming Back to Dixieland?
3314 Drytown Blues
3302 Felicia Waltz
3303 Pozzo—One-step
3313 That Creepy, Weepy Feeling
3308 As We Part
3305 Do You Sometimes Think of Me?
3311 Loch Lomond
3307 Low-Back'd Car
3312 Sing! Sing! Birds on the Wing

- 3304 Some Sweet Day, Bye and Bye
3315 When I Dream of Old Erin
3309 Aida—Selection No. 1
3310 Aida—Selection No. 2
3325 Invincible America March
3328 When Johnny Marches Away
3317 Bill's Visit to St. Peter
3316 From Me to Mandy Lee
3306 It's Nice to Get Up in the Mornin'

DOMESTIC TALKING MACHINE CORP.

- BAND AND ORCHESTRA SELECTIONS
1000 Forge in Forest
Anvil Chorus, Trovatore
1001 Narcissus (Nevin)
Hearts and Flowers—Intermezzo
1002 Star and Stripes Forever
National Emblem March
1003 Washington Grays March
Hands Across the Sea
1004 Medley, Allies Patriotic Selections
Medley, American Patriotic Selections
1005 Arrival of American Troops in France
Boston Commandery March
VOCAL SOLOS, ORCHESTRAL ACCOMPANIMENT
1006 I Hear You Calling Me
America, Here Is My Boy
1007 Kerry Dance
Bonnie Sweet Bessie
1008 Somewhere a Voice Is Calling
Keep the Home Fires Burning
1009 Sunshine of Your Smile
Asleep in the Deep
VOCAL SELECTIONS
1010 Way Down Yonder in the Cornfield
Indiana (Ballard MacDonald-Jas. F. Hanley)
1011 A Perfect Day
Valley Rose
1012 Old Oaken Bucket
Old Back Joe (Foster)
1013 From Me to Mandy Lee
Shenandoah (Mohr)
BAND AND ACCORDION SELECTIONS
1014 Darkies Tickle—Banjo selection
Medley Neapolitan Songs
1015 Darkies Patrol—Banjo selection
España Waltz (Waldteufel)—Accordion Selection
HAWAIIAN GUITARS AND INSTRUMENTAL TRIOS
1016 Hawaiian Hula
Herd Girl's Dream (Labitzky)—Violin, flute and harp
1017 Honolulu March
Memories of Home (Ambrosio)—Violin, flute and harp

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
20220 All the World Will Be Jealous of Me
A Tear, a Kiss, a Smile (Motzan)—Tenor
20221 From Me to Mandy Lee (Lange)—Baritone
The Ragtime Volunteers Are Off to War (Hanley)—Tenor
20223 Good-bye Broadway, Hello France (Baskette)—Baritone
Mother, Dixie and You (Santley)—Baritone
20224 Joan of Arc (They Are Calling You) (Wells)—Baritone
For the Freedom of the World (Zamecnik)—Baritone
20225 Never Forget to Write Home (Hanley)—Tenor
Over There (Cohan)—Baritone
20226 Somebody's Gonna Get You (Gilbert-Morgan)—Baritone
Good-Night Angeline (Sissle)—Baritone
NEW STANDARD ENGLISH BALLADS
52025 La Villanelle (Dell'Acqua) in French—Soprano, Violin, Harp and Flute accomp.
59015 The Sunshine of Your Smile (Ray)—Tenor
A Sevilla Love Song (di Nogerò)—Tenor
NEW SACRED GEMS
40102 Jesus Saviour, Pilot Me (Gould)—Organ accomp.
40103 Gathering Home (Perkins)—Tempo Male Quartet
40103 Samson (Händel) "I Honor and Arms"—Baritone
Judas Maccabaeus (Händel) "Arm, Arm ye Brave"—Baritone
40105 Comrades in Arms (Adams)—Piano accomp.
Soldiers' Farewell (Kinkel)—Piano accomp.
DRAMATIC READINGS FROM DICKENS' WORKS
20219 David Copperfield (Dickens) "William Micawber"—Elocutionist.

RECORD BULLETINS FOR NOVEMBER

(Continued from page 138)

- Oliver Twist (Dickens) "Fagin"—Elocutionist, Mortimer Kaphan
NEW PATHE "DE LUXE" DANCE RECORDS
20227 Breezes of the Night (Lamothe)—Waltz, American Republic Band
When You've Picked Your Basket of Peaches (Goetz)—One or Two-step, American Republic Band
20228 It Wasn't My Fault, From "Love o' Mike" (Kern)—One or Two-step, American Republic Band
How Can Any Girl Be a Good Little Girl (Jentes)—Fox-trot, American Republic Band
20229 That's It (Layton)—Fox-trot, American Republic Band
Levee Land (Cobb)—One or Two-step, American Republic Band
20230 That's the Kind of a Baby for Me, From "Ziegfeld Follies 1917" (Egan)—One or Two-step, American Republic Band
Valse Fascination (Grey)—Waltz, American Republic Band
NEW HAWAIIAN NOVELTIES
20216 Hawaiian Hula Medley, Louise and Ferera Hawaiian Orchestra
Hilena Waltz (Palala), Louise and Ferera Hawaiian Troupe
20217 Mol Uhane Waltz (Wolonika) "Dreaming," with Whistling, Louise and Ferera Hawaiian Orchestra
My Old Kentucky Home (Foster), Louise and Ferera Hawaiian Troupe
20218 Along Thy Way to Waikiki (Whiting)—With Whistling, Louise and Ferera Hawaiian Orchestra
Lily of the Valley (Friedland)—With Xylophone, Louise and Ferera Hawaiian Troupe
20215 Aloha Oe (Liliuokalani) "Farewell," Irene Greenus, Soprano, accomp., Louise and Ferera Hawaiian Orchestra
Ua Like No A Like (Sweet Constancy), Louise and Ferera, Hawaiian Orchestra
NEW INSTRUMENTAL RECORDS
27004 The Butterfly (Grieg), Elin Dance (Grieg)—Piano Solo, accomp., Rudolph Ganz
Caprice in E Major (Liszt)—Piano Solo, accomp., Rudolph Ganz
20165 Cavalleria Rusticana (Mascagni) "Intermezzo"—Violin Solo, piano accomp., Jan Rubini
Don Giovanni (Mozart) "Menuet"—Violin Solo, piano accomp., Jan Rubini
20214 The Wren Polka (Damare)—Piccolo Solo, accomp., Carl Steiner
Silver Birds (Le Thiere)—Piccolo Solo, accomp., Carl Steiner
NEW OPERATIC AND STANDARD RECORDS
63004 Manon (Massenet) "Ah! fuyez, douce image" (Depart Fair Vision) in French—Lucien Muratore
Non m'amate piu! (Tosti) (You Don't Love Me Any More) in Italian—Tenor, Lucien Muratore
63005 Mignon (Thomas) "Elle ne croyait pas" (She Wouldn't Believe Me) in French—Tenor, Lucien Muratore
A qui pensez-vous (Berger) Vocal Waltz, in French—Tenor, Lucien Muratore
63013 Le Roi d'Ys (Lolo) "Aubade" (In Vain, Beloved) in French—Tenor, Lucien Muratore
L'envielement (Levade) Melody, in French—Tenor, Lucien Muratore
62030 Carmen (Bizet) "Habenera" (Love Is Like a Wood Bird) in French—Soprano, Lina Cavallieri
Hérodiade (Massenet) "Il est doux, il est bon" (He Is Kind, He Is Good) in French—Soprano, Lina Cavallieri
60062 Capelli d'oro (Stornello) (Golden Locks) in Italian—Soprano, Rosa Raisa
Andra Chener (Giordano) "La mamma morta" (Wounded, She Fell!) in Italian—Soprano, Rosa Raisa
60061 Don Giovanni (Mozart) "Serenata" (Serenade) in Italian. Falstaff (Verdi) "Quand t'ero paggio" (When I Was a Page) in Italian—Baritone, accomp., Giacomo Rimini
Mia sorsa sara le mia bandiera (Rotoli) (My Bride My Flag Shall Be) in Italian—Baritone, accomp., Giacomo Rimini
60063 Manon (Massenet) "Adieu notre petite table" (Farewell, Our Little Table) in French—Soprano, Marie Kousnezoff
La Tosca (Puccini) "Visi d'Arte" (Love and Music) in Italian—Soprano, Marie Kousnezoff
59007 Manon (Massenet) "Il Sogno" (The Dream) in Italian—Tenor, Toto Schipa
Arlesiana (Cilea) "Lamenti" (Lament) in Italian—Tenor, Toto Schipa
NEW POPULAR PRICED OPERATIC RECORDS
70030 Robert le Diable (Meyerbeer) "Chorus of the Monks", Premier Operatic Male Quartet
Lohengrin (Wagner) "We Follow Where He Leads", Premier Operatic Male Quartet
26005 Martha (von Flotow) "Ach so fromm" (Ah! so pure) in German—Tenor, Peter Müller
Il Trovatore (Verdi) "Auges hienarsch Strahlen" (The Tempest of the Heart) in German—Baritone, Nicola Geisse-Winkel
26006 The Barber of Seville (Rossini) "Air de la Calomnie" (Slander's Whisper) in French—Basso, M. Belhomme
Le Domino Noir (Auber) "Deo Gratias" (Gracious God!) in French—Basso, M. Belhomme
NEW BAND AND ORCHESTRA RECORDS
70047 Impressions of Italy (Charpentier) Part I, "Serenade," Garde Republicaine Band of France
Impressions of Italy (Charpentier) Part II, "At the Fountain," Garde Republicaine Band of France
70048 Impressions of Italy (Charpentier) Part III, "On the Mules," Garde Republicaine Band of France
Impressions of Italy (Charpentier) Part IV, "On the Mountain Tops," Garde Republicaine Band of France
40104 La Brabanconne (Deplace) "Belgian National Hymn"—Pathe Military Band
Chant du Belge—Union et Patrie (Moeremans) Pathe Military Band
TWO TIMELY RECITATIONS OF IMPORTANCE (RELIST)
35074 The Old Man and Jim (Riley), Russell E. Hunting
Lincoln's Gettysburg Address (Lincoln), Harry E. Humphrey

- Where Do We Go From Here? (Johnson-Wenrich), Patriotic Solo, orch. accomp., George L. Thompson
7253 It's a Long, Long Way to Tipperary (Judge-Williams), Patriotic Solo, orch. accomp., Vivien Evans
War Stories, Humorous Monologue, Nat M. Willis
7241 The Spirit of '76 (G. Frederick Bickford), Military March and One-step, Emerson Dance Orchestra
Marche Militaire (Schubert), Concert March, Kiesenfeld, Rialto Orchestra
ALL STAR SOLO HITS
7249 All the World Will Be Jealous of Me (Ball-Dubin), Tenor Solo, orch. accomp., Henry Burr
Bonnie, Sweet Bessie (The Maid o' Dundee), (Gilbert-Root), Soprano Solo, orch. accomp., Vivien Holt
7256 Shim-Me-Sha-Wabble (Spencer-Williams), Character Song, orch. accomp., George L. Thompson
Ilonee Injun (Harry Von Tilzer), One-step, Xylophone Solo, orch. accomp., "Friscoe"
7243 Somewhere on Broadway (Carroll-Murphy), Tenor Solo, orch. accomp., Henry Burr
When It's Cherry Time in Tokio (De Rose-Reid), Baritone Solo, orch. accomp., Jack Warner
7239 My Princess of the Willow Tree (Morgan-Harris), Tenor Solo, orch. accomp., Henry Burr
O. T. U. C. I. M. U. (Cute, You See I Am Good) (Carroll-Franz), Novelty Solo, orch. accomp., Ada Jones
7257 I Called You My Sweetheart (Clarke-Johnson-Monaco), Tenor Solo, orch. accomp., Henry Burr
How Can Any Little Girl Be a Good Little Girl (When She Loves a Naughty Little Boy?) (Johnson-Jentes), Character Song, orch. accomp., Ada Jones
7176 There's a Long, Long Trail (Elliott-King), Tenor Solo, orch. accomp., Henry Burr
One Fleeting Hour (Lee-Fuhrman), Tenor Solo, accomp. by Cello, Violin, Flute and Piano, Henry Burr
ALL STAR DANCE SELECTIONS
7254 Some Day Somebody's Gonna Get You Medley (Gilbert-Morgan), Fox-trot, Introducing Jazbo Jonin's Hokum Band, Emerson Military Band
Stereo Bunk Ball (Montgomery Perry Brooks), Fox-trot, Introducing "Some of These Days," Emerson Military Band
7244 Lily of the Valley (Gilbert-Friedland), One-step, Emerson Dance Orchestra
Oriental Dance (Victor Herbert), From "Wonderland," One-step, Xylophone Solo, orch. accomp., "Friscoe"
7245 I Don't Know Where I'm Going, But I'm on My Way, One-step, Xylophone Solo, orch. accomp., "Friscoe"
Peacock Strut (Friscoe-Marty), Fox-trot, Xylophone Solo, orch. accomp., "Friscoe"
7240 When You Feel a Little Longing in Your Heart (Alfred Francis), Fox-trot, Emerson Dance Orchestra
Waltzing the Bride (Joe Rosey), Waltz, Emerson Dance Orchestra
ALL STAR STANDARD AND OPERATIC SELECTIONS
7255 A La Bien-Aimee (Edward Schutt), Concert Valse, Emerson Symphony Orchestra
Fairest of the Fair (J. P. Sousa), March and One-step, Emerson Military Band
7248 Andra Dance (Grieg), From "Peer Gynt Suite No. 1," Part III, Emerson Symphony Orchestra
The Good Fairy, Intermzzo, Emerson Symphony Orchestra
7247 Ah! Fuyez, Douce Image! (Depart Fair Vision!) (Jules Massenet), From "Manon," Tenor Solo in French, orch. accomp., Charles Morati
M'Appari (Like a Dream) (Friedrich von Flotow), From Act III "Martha," Tenor Solo in French, orch. accomp., Charles Morati
7238 Tannhauser March (Richard Wagner), The Fest March which is played in the Second Act of "Tannhauser," Emerson Military Band
Aida March (Verdi), From Act II "Aida," The Grand Triumphant March, which occurs in Scene II of the Second Act of "Aida," when the prisoners, including Aida's father, Moncho, are brought before the King of Egypt and Aida, Emerson Military Band
7237 Armorer's Song (Reginald de Koven), From the Comic Opera "Robin Hood," Bass Solo, orch. accomp., Gus Reed
Down Deep Within the Cellar (Oxenford), Bass Solo, accomp. by Emerson Symphony Orchestra, Gus Reed
7242 In the Gloaming (Harrison), Vocal Quartet
Holy! Holy! Holy! (Herbert-Dykes), Vocal Quartet
ALL STAR HUMOROUS SELECTIONS
7246 B. P. O. E. Humorous Song, orch. accomp., Nat M. Willis
Parody on "Stars and Stripes Forever," Humorous Song, orch. accomp., Nat M. Willis
7250 Railroad Section Gang, Humorous Song and Specialty, with Effects, Introducing "Drill, Ye Warriors, Drill!" Peerless Quartet
What Are You Going to Do When All the Animals Are Gone? From the Musical Production "This Little Widow," Character Song, orch. accomp., Arthur Collins

STARR PIANO CO.

- DANCE RECORDS
10020 Spanish Beauties (Lope)—One-step, Yerkes Jazarimba Orchestra
A Bunch of Roses (Chapi)—One-step, Yerkes Jazarimba Orchestra
7613 Over There (Cohan)—One-step, Yerkes Jazarimba Orchestra
Birds and the Brook (Stults)—Whistling solo, orch. accomp., Joe Belmont
10021 It Takes a Tall, Brown-Skin Gal (Walker-Skidmore)—March and One-step, Starr Band
Somewhere On Broadway (Carroll)—Fox-trot, Starr Band
LATEST POPULAR SONG HITS
7615 When a "Buddy" Meets a "Buddy" (Comin' Thru the South) (McCarron-Smith)—Baritone with orch. accomp., Arthur Collins
I'd Feel at Home If They'd Let Me Join the Army (Mahoney-Gumble)—Tenor, orch. accomp., Arthur Hall
7616 Some Little Squirrel Is Going to Get Some Little Nut (Moran-Von Tilzer)—Vocal duet, orch. accomp., Collins and Harlan
I'm a Twelve O'Clock Fellow in a Nine O'Clock Town (Kalmar and Whiting-Von Tilzer)—Tenor, orch. accomp., Byron G. Harlan
7614 The Passing Regiment (Macy)—Vocal quartet, bugle and drum effect, Manhattan Quartet
America, It's Up to You (Haws-Chins)—Tenor, orch. accomp., Arthur Hall
STIRRING PATRIOTIC MARCHES
10022 Culver Black Horse Troop (Gillespie) (March especially written for Culver Military Academy), Starr Military Band
For the Freedom of the World (Zamecnik)—March, Starr Military Band

- STANDARD VIOLIN NUMBERS
7617 Minuet in G (Beethoven) Violin, piano accomp. by E. A. Weinstein, Louis Rich
The Rosary (Nevin) Violin, piano accomp. by E. A. Weinstein, Louis Rich
RECORDS FOR THE HOME LIBRARY
7601 The Sweetest Story Ever Told (Stults)—Vocal quartet, unaccomp., Manhattan Quartet
Come Where My Love Lies Dreaming (Foster)—Vocal quartet, unaccomp., Manhattan Quartet
7611 Can't You Hear Me Calling, Caroline (Gardner-Roma)—Tenor, orch. accomp., William Schefer
The Last Rose of Summer (Moore)—Soprano, orch. accomp., Inez Barbour
7600 Hapa Haole Hula Girl (My Hawaiian Maid) (Cunka)—Hawaiian instrumental duet, Louise and Ferera
Kawaihau Waltz—Hawaiian medley, instrumental duet, Louise and Ferera
10014 March Patriotic (Rosey), Starr Military Band
National Emblem March (Bagley), Starr Military Band
10007 Old Black Joe (Foster)—Violin, piano accomp. by Walter Bouteille, Louis Rich
Traumerer (Reverie and Romance) (Schumann)—Violin, piano accomp. by Walter Bouteille, Louis Rich
75000 Mignon (Grand Polonaise) (Thomas), Starr Concert Band
Stradella Overture (Flotow), Starr Concert Band
7504 Silver Threads Among the Gold (Rexford)—Danks—Vocal trio, orch. accomp., Sterling Trio
When You and I Were Young, Maggie (Butterfield)—Vocal trio, orch. accomp., Sterling Trio

GENNETT ART TONE RECORDS

- 10019 Vulcan's Song—"Philemon et Baucis" (Gounod)—Bass, orch. accomp., Frederic Martin
Gipsy John (Clay)—Bass, orch. accomp., Frederic Martin
12500 Finnigan to Flannigan—The Girl Child—Humorous readings, Strickland Gilliland
She Felt Her Belt—Ernest and the Buttons—Humorous readings, Strickland Gilliland
LATEST BROADWAY SENSATION FEATURED ON GENNETT DANCE RECORDS
10020 Spanish Beauties (Lope)—One-step, Yerkes Jazarimba Orchestra
A Bunch of Roses (Chapi)—One-step, Yerkes Jazarimba Orchestra
7613 Over There (Cohan)—One-step, Yerkes Jazarimba Orchestra
Birds and the Brook (Stults)—Whistling solo, orch. accomp., Joe Belmont
10020 It Takes a Tall, Brown-Skin Gal (Walker-Skidmore)—March and one-step, Gennett Band
Somewhere On Broadway (Carroll)—Fox-trot, Gennett Band
LATEST BROADWAY SONG HITS
7615 When a "Buddy" Meets a "Buddy" (Comin' Thru the South) (McCarron-Smith)—Baritone with orch. accomp., Arthur Collins
I'd Feel at Home if They'd Let Me Join the Army (Mahoney-Gumble)—Tenor with orch. accomp., Arthur Hall
7616 Some Little Squirrel Is Going to Get Some Little Nut (Moran-Von Tilzer)—Vocal duet with orch. accomp., Collins and Harlan
I'm a Twelve O'Clock Fellow in a Nine O'Clock Town (Kalmar and Whiting-Von Tilzer)—Tenor with orch. accomp., Byron G. Harlan
TIMELY PATRIOTIC SONGS
7614 The Passing Regiment (Macy)—Vocal quartet with bugle and drum effect, Manhattan Quartet
America It's Up to You (Haws-Chins)—Tenor with orch. accomp., Arthur Hall
7605 For Your Country and My Country (Berlin)—Tenor with orch. accomp., Charles Clark
I Tried to Raise My Boy to Be a Hero (Huston)—Tenor with orch. accomp., Charles Clark
STIRRING PATRIOTIC MARCHES
10022 Culver Black Horse Troop (March especially written for Culver Military Academy) (Gillespie), Starr Military Band
For the Freedom of the World (Zamecnik), Starr Military Band
10014 March Patriotic (Rosey), Starr Military Band
National Emblem March (Bagley), Starr Military Band

EXQUISITE VIOLIN RENDITIONS

- 7617 Minuet in G (Beethoven)—Violin, Piano accomp. by E. A. Weinstein, Louis Rich
The Rosary (Nevin)—Violin, Piano accomp. by E. A. Weinstein, Louis Rich
GENNETT RECORDS FOR THE HOME LIBRARY
7601 The Sweetest Story Ever Told (Stults)—Vocal Quartet Unaccompanied, Manhattan Quartet
Come Where My Love Lies Dreaming (Foster)—Vocal quartet, unaccomp., Manhattan Quartet
2611 Can't You Hear Me Calling, Caroline (Gardner-Roma)—Tenor with orch. accomp., William Schefer
The Last Rose of Summer (Moore)—Soprano with orch. accomp., Inez Barbour
7600 Hapa Haole Hula Girl (My Hawaiian Maid) (Cunka)—Hawaiian instrumental duet, Louise and Ferera
Kawaihau Waltz—Hawaiian Medley—Instrumental duet, Louise and Ferera
10007 Old Black Joe (Foster)—Violin, Piano accomp. by Walter Bouteille, Louis Rich
Traumerer (Reverie and Romance) (Schumann)—Piano accomp. by Walter Bouteille, Louis Rich
75000 Mignon (Grand Polonaise) (Thomas), Gennett Concert Band
Stradella Overture (Flotow), Gennett Concert Band
7504 Silver Threads Among the Gold (Rexford)—Danks—Vocal trio with orch. accomp., Sterling Trio
When You and I Were Young, Maggie (Butterfield)—Vocal trio with orch. accomp., Sterling Trio
7610 Havanaola (Frey)—Fox-trot—Banjo, saxophone and piano, Van Eps Trio
The Pearl of the Harem (Guy)—Oriental rag two-step—Banjo, saxophone and piano, Van Eps Trio

APPOINTED PATHE REPRESENTATIVES

The Pathe Freres Phonograph Co., Brooklyn, N. Y., announced recently the appointment of Wright & Wilhelmy, Omaha, Neb., as Pathe distributors in Omaha territory. This concern is one of the leading wholesale houses in its section of the country, and has a corps of experienced travelers who visit the dealers continuously in order to render maximum service and co-operation. G. E. Jennings, who was elected vice-president of the Pathe Jobbers' Association at a recent convention in New York, will be in charge of the Pathe department.

EMERSON PHONOGRAPH CO.

- ALL STAR PATRIOTIC SELECTIONS
7252 Somewhere in France Is Daddy (The Great Howard), Tenor Solo, orch. accomp., Samuel Ash
America Here's My Boy (Lange-Steng), Patriotic Solo, orch. accomp., Harry Evans
7251 Good-bye Broadway, Hello France (Basket-Reisner-Davis), Patriotic Solo, orch. accomp., Henry Burr

"TALKING MACHINE WORLD TRADE DIRECTORY"

In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months. This is the fourth edition of the TALKING MACHINE WORLD TRADE DIRECTORY, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of "Where can I get it?" and "Who makes it?"—which questions we are emphatically interested in answering for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records, etc.

MACHINES

- ANGELUS PHONOGRAPH CO.** Executive offices, 419 Lexington avenue, New York City. Manufactures "Angelus" line of machines, four models, retailing from \$40 to \$125.
- AMERICAN PHONOGRAPH CO. OFFICES.** Empress Bldg., Grand Rapids, Mich. Manufactures line retailing from \$30 to \$150.
- ARTOPHONE CO.** Executive offices and factory, 1113 Olive street, St. Louis, Mo. Est. 1915. Manufactures the "Artophone" line, four models, retail prices \$65 to \$150. Also makes electric machines.
- ANDION PHONOGRAPH CO.** Executive offices, 77 Reade street, New York City. Manufactures "Andion" line, three models, retailing \$40 to \$110.
- BELL TALKING MACHINE CORP.** Executive offices, 44 West Thirty-seventh street, New York City. Manufactures "Schubert Magnetic" line, retail prices \$60 to \$200.
- BROOKS MFG. CO.** Executive offices and factory, Saginaw, Mich. Est. 1903. Manufactures the "Brooks" line, four models, retail prices \$125 to \$200.
- BRUNSWICK - BALKE - COLLENDER CO.** Executive offices, 623 South Wabash avenue, Chicago. Factories, Chicago, New York City, Muskegon, Dubuque and Toronto, Est. 1845. Manufactures the "Brunswick" line, eight models, retail prices \$30 to \$175. Also makes electric machines.
- CENTURY CABINET CO.** Executive offices, 25 West Forty-fifth street, New York City. Factory, Utica, N. Y. Est. 1908. Manufactures "Century" line of phonographs, seven models, retailing from \$30 to \$200. Built to order \$500 up.
- CLASSIQUE PHONOGRAPH CORP.** Executive offices and factory, 401 North Lincoln street, Chicago. Manufactures "Cowan Classique" gramophones, twenty models, retailing from \$75 to \$1,000.
- COLUMBIA GRAPHOPHONE CO.** Executive offices, Woolworth building, New York City. Manufactures of "Columbia Gramophones." Retail prices \$15 to \$350. Also makes electric machines.
- CRESCENT TALKING MACHINE CO.** Executive offices, 109 Reade street, New York City. Est. 1914. Manufactures "Silvertone" line, fourteen models, retail prices \$12.50 to \$200. Also makes electric machines.
- THE CRYSTOLA CO.** Executive offices, 3134 Elm street, Cincinnati; factory, Cincinnati. Est. 1917. Manufactures "Crystala" line machines, two models, retailing from \$100 to \$200. Also electric machines. To add new models in near future.
- DELPHON CO.** Executive offices and factory, 810 Bontell place, Bay City, Mich. Est. 1916. Manufactures the "Delphon" line, six models, retail prices \$75 to \$200. Also makes electric machines.
- DOMESTIC TALKING MACHINE CORP.** Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est. 1916. Manufactures "Domestic" line, six models, retail prices \$15 to \$335.
- THOMAS A. EDISON, Inc.** Executive offices and factories, Orange, N. J. Manufactures "Edison Diamond Disc" line, seven models, retail prices \$100 to \$450; eight period models retailing \$1,000-\$5,000. Also makes "Edison Diamond Amberola" cylinder line, three models, retail prices \$30 to \$75.
- EMPIRE TALKING MACHINE CO.** Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Est. 1915. Manufactures "Empire" line, seven models, retail prices \$25 to \$200.
- FLEMISH PHONOGRAPH CO.** General sales offices, 220 Fifth avenue, New York City. Est. 1916. Manufactures "Flemish" line, four models, retail prices \$8 to \$35.
- FULTON-ALDEN CO.** Executive offices, 123 N. Genesee street, Waukegan, Ill. Manufactures "Fulton" line, three models, retail prices \$125 to \$350. Also makes electric machines.
- GABEL'S ENTERTAINER CO.** Executive offices and factory, 210 North Ann street, Chicago, Ill. Manufactures Gabel's Automatic Entertainer and Gabelola (strictly automatic).
- HOFFAY TALKING MACHINE CO.** Executive offices, 505 Fifth avenue, New York City. Est. 1915. Manufactures "Hoffay Altright" line, five models, retail prices \$75 to \$250.
- HUMANOLA TALKING MACHINE CO.** Executive offices, 146 Center street, Meyersdale, Pa. Est. 1916. Manufactures "Humanola" line, five models, retail prices \$35 to \$110.
- IMPERIAL TALKING MACHINE CO.** Main office and factory, 9 Vandever avenue, Wilmington, Del. Showrooms, 35 West Thirty-first street, New York City. Manufactures "Imperial" line, six models, retail prices \$25 to \$190.
- ANDS KOCH.** Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, twenty models, retail prices \$4 to \$220.
- LUCKY 13 PHONOGRAPH CO.** Executive offices and factory, 3 East Twelfth street, New York City. Est. 1913. Manufactures the "Cleartone" phonographs, thirty-three models, retail prices \$4 to \$200.
- LYRIAN PHONOGRAPH CO.** Executive offices, South and Summer streets, Cincinnati, O.; factory, 2000 South street, Cincinnati, O. Est. 1916. Manufactures "Lyrian" machine, retail price \$25.
- MAGNOLA TALKING MACHINE CO.** Executive offices, 711 Milwaukee avenue, Chicago; factory, Chicago. Manufactures "Magnola" line of machines, five models, retailing from \$65 to \$210. Also manufactures "Magnola Mobile" line, two models, retailing \$75 and \$95. Also electric machines.
- MANDEL MANUFACTURING CO.** Executive offices, 501 Laflin street, Chicago; factories, Chicago and Benton Harbor, Mich. Est. 1915. Manufactures "Mandel" line, four models, retail prices \$35 to \$250. Also makes electric machines.
- MANOPHONE CORPORATION.** Executive offices and factory, Adrian, Mich. Est. 1916. Manufactures "Manophone" line, five models, retail prices \$15 to \$200.
- MELOPHONE TALKING MACHINE CO., Inc.** Executive offices, 376 Lafayette street, New York City. Est. 1915. Manufactures "Melophone" line, seven models, retail prices \$5 to \$200.
- METEOR MOTOR CAR CO.** Executive offices and factory, Piqua, O. Manufactures "Meteor" machine, one model, retail price \$75.
- METROPOLIS SALES CO.** Executive offices, 27 Union Square, New York. Est. 1916. Manufactures "Oriola" phonograph.
- MOZART TALKING MACHINE CO.** Executive offices, 2608 North Fifteenth street, St. Louis. Est. 1916. Manufactures the "Mozart" line, seven models, retail prices \$15 to \$100.
- OPEROLLO PHONOGRAPH CO.** Executive offices, 420 Lightner Bldg., Detroit, Mich. Manufactures "Operollo" phonographs.
- PATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand avenue, Brooklyn, N. Y.; factories, Brooklyn, N. Y.; London, Paris, Berlin, Vienna, Milan. Manufactures the "Pathephone" line, eight models, retail prices \$25 to \$225.
- PHONOGRAPHIC TABLE CO.** 25 West Thirty-second street, New York.
- REED, DAWSON & CO., INC.** Executive offices and factory, 6 West Park street, Newark, N. J. Est. 1897. Manufactures "Dolce-Tone" line of machines, seven models, retailing \$50 to \$275.
- REGINA CO.** Executive offices, Marbridge Building, New York City; factory, Rahway, N. J. Est. 1892. Manufactures coin operated "Hexaphones." Also "Regina" music box and "Reginaphone" lines.
- REPUBLIC PHONOGRAPH CO.** Executive offices, 320 South Wabash avenue, Chicago; factory, Chicago. Est. 1916. Manufactures "Virtuoso," "Fearless" and "Republic" lines, retail prices \$75 to \$300.
- RISHELL PHONOGRAPH CO.** Executive offices, Williamsport, Pa.; factories, Williamsport and Hughesville, Pa. Est. 1897. J. K. Rishell (Turn. Co.) Manufactures the "Rishell" line, eight models, retail prices \$50 to \$300.
- ROBINOLA TALKING MACHINE CO.** Executive offices, 119 East Fifth street, Cincinnati. Manufactures "Robinola" machines, four models. Special model retailing at \$50.
- SCHILLING PIANO CO.** Executive offices, 112 West Twenty-third street, New York. Wholesale distributors for the "Schilling" line, seven models, \$45 to \$225. Also electric machines.
- CHARLES W. SHONK CO.** Executive offices, Monroe Building, Chicago, Ill.; factory, Maywood, Ill. Est. 1877. Manufactures "Mag-Ni-Phone" line, six models, retail prices \$15 to \$100.
- SONORA PHONOGRAPH CORPORATION.** Executive offices, 37 Reade street, New York City. Manufactures the "Sonora" line, eleven models, retail prices \$45 to \$1,000.
- SOUTHERN CALIFORNIA HARDWOOD & MFG. CO.** Offices, 801 South Los Angeles street, Los Angeles, Cal. Manufactures line of machines retailing from \$50 to \$750.
- STARR PIANO CO.** Executive offices and factory, Richmond, Ind. Est. 1872. Manufactures "Starr" line, eleven models, retail prices \$50 to \$300.
- STATE MANUFACTURING CO.** Executive offices and factory, 565 West Washington boulevard, Chicago. Est. 1913. Manufactures "Uncle Sam's Entertainer," two models, automatic coin operated, retailing \$95 to \$150.
- STERLING PHONOGRAPH CO.** Executive offices, 235 N. Sixth street, Brooklyn, N. Y.
- STEVENS ORGAN & PIANO CO.** Executive offices and factory, Marietta, O. Est. 1888. Manufactures "Aethetone" line of machines, six models, retail prices \$50 to \$200.
- STEWART PHONOGRAPH CORPORATION.** Executive offices 327 Wells street, Chicago. Factory, 2843 North Lincoln street, Chicago. Est. 1916. Manufactures "Stewart" line, retail prices \$7.75 and upwards.
- SUPERTONE TALKING MACHINE CO.** Executive offices, 13 West Twentieth street, New York City; factory, Oneida, N. Y. Est. 1916. Manufactures the "Supertone" line, seven models, retail prices \$15 to \$100.
- THORNELL-MANTON, INC.** Offices, 25 Church street, New York. Sole distributors of "Recruit" portable phonograph, retail price \$35.
- TON-O-GRAP CORP.** Executive offices and factory, 112 East South Water street, Chicago. Est. 1916. Manufactures "Ton-O-Grap" line, one model. After January 1 will make four models, retailing \$50 to \$150. Electric machines to order.
- TONOLA PHONOGRAPH CO.** Executive offices, 11 South Seventh street, Minneapolis, Minn. Manufactures "Tonola" line.
- TOYPHONE & WOODWARE MFRS., INC.** Executive offices and factory, 130 West Eighteenth street, New York. Est. 1917.
- VICTOR TALKING MACHINE CO.** Executive offices and factory, Camden, N. J. Manufactures "Victor" and "Victor-Victrola" lines, thirteen models, retail prices \$17.50 to \$400. Electric machines included. Also manufactures Victor period line, forty models, retail prices from \$300 to \$900.
- VIOLAPHONE TALKING MACHINE CO.** Executive offices, 606 Consumers' Building, Chicago, Ill. Manufactures of "Violaphone" talking machines, six models, retail prices \$73.50 and \$50.
- VITANOLA TALKING MACHINE CO.** Executive offices, 501-509 West Thirty-fifth street, Chicago. Factories, Chicago, Rockford and Michigan. Manufacture the "Vitanola" line, eight models, retail prices \$25 to \$200.
- WESER BROS., INC.** Executive offices, 520 West Forty-third street, New York City; factory, New York City. Est. 1879. Manufactures "Weser" line, six models, retailing from \$35 to \$200. Also electric machines.
- WILKINS TOY CO.** Offices and factory, Keene, N. H. Manufactures "Kiddlephone" retail price \$2.50.
- THOS. E. WILSON & CO.** Executive offices and warehouses, 701 North Sangamon street, Chicago. Makes "Thos. E. Wilson" phonographs, two models, retailing at \$40 and \$60.
- WONDER TALKING MACHINE CO.** Executive offices and factory, 113 Fourth avenue, New York City. Est. 1915. Manufactures the "Wonder" line, retail prices \$5 to \$75.
- WORLD PHONOGRAPH CO.** Executive offices and factory, 736 Tilden street, Chicago, Ill. Manufactures "World" phonograph line, four models, retail prices \$75 to \$175.

RECORDS

- BRUNSWICK - BALKE - COLLENDER CO.** Executive offices, 623 South Wabash avenue, Chicago. Est. 1845. Markets the "Pathe" records, manufactured by the Pathe Freres Phonograph Co., New York.
- COLUMBIA GRAPHOPHONE CO.** Executive offices, Woolworth building, New York City. Manufactures "Columbia" records, ten and twelve inches, lateral cut.
- CORTINA ACADEMY OF LANGUAGES.** Executive offices, 12 East Forty-sixth street, New York City. Est. 1882. Markets Cortina Phone-Method, lateral cut, sold in sets. Language records only.
- CRESCENT TALKING MACHINE CO.** Executive offices, 109 Reade street, New York City. Est. 1914. Markets "Crescent" line, vertical cut, eight-inch record, retail price 35c.
- DOMESTIC TALKING MACHINE CORP.** Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est. 1916. Manufactures "Domestic Blue" records, ten and twelve-inch, vertical cut, retail from 70c to \$1.25.
- THOMAS A. EDISON, Inc.** Executive offices and recording laboratories, Orange, N. J. Manufactures "Edison Disc" line, ten-inch record, vertical cut, retail prices \$1 to \$4. Also manufactures "Edison Blue Amberol" cylinder records, retail prices 50 cents to \$1.
- EMERSON PHONOGRAPH CO.** Executive offices and laboratory, 3 West Thirty-fifth street, New York City. Factories at various points. Est. 1915. Manufactures the "Emerson Universal Cut" double-disc record, retail price 25c.
- EMPIRE TALKING MACHINE CO.** Executive offices, 429 South Wabash avenue, Chicago. Est. 1915. Markets "Empire" line, vertical cut, ten and twelve-inch records, retailing at 75c. up.
- GENNETT RECORDS (Division Starr Piano Co.)** Executive offices, 9 East Thirty-seventh street, New York City; factory, Richmond, Ind. Est. 1872. Manufactures "Gennett" records, ten-inch double face, vertical cut records, retailing from 55c to \$4.
- IMPERIAL TALKING MACHINE CO.** Main office and factory, 9 Vandever avenue, Wilmington, Del. Recording laboratory and showrooms, 35 West Thirty-first street, New York. Manufactures "Hex" and "Imperial" records, ten and twelve-inch; vertical cut, retail prices 75c. to \$2.
- JONES CENTRAL RECORDING LABORATORIES.** 104 Sixth avenue, New York. Manufactures records in any quantity.
- LYRAPHONE CO. OF AMERICA.** Executive offices, 12 West Thirty-seventh street, New York City; factory, Brooklyn, N. Y. Est. 1916. Manufactures "Lyric" line, ten and twelve-inch double face, vertical cut records, retailing from 75c. to \$3. Est. 1916.
- OPERAPHONE MANUFACTURING CORPORATION.** Long Island City, N. Y. Manufactures "Operaphone" line, vertical cut, eight-inch records, retail price 35c.
- PAROQUETTE RECORD MFG. CO.** Executive offices, 47 West Thirty-fourth street, New York; factory, Bush Terminal Building, Brooklyn, N. Y. Est. 1916. Manufactures "Par-O-Ket" line, seven-inch record, vertical cut, retail price 35c.
- PATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand Avenue, Brooklyn, N. Y.; factories, and recording laboratories, New York City, N. Y.; Brooklyn, N. Y.; London, Paris, Berlin, Vienna and Milan. Manufactures "Pathe" line, vertical cut, 10½, 11½ and 14-inch records.
- PATRIA RECORD CORP.** Executive offices, 32 East Twenty-third street, New York. Manufactures "Patria" records.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est. 1872. Manufactures "Starr" line, ten-inch double disc record, vertical cut, retail prices 65c. to \$4.00.

VICTOR TALKING MACHINE CO. Executive offices and factory and recording laboratories, Camden, N. J. Manufactures "Victor" line, ten-inch and twelve-inch records, lateral cut, retail prices 75c to \$7.

JOBBER

Columbia Jobbers

COLUMBIA GRAPHOPHONE CO. Wholesale distributing branches are located in the following cities under the name of the "Columbia Graphophone Co." unless otherwise noted—Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Col.; Detroit, Mich.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Louisville, Ky.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Schmolzer & Mueller Co., Omaha, Neb.; Pennsylvania Talking Machine Co., Philadelphia, Pa.; Pittsburg, Pa.; Portland, Me.; Portland, Ore.; Trautman Co., Rochester, N. Y.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; Seattle, Wash.; Spokane, Wash.; Springfield, Mass.; St. Louis, Mo.; Tampa Hardware Co., Tampa, Fla.

Victor Jobbers

AMERICAN TALKING MACHINE CO. 356 Livingston street, Brooklyn, N. Y.

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

W. D. ANDREWS CO. Syracuse, N. Y.

BADGER TALKING MACHINE CO. 135 Second street, Milwaukee, Wis.

BLACKMAN TALKING MACHINE CO. 97 Chambers street, New York City.

C. BRUNO & SON, Inc. 351 Fourth avenue, New York City.

LOUIS BUEHN CO., Inc. Philadelphia, Pa.

CHICAGO TALKING MACHINE CO. 12 North Michigan avenue, Chicago.

COHEN & HUGHES. Baltimore, Md.

CORLEY CO., Inc. Richmond, Va.

CRISSEY & ALLEN, Inc. Portland, Me.

I. DAVEGA, JR., Inc. 125 West 125th street, New York City.

S. B. DAVEGA CO. 831 Broadway, New York City.

CHARLES H. DITSON & CO. 8 East Thirty-fourth street, New York City.

OLIVER DITSON CO. Boston, Mass.

E. F. DROOP & SONS. Washington, D. C., and Baltimore, Md.

W. J. DYER & BRO. St. Paul, Minn.

EASTERN TALKING MACHINE CO. 117 Tremont street, Boston, Mass.

ECLIPSE MUSICAL CO. Cleveland, O.

H. R. EISENBRANDT SONS. Baltimore, Md.

GATELY-HAIRE CO., Inc. Albany, N. Y.

GRINNELL BROS. Detroit, Mich.

LYON & HEALY. Chicago, Ill.

MICKEL BROS. CO. Des Moines, Ia.

W. D. MOSES & CO. Richmond, Va.

NEBRASKA CYCLE CO. Omaha, Neb.

NEW YORK TALKING MACHINE CO. 119 West Fortieth street, New York.

SILAS E. PEARSALL CO. 13 West Forty-sixth street, New York City.

PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.

SANGER BROS. Dallas, Texas.

SCHMELZER ARMS CO. Kansas City, Mo.

SHERMAN, CLAY & CO. San Francisco, Cal.

STANDARD TALKING MACHINE CO. Pittsburg, Pa.

M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.

H. A. WEYMAN & SON, INC. Philadelphia, Pa.

THE WHITNEY & CURRIER CO. Toledo, Ohio.

PERRY B. WHITSIT CO. Columbus, O.

G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.

RUDOLPH WURLITZER CO. Cincinnati, O.

Edison Jobbers

FRANK E. BOLWAY & SON, INC. Syracuse, N. Y.

FARDEE ELLENBERGER CO., Inc. Boston, Mass., and New Haven, Conn.

THE PHONOGRAPH CO. 229 South Wabash avenue, Chicago, Ill.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.

FISCHER CO., Detroit, Mich.

HALLETT & DAVIS PIANO CO. 18 East Forty-second street, New York City.

MOONEY-MUELLER WARD CO. Indianapolis, Ind.

NATIONAL PIANO CO. 316 North Howard street, Baltimore, Md.

PATHEPHONE DISTRIBUTORS CO. 95 Southern boulevard, New York City.

PATHEPHONE SALES CO. OF NEW YORK. 111 East Fourteenth street, New York City.

PITTSBURGH PATHEPHONE CO. 936 Liberty avenue, Pittsburg, Pa.

M. SELLER & CO. Portland, Ore.

G. SOMMERS & CO. St. Paul, Minn.

A. VICTOR & CO. Buffalo, N. Y.

WILLIAMS, DAVIS, BROOKS & HINCHMAN SONS. Detroit, Mich.

Sonora Jobbers

PIERSOL CARPET CO. Lancaster, Pa.

SMITH, KLINE & FRENCH. Philadelphia, Pa.

C. W. SNOW & CO. Syracuse, New York.

Delphoon Jobbers

DELPHOON SALES CO. 25 Church street, New York City.

Manophone Jobbers

J. GENNEIT. 24 East Thirteenth street, New York City.

CASES—COVERS

ALADDIN PHONOCOVER CO. Executive offices, 80 Fifth avenue, New York. Manufactures packing covers for moving, warehouse, store and parlor use.

E. H. LANSING. Executive offices and factory, 611 Washington street, Boston, Mass. Est. 1891. Manufactures the "Lansing" Khaki moving covers, and slip covers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures Khaki carrying covers for talking machines.

NELSON & HALL CO. Executive offices, Montgomery Center, Va.; factories, Montgomery Center, Va., Samsonville, Va., and Camden, N. J. Est. 1889. Manufactures packing cases.

C. E. WARD CO. Executive offices and factory, New London, O. Est. 1905. Manufactures phonograph warroom and carrying covers for all purposes.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Sales offices in leading cities. Products manufactured: Tone arms, sound boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.

AMERICAN PHONO PARTS CO. Executive offices, 3500 Normal avenue, Chicago; factory, Chicago. Products manufactured: "Clay-rite" spring motors, electric motors, tone arms, sound boxes and other parts.

ARNOLD ELECTRIC CO. Executive offices, 1425 Twelfth street, Racine, Wis.; factory, Racine, Wis. Manufactures electric motors.

BARNHART BROTHERS & SPINDLER. Executive offices and factory, Monroe and "Broon" streets, Chicago, Ill. Est. 1808. Products manufactured: "Superior" spring motors, tone arms, reproducers, needle cups, die castings and stampings.

CHICAGO METAL PRODUCTS CO. Executive offices and factory, 501 South Jefferson street, Chicago. Established, 1914. Products manufactured: Electric motors, governors, and screw machine products.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Established, 1915. Products manufactured: Reproducers and tone arms.

GEORGE CLAY COX. 73 State street, Rochester, N. Y. Manufactures "Phonomotor" electric motor.

CRESCENT TALKING MACHINE CO. Executive offices, 109 Reade street, New York City. Established, 1914. Products manufactured: Tone arms, sound boxes, spring motors, tone modifiers, automatic stops and automatic lid supports.

DOEHLER DIE CASTING CO. Executive offices and factory, Court and Ninth streets, Brooklyn, N. Y.; also factories in Toledo, O., and Newark, N. J. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts to order only.

CHAS. H. ELTING & CO. Offices and factory, 1516 South Wabash avenue, Chicago. Manufactures Elting motors, motor main springs, regulators, stops, turntables, hardware, gears, stampings, governors, etc. Distributors of spring steel for motor main springs.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Established, 1915. Manufactures automatic brakes.

FLEMISH PHONOGRAPH CO. Executive offices, 229 Fifth avenue, New York. Products manufactured: Spring motors.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., Putnam, Conn., and Newark, N. J. Est. 1915. Products manufactured: Spring motors, tone arms, names "Motor of Quality" and "Meisselbach" motors, tone arms, sound boxes, "Dean" needles, etc.

INDEPENDENT TALKING MACHINE CO., Inc. Executive offices and factory, 34 Bleeker street, New York City. Est. 1913. Products manufactured: Spring motors, tone arms, sound boxes, fabricators, tone arm rests, brakes, lid stops, springs, needle cups, etc.

INDIANA DIE CASTING CO. Executive offices and factory, Cornell and Eleventh streets, Indianapolis, Ind. Products manufactured: Tone arms, sound boxes, special die castings, stops and miscellaneous parts to order only.

INTERNATIONAL MICA CO. Executive offices and sales dept., 1225 Filbert street, Philadelphia, Pa. Est. 1913. Specialize in mica diaphragms.

JACQUITH MACHINERY BUREAU, INC. Executive offices, 100 Purchase street, Boston, Mass. Manufactures spring cups, spring cup separators, motor governors, etc.

JOHNSON MOTOR CO. Executive offices, 3233 West Lake street, Chicago. Manufactures electric motors.

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J. Est. 1914. Products manufactured: Tone arms, sound boxes and various attachments. Also does gold-plating for the trade.

KIRKMAN ENGINEERING CO. Executive offices and factory, 237 Lafayette street, New York City. Est. 1914. Manufactures: "Kirkman" spring motors and miscellaneous parts.

ANBS KOCH. Executive offices, 296 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LAKE SIDE SUPPLY CO., Inc. Executive offices, 202 South Clark street, Chicago. Manufactures tone arms, brackets, needle cups, turntables, etc.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Manufacturers and jobbers of: Motors, tone arms, sound boxes, main springs, governor springs and miscellaneous parts.

MAJESTIC PHONO PARTS CO. Executive offices, 1326 Republic Bldg., Chicago. Manufactures tone arms, reproducers, automatic cover supports and cabinet hardware.

MANHATTAN PHONO PARTS CO. Executive offices, 32 Union Square, New York. Manufactures sound boxes and wooden tone arms.

LEONARD MARKELS. Executive offices and factory, 165 William street, New York City. Est. 1911. Products manufactured: "Markels" Butterfly jewel-bearing motors; also tone arms, sound boxes and miscellaneous phonograph parts.

A. F. MEISELBACH & BRO. (Div. of the Otto Heineman Phono Supply Co.) Executive offices, 25 West Forty-fifth street, New York. Factory, Newark, N. J. Est. 1887. Products manufactured: Spring motors, tone arms, sound boxes, stops and miscellaneous parts.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City. Est. 1915. Products manufactured: Motors and miscellaneous parts.

MERMID & CO. Executive offices, 305 Fifth avenue, New York City; factory, Ste. Croix, Switzerland. Est. 1816. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

METROPOLIS SALES CO. Executive offices, 27 Union Square, New York. Manufactures motors, tone arms, sound boxes and miscellaneous parts.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Products manufactured: Tone arms and sound boxes.

NEW JERSEY REPRODUCER CO. Executive offices and factory, 10 Other street, Newark, N. J. Manufactures "Invisible" sound box.

PADDACK DIAPHRAGM, Inc. Executive offices and factory, 451 Hudson avenue, Brooklyn, N. Y. Manufactures the "Paddack" diaphragm.

PARR MFG CORPN. Executive offices, 1 Union Square, New York. Patentes and manufacturers of the Parr "Magnetic" reproducer.

PERFECT AUTOMATIC BRAKE CO. Executive offices and factory, 425 South Wabash avenue, Chicago. Est. 1915. Manufactures automatic brakes.

PHONOGRAPH APPLIANCE CO. Executive offices, New Brighton, S. I., N. Y. Factory, 109-113 West Broadway, New York City. Est. 1915. Products manufactured: "Crystal Edge" mica diaphragms.

PHONOGRAPH PARTS CO. 7 West Twenty-second street, New York. Manufactures tone arms, sound boxes, motors, etc.

PHONOGRAPH SPECIALTIES MFG. CO. 120 Walker street, New York. Manufactures castings, dies, etc.

PRESTO PHONO PARTS CORP. Executive offices and factory, Sperry Building, Manhattan Bridge plaza, Brooklyn, N. Y. Est. 1916. Products manufactured: Tone arms, sound boxes, motors, turntables, cover supports, cabinet hardware.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J. Products manufactured: Springs, tone arms, sound boxes and miscellaneous parts.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est. 1908. Products manufactured: "Soss" hinges, "Soss" die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

STARR PIANO CO. Executive offices and factory, Richmond, Va. Est. 1872. Manufactures "Ku-Allen" spring motors.

STEPHENSON, INC. Offices, 1 West Thirty-fourth street, New York. Factory, DeCamp and Sloan, Newark, N. J. Manufactures "Stephenson" Precision-made spring motor.

STERLING METAL NOVELTY MANUFACTURING CO. Executive offices, 174 Worth street, New York City. Manufactures needles, cups and metal boxes.

STEWART PHONOGRAPH CORPN. Executive offices, 327 Wells street, Chicago. Products Manufactured: Motors, tone arms, reproducers and other parts.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est. 1916. Products manufactured: "Dayton" motors, tone arms and sound boxes.

TONOLA PHONOGRAPH CO. Offices, 11 South Seventh street, Minneapolis, Minn. Distributors of motors, tone arms, sound boxes, etc.

THE UNION PHONOGRAPH SUPPLY CO. Executive offices and factory, 1100-1108 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes and attachments.

TYPHANY MOTOR CO. Executive offices, 32 Union Square, New York City. Manufactures "Typhany" spring motors.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, 3248 West Sixteenth street, Chicago, Est. 1916. Manufactures "Perfect" tone arms and "Perfect" reproducers.

VEECO COMPANY. Executive office, 248 Boylston street, Boston, Mass.; factory, New Hampshire. Est. 1916. Products manufactured: Electric motors and "Vitaloid" turntables.

VILLINGER MFG. CO. Executive offices and factory, Williamsport, Pa. Manufactures stay arms, modifying rods and needle cups, grill supports, etc.

VITALIS HAMMER, JR. Executive offices, 77 Reade street, New York City. Est. 1913. Products include tone arms, sound boxes and "Audion" sound boxes.

WATERBURY INSTRUMENT CO. Executive offices, Waterbury, Conn. Manufactures "Superson" sound box.

WILSON-LAIRD PHONOGRAPH CO., Inc. Executive offices, 136 Liberty street, New York City. Est. 1916. Manufactures "Bliss" reproducers.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Distributors of motors, sound boxes and tone arms.

MFRS. CABINETS

CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Utica, N. Y.

CRIPPEN-RASE CO., Inc. Executive offices and factory, Rochester, N. Y. Manufactures "Crip-N-Y" record files and ejector.

GRAND RAPIDS CABINET FURN. CO. Offices, Empress Bldg., Grand Rapids, Mich.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa. Manufactures "Haag" ejectors.

EDWARD B. JORDAN & CO., Inc. Executive offices and factory, 127 De Graw street, Brooklyn, N. Y.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est. 1911.

C. J. LUNDSTROM MFG. CO. Little Falls, N. Y. Est. 1900.

METROPOLIS SALES CO. Executive offices, 27 Union Square, New York.

NANES ART FURNITURE CO. Executive offices and factory, Grand street and East River, New York City.

NORTHWESTERN CABINET CO. Executive offices, Menomonee, Mich. Manufactures cabinets.

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

SAMUEL WEINSTEIN. 134 Duane street, New York, Est. 1890.

RECORD CABINETS

Manufacturers and Distributors

CRIPPEN-RASE CO. Executive offices and factory, Rochester, N. Y. (Manufacturer.)

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est., 1915.

FEDERAL EQUIPMENT CO. Executive offices, 320 West street, Carlisle, Pa.

FLEXIBLE CO. Executive offices, 335 South La Salle street, Chicago, Ill.; factories, Chicago. Est., 1916. (Manufacturer.)

GLOBE-WERNICKE CO. Executive offices and factory, Cincinnati, O. Est., 1882. Manufacturers "Brown" disc record cabinets. Also manufactures sectional disc record cabinets, sectional book cases, sectional filing cabinets, wood and steel; Globe safes and steel shelving.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa.

HERZOG ART FURNITURE CO. Executive offices and factory, Saginaw, West Side, Mich. Est., 1900. (Manufacturer.)

KANE MANUFACTURING CO. Executive offices and factory, Kane, Pa. Manufacturers "Kane" instrument stands for table model machines.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911. (Manufacturer.)

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est., 1915. (Distributor.)

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1900. (Manufacturer.)

METEOR MOTOR CAR CO. Executive offices and factory, Piqua, O.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915. (Manufacturer.)

NATIONAL TALKING MACHINE SALES CORPN. (F. C. Henderson Co.). Executive offices, 68 Chaucey street, Boston, Mass. Trade name "Rol-Top." (Distributor.)

K. NICHOLSON FURN. CO. Executive offices and factory, Chase City, Va. Est., 1911. (Manufacturer.)

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kaukaee, Ill. (Manufacturer.)

FRANK P. READ. Executive offices, 27 South Fifth avenue, Chicago. Manufacturers the "Automatic" record container. Est., 1917.

SALTER MFG. CO. Executive offices, 339 North Oakley boulevard, Chicago, Ill.; factory, Chicago. Est., 1876. (Manufacturer.)

SCHLOSS BROS. Executive offices and factory, 637 West Fifty-fifth street, New York City. (Manufacturer.)

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York. (Manufacturer.)

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est., 1873. (Manufacturer.)

SAMUEL WEINSTEIN. 134 Duane street, New York. Est., 1890. (Manufacturer.)

WONDER TALKING MACHINE CO. Executive offices, 113 Fourth avenue, New York City. (Manufacturer.)

BOOTHS AND FIXTURES

FRANK B. CURRY, 19 Wareham street, Boston, Mass. Manufacturers booths and fixtures.

FEDERAL EQUIPMENT CO. Executive offices and factory, 320 West street, Carlisle, Pa. Manufacturers demonstration booths.

MUTIPLEX DISPLAY FIXTURE CO. Executive offices and factory, 918 North Tenth street, St. Louis. Manufacturers fixtures for displaying monthly record bulletins.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kaukaee, Ill. Manufacturers sectional record filing cabinets.

SYRACUSE WIRE WORKS. Executive offices and factory, Syracuse, N. Y. Est., 1887. Manufacturers metal filing record racks (disc and cylinder).

TOYPHONE & WOODWARE MFRS., INC. 130 West Eighteenth street, New York.

UNIT CONSTRUCTION CO. Executive offices and factory, 121 South Thirty-first street, Philadelphia, Pa. Est., 1915. Manufacturers "Unico" demonstration booths, record racks, record counters and store luteriors.

ARTHUR L. VAN VEEN & CO. Executive offices, Marbridge Bldg., New York City; factory, Eighth street, New York City. Est., 1908. Manufacturers "Van Veen" demonstration booths and store fixtures and general interior decorations.

ACCESSORIES, ETC.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Est., 1902. Manufacturers "Cleanrite" record brushes.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices and factory, 2242-46 West Sixty-ninth street, Chicago. Est., 1915. Manufacturers hinged cover supports.

CONDON-AUTOSTOP CO. Executive offices, 47 West Forty-second street, New York City. Manufacturers the "Nose" start and stop.

GEORGE CLAY COX, 73 State street, Rochester, N. Y. Manufacturers "Phonomotor" electric motor.

CORLEY CO., Inc. Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1889. Manufacturers traveling cases for Victrolas.

EASTERN AGENCY, Box 108 Saubohyan Kobu, Japan. Novelties, such as needle boxes, etc.

LEO FRIST, INC. Offices, 235 W. Fortieth street, New York. Publishers "Feist" line of sheet music and books.

GULBRANSEN-DICKINSON CO. Executive offices, 3232 West Chicago avenue, Chicago, Ill. Manufacturers a nationally priced line of player-pianos.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., Putnam, Conn., and Newark, N. J. Est., 1915. Manufacturers needle cups and tone arms rests.

HEINEMAN SELLING AGENCY. Executive offices, 501 Foster Building, Denver, Colo. Markets needle pointers.

B. ILLFELDER & CO. 29 Uulon Square, New York. Selling agents for authorized stuffed "Victor" dogs.

JONES-MOTROLA, Inc. Executive offices and factory, 29-33 West Thirty-fifth street, New York City. Est., 1915. Manufacturers "Jones Motrola" electric winder, attachable to an electric lamp connection.

KIRKMAN ENGINEERING CORP. Executive offices and factory, 237 Lafayette street, New York City. Manufacturers "Simplex" and "Standard" automatic stops, "Simplex" and "Standard" record cleaners.

LYON & HEALY. Executive offices, Chicago, Ill. Manufacturers fibre needle cutters.

NATIONAL TOY CO. Executive offices and factory, 271 Congress street, Boston, Mass. Manufacturers talking machine toys and novelties.

RECORD-LITE CO., INC. Executive offices, 133 Second street, Milwaukee. Manufacturers of fibre needle cutters and record lights for all makes of talking machines.

WM. I. SCHWAB. Executive offices, 120 North Main street, Providence, R. I. Manufacturers "Dustoff" record cleaners.

SHELTON ELECTRIC CO. Executive offices, 30 East Forty-second street, New York City; factory, Ft. Wayne, Ind. Manufacturers the "Shelton" electric motor, attachable to an electric lamp connection.

SHERMAN, CLAY & CO. Wholesale offices, 741 Mission street, San Francisco, Cal. Market ukuleles and Hawaiian sheet music books.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago; factory, Chicago. Est., 1907. Manufacturers fibre needle cutters, various screws and parts for different makes of machines.

WHITE MFG. CO. Offices, 619 Main street, Cincinnati, O. Manufacturers "Campbell's Pure-O-Tone."

O. B. WILLIAMS CO. Seattle, Wash. Manufacturers "Williams" sound board.

SUPPLIES, ETC.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Wabash avenue, Chicago; factory, 2242-46 West Sixty-ninth street, Chicago. Est., 1915. Manufacturers hinged cover supports.

ISLESY-DOUBLEDAY & CO., Inc. Executive offices and factory, 229 Front street, New York City. Est., 1853. Manufacturers "Islesy's" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils and graphite.

GLOBE DECALCOMANIA CO. Executive offices, 76 Montgomery street, Jersey City, N. J. Transfer and name plates for manufacturers and dealers.

KEYSTONE MINERALS CO. Executive offices, 329 Broadway, New York City; factory, Atlantic, Pa. Est., 1908. Manufacturers rotten stone.

THE LOUISVILLE VENEER MILLS, INC. Executive offices and factory, Louisville, Ky. Manufacturers "built up" stock and veneers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufacturers lubricants.

MEYERCORD CO. Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufacturers decalcomania name plates for manufacturers and dealers.

NATIONAL DECALCOMANIA CO. Offices, 240 North Sixtieth street, Philadelphia, Pa. Manufacturers decalcomania name plates.

WILLIAM F. NYE. Executive offices and factory, New Bedford, Mass. Est., 1863. Manufacturers oil.

PAASCHE AIR BRAKE CO. Executive offices and factory, 1219 Washington Building, Chicago. Manufacturers "Paasche" finishing equipment, air compressors, motors and all air appliances for finishing department.

PALM, FECHTELER & CO. Executive offices, 67 Fifth avenue, New York. Manufacture decalcomanie window signs and name plates.

PHANTOM METER CO. Executive offices and factory, Needham, Mass. Est., 1916. Manufacturers instantaneous speed indicators or tuning timers for use with alternating current electric light.

GEORGE A. SMITH-SCHIFFLIN CO. Executive offices, 136 Liberty street, New York City. Est., 1912. Distributors of decalcomania transfer name plates, price marks, etc.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufacturers "Wadopolish" "Wadolatum," "Wado-oil" and a spring barrel lubricant.

WEBER-KNAPP CO. Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufacturers hardware, lid supports, needle cups, knobs, etc.

WIDNEY CO. Executive offices, 320 South Jefferson street, Chicago; factories, Chicago. Est., 1913. Manufacturers turn table felts, felt and rubber bumpers, continuous hinges and rubber head nails.

ATTACHMENTS

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Est., 1915. Manufacturers "Orotund" sound reproducers, tone arms and attachments for all standard machines.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914.

DUO-TONE CO. Executive offices, Ansonia, Conn. Est., 1917. Manufacturers "Duo-Tone" needle attachment and "de Luxe" needles.

OMAR C. DE SELMS. Executive offices and factory, Attica, Ind. Est., 1917. Trade name "De Stilus."

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J.

NEW ENGLAND TALKING MACHINE CO. Executive offices and factory, 16 Beach street, Boston, Mass. Est., 1913.

OPERAPHONE MFG. CORPORATION. Executive office, 200 Fifth avenue, New York City.

RECORD-LITE CO., INC. Executive offices, 133 Second street, Milwaukee. Manufacturers of fibre needle cutters and record lights for all makes of talking machines.

RE-PLA-STOP CO. Executive offices, Cincinnati, Ohio. Manufacturers "Re-Pla-Stop" attachment for repeating records on all machines.

THE UNION PHONOGRAPH SUPPLY CO. Executive offices, 1100 West Ninth street, Cleveland, O.

VICSONIA MANUFACTURING CO., Inc. Executive offices and factory, 313 East 134th street, New York City. Manufacturers "Vicsonia" reproducer.

WATERBURY INSTRUMENT CO. Executive offices and factory, Waterbury, Conn. Manufacturers "Super-sonus" sound box.

NEEDLES, JEWELS, ETC.

ANYTONE NEEDLE CO. 18 New street, Newark, N. J. Manufacturers semi-permanent needles.

W. H. BAGSHAW. Executive offices and factory, Lowell, Mass. Est., 1870. Manufacturers steel needles.

N. BARUGH & CO. Executive offices, 154 Nassau street, New York City. Est., 1915. Manufacturers "Enbeco" universal needle.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Manufacturers "Playrite" and "Melotone" steel needles.

B. & H. FIBRE MFG. CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufacturers fibre needles.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago; factory, Chicago. Ill. Est., 1915. Manufacturers jewel points, sapphires and diamonds.

JOHN M. DEAN CORP. (Division Otto Heineman Phonograph Supply Co.). Executive offices, 25 West Forty-fifth street, New York City; factory, Putnam, Conn. Est., 1899. Manufacturers "Dean" steel needles.

DUO-TONE CO. Executive offices, Ansonia, Conn. Est., 1917. Manufacturers "Duo-Tone" needle attachment and "de Luxe" needles.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., Putnam, Conn., and Newark, N. J. Est., 1915. Manufacturers steel needles.

INDEPENDENT TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleeker street, New York City. Est., 1913. Manufacturers sapphire needles.

A. F. MEISSELBACH AND BRO., Inc. (Div. Otto Heineman Phono Supply Co.). Executive offices, 25 West Forty-fifth street, New York; factory, 29 Congress street, Newark, N. J. Est., 1887. Manufacturers sapphire and diamond point needles.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City. Factory, Ste. Croix, Switzerland. Est., 1816. Manufacturers sapphire and diamond needles.

ONEIDA IMPORTING CO. Executive offices, 47 East Ninth street. Markets steel needles.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO. 145 West Forty-fifth street, New York. Sole distributors of "Wall Kaue" needles.

RENE MFG. CO. Hillsdale, N. J. Manufacturers steel needles.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufacturers the "Multi-playing" jewel needle.

SUN NEEDLE CO. Executive offices, 1528 Blue Rock street, Cincinnati, Ohio. Markets "Sun" semi-permanent needle.

VICTOR TALKING MACHINE CO. Executive offices and factory, Camden, N. J. Manufacturers steel needles and Victor "Tungs-Tone Stylus" semi-permanent needles.

CLIFFORD A. WOLF. Executive offices, 65 Nassau street, New York City; factory, Brooklyn, N. Y. Est., 1911. Manufacturers sapphire and diamond needles for recording and reproducing.

ALBUMS, ENVELOPES,

P. L. ANDREWS CORPN. Executive offices and factory, 88 Thirty-fifth street, Bush Terminal Bldg. No. 4, Brooklyn, N. Y. Manufacturers stock record envelopes, delivery envelopes and envelope specialties.

AUGUR, SWYERS & MACHOLD. Executive offices, 461 Eight avenue, New York City. Manufacturers fancy record boxes for Christmas, etc.

CLEMENT BEECROFT. Executive offices, 309 West Susquehanna avenue, Philadelphia. Est., 1911. Manufacturers record envelopes and record holders.

BOSTON BOOK CO., Inc. Executive offices, 73 Broadway, Brooklyn, N. Y.; factory, 103 Broadway, Brooklyn, N. Y. Est., 1911. Manufacturers record albums.

CRIPPEN-RASE CO. Executive offices and factory, Rochester, N. Y. Manufacturers "Crip-N" record files and ejectors.

J. L. GILLESPIE CO. Executive offices, Pittsburgh, Pa. Manufacturers record envelopes, stock record pockets, paper products.

INDEXO PHONO RECORD FILE CO. Executive offices and factory, 16 Wooster street, New York City. Manufacturers "Indexo" record holders.

NATIONAL PUBLISHING CO. Executive offices, 239 South American street, Philadelphia; factory, Philadelphia. Est., 1863. Manufacturers "National" record albums.

NEW YORK ALBUM & CARD CO. Executive offices and factory, 23 Lispenard street, New York City. Est., 1910. Manufacturers "Nyacco" record albums.

READY-FILE CO., Inc. Executive offices, Castle Hill Bldg., Indianapolis, Ind. Manufacturers record files.

REPAIRS

TALKING MACHINE REPAIR & SALES CORPORATION. Executive offices, 176 Sixth avenue, New York City. Est., 1916.

LONDON MARKETS

EBONITIS, Ltd. Executive offices, Willoughby Grove, Peckham, London, E. C. Manufacturers plastic material for making records.

GRAMOPHONE CO., Ltd. Manufacturers "Victor" and "Victrola" machines and Victor line of records and have branches and agencies through Denmark, France, Spain, Sweden, Russia, India, Australasia, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.

J. E. HOUGH, Ltd. (EDISON BELL WORKS). Executive offices, Gleggall Road, Peckham, London. Manufacturers "velvet-face" (V. F.) records, ten-twelve-inch, lateral cut, retail price two-six to four shillings.

LEVETUS & CO. Executive offices, 6194 Bishops Gate, London, E. C. 2, England. Market needles.

THE INVICTA RECORD COMPANY, Ltd. Executive offices, No. 1 New Inn Yard, London, E. C. Manufacturers "Invicta" line of records.

W. H. REYNOLDS, Ltd. Executive offices, 45 City Road, London, E. C. Est., 1915. Manufacturers "Reyno Carbo" main-springs and talking machine parts. Also markets records.

SOUND RECORDING CO., LTD. 18 Swallow street, Piccadilly, London.

J. STEAD & COMPANY, Ltd. Executive offices, Sheffield, England. Manufacturers talking machine springs.

STERNO MANUFACTURING CO., Ltd. Executive offices, 19 City road, London. Manufacturers "Compactophone" line.

LOUIS YOUNG & CO. Executive offices, 54 City Road, London, E. C., England. Market gramophones all types. Also motors, tone arms, sound boxes, needles, etc.

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Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 1878 Euclid Ave.
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Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
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Salt Lake City, Utah, Columbia Stores Co., Dooly Block.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
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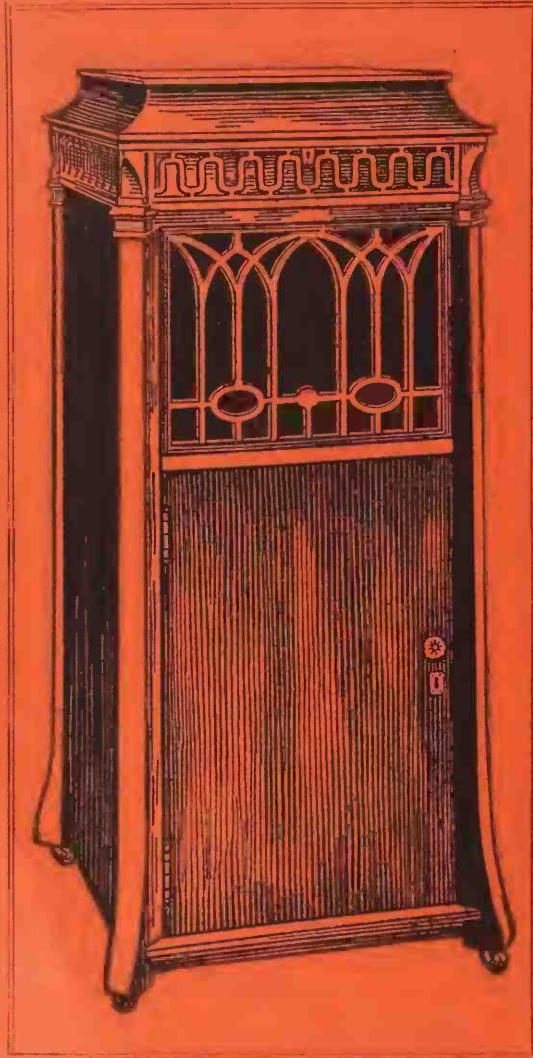
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