

# 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, July 15, 1917



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

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



*The Highest Class Talking Machine in the World*

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL

**W**ITH the prospects of record crops and employment for everyone, this fall will be a record one for all business.

There may be a vacation feeling in the air—but most of the industries of the country are working at top speed—iron, steel, woolens, leather, cottons, motor-trucks, machine-tools, preserving, machine-products, ships, meat-packing, etc.

Remember that you must think ahead four months from today *now*, if you wish to have phonographs to sell to holiday buyers.

As anyone who has closely followed commercial conditions for the last three months can see with half an eye, business this fall will not only be good, but *extra good*.

SONORA maintains its leadership in the phonograph industry for quality, and with its constantly increasing popularity, the demand this year will be greater than ever.

**W**E have made very extensive preparations for the fall season but, in spite of all our increased preparations each year, there has never been a time when any large number of SONORAS were available in the last few months of the year. Therefore it is necessary for you to protect yourself by ordering at once for fall requirements, if you wish to have SONORAS in stock when the big rush comes.

Twelve superb models

\$45	\$55	\$60	\$75	\$100	\$135
\$150	\$175	\$190	\$250	\$350	\$1000

*Write for information today*



*"The Supreme"*

## Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Executive Offices: 279-281-283 Broadway, New York City

BOSTON: 165 Tremont St.

PHILADELPHIA: 1311 Walnut St.

DETROIT: 3 Madison Ave.

CHICAGO: 218 S. Wabash Ave.

SAN FRANCISCO: 616 Mission St.

TORONTO: Ryrie Building

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

# The Talking Machine World

Vol. 13. No. 7

New York, July 15, 1917

Price Twenty Cents

## LOCAL COLUMBIA WHOLESALE MOVES

Distributing Headquarters Now Located at 55 Warren Street—Increased Facilities Provided—Plans for the Company's Retail Department

The local wholesale division of the Columbia Graphophone Co. moved last week from 83 Chambers street to 55 Warren street. The retail store is continued at the former address although the company expects to dispose of it in the near future and will retire from the local retail field with the exception of its Fifth avenue display rooms.

At 55 Warren street the company will use the entire building consisting of five floors, basement and sub-basement. The space will give the wholesale division ample facilities to handle its trade adequately, although from present indications there is good reason to believe that every inch of floor space will be needed to accommodate the fast growing Columbia business in the local territory.

According to the present lay out the main floor of this building will be devoted to record stock, shipping and receiving with the basement as an auxiliary floor for similar purposes. On the second floor will be located the company's executive offices and showrooms; this floor being the headquarters of R. F. Bolton, district manager, Lambert Friedl, New York manager, George A. Baker, assistant manager and the general clerical staff. The third floor is devoted to the Dictaphone division and various service departments, there being ample room for Manager Button of the Dictaphone department and his staff. The fourth and fifth floors will be given over to machine stock.

The growth of the Columbia business in the Metropolitan district has been phenomenal during the past year or two and at the present time the Columbia products are being merchandised

by the leading concerns in every sphere of the local retail world. The company has been trying to render maximum service to its dealers in this territory but has been handicapped by the lack of sufficient working space. This handicap has been overcome by the acquisition of the building at 55 Warren street and plans are now being made for a degree of service as near perfect as possible.

## DISCONTINUE APPROVAL SYSTEM

Talking Machine Dealers of Portland, Me., Reach Agreement and Make it Effective

PORTLAND, ME., July 6.—The talking machine dealers of this city have formally agreed to discontinue the practice of allowing records to be taken out on approval, the new policy having gone into effect on June 25. Dealers have sent notices to their customers regarding the new agreement, and emphasize the fact that the discontinuance of the approval system insures every customer receiving a new unused record in every case instead of, possibly, records that have been played on trial and then returned. The dealers, too, believe that the discontinuance of the approval system will result in bringing customers into the store instead of getting the habit of doing their record shopping from the home.

## BUYS GRAFONOLA FOR \$6,000

Francis S. Whitten, president of the Columbia Graphophone Co., New York, recently donated to the American Red Cross Society a handsome Art Columbia Grafonola. The instrument was put up at auction at the Hotel du Pont, Wilmington, Del., and after spirited bidding was sold to Pierre S. duPont for \$6,000. This is considered to be the highest price that was ever paid for a talking machine.

## Dictating Machine for Soldiers

Writer in System Suggests New Field for a Phonograph Dealer—Would Bring Voices of the Loved Home Folks to the Army Camp

An interesting and new opportunity for phonograph dealers to profit by the present war conditions was recently outlined by S. O. Pitts in System. Mr. Pitts writes: "If I were a phonograph dealer I would arrange with one of the soldiers in the company from my city to ship him a dictating machine such as is used commonly in offices. I would also have one in my store. Then I would advertise that friends, relatives and sweethearts could actually talk to the soldiers by calling at my store and having their message recorded on cylinders that I would ship to my agent in camp. The soldier for whom the message was intended could actually hear the voice of the sender and he could answer on a record that would be returned to me for friends at home. These I would either reproduce in the store or send to the addresses to run on their own machines.

"I would also arrange with my agent in camp to send me once or twice a week a few spoken bulletins of general interest to the people of my city, and I would invite the public into my store to listen to the records free. While I would make my charge for personal records high enough to cover the cost of operation I would rely on the advertising results of the plan to make me my profit. Many people who had never before been in my store would thus pay their first visits and would help my business materially."

## WERLEIN OCCUPIES NEW WAREHOUSE

In New Orleans for the Development of Wholesale Business—Howard Weber in Charge of This Department of the Business

NEW ORLEANS, LA., July 5.—Philip Werlein, Ltd., of this city, having recently separated their wholesale and retail departments are now occupying the three-story warehouse at 521 Bienville street, in which their wholesale Victor business is conducted. There are over 7,500 feet of floor space, and the building is equipped with all modern improvements for the handling of the business with dispatch.

They have equipped their record department with new modern racks to facilitate the speedy handling of record business, thereby insuring dealers quick service. By reason of this separation of the departments and the increased record stock, they have had exceptional results. They are supplying all of the very largest houses in their section of the country.

Howard Weber, formerly traveling representative for Cohen & Hughes, of Baltimore, Md., is in charge of the wholesale Victor department and reports 100 per cent. increase for the month of June, and from present indications expects to have some difficulty in supplying machines to the trade.

## A. A. TROSTLER WINS PROMOTION

KANSAS CITY, Mo., July 1.—The many friends of Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., will be interested and pleased to learn of Mr. Trostler's appointment as assistant secretary of the company, which was announced by Charles J. Schmelzer, the president. Stanford S. Madden, who has also been long in the service of the company, has been appointed assistant treasurer.

Among the prominent Brooklyn concerns who contributed liberally to the American Red Cross Society was the Pathé Frères Phonograph Co., which has given \$500 to the Society's war fund.

## PRACTICAL VALUE OF A SALESMAN'S MANUAL PROVEN

A Compilation of the Experiences of the Individual Members of a Sales Staff for the Benefit of All Serves to Prevent Much Loss Through Experimenting—Pointers of Interest

It is said, with perhaps some degree of truth, that a salesman is born and not made; that a man must have the selling instinct to be a success in the selling game; that books and treatises on salesmanship are all right in theory but of little value in practice; that no fixed rules can be set down that will help a salesman out in all the situations that he may come across.

Broadly speaking that is true, but under analysis it is not wholly true. This was pointed out in a recent issue of The Music Trade Review in a way to be of interest to talking machine retailers, as follows: The new sales manager of an Eastern wareroom, at one of the staff meetings, suggested that a salesman's manual be compiled for the use of the men in the department. The suggestion met with strong opposition. A veteran of the staff stated that the only way to learn how to sell pianos and how to meet the various arguments presented by prospects was by actual experience in the field; that beyond the matter of terms, styles and routine work one salesman could not successfully instruct his fellow worker sufficiently to make the effort worth while.

The sales manager let the matter rest, but at a number of following meetings had a stenographic report made of the experiences cited by the various men in closing particular sales; how the objections of a prospect were overcome; how the statements of a competitor were discounted; how cash was obtained in a case where the prospect first talked of long term instalments. These notes were transcribed and combined in portfolio form and then placed on the sales manager's desk without comment. One by one, the salesmen took occasion to examine the volume. Their interest was in-

creased by the fact that reports of their own experiences were included in the volume.

It was only a question of time when even the star salesmen made a practice of consulting the book on frequent occasions. They found that they could meet certain situations much easier by finding out how the same situation was handled in a previous case. In other words, instead of depending upon their own experience, they had before them the experiences of a score of other men; for the new situations they were called upon to meet had frequently been met at an earlier date by some other member of the staff.

Finally, in response to numerous requests, a number of copies of the reports of the salesmen's meetings were bound up for the use of individual salesmen. Now a stenographic report is made of every session and the result carefully edited for future reference.

A final analysis of the situation summed up is this: No matter how capable, how energetic or how careful any one salesman may be, he must realize that it is not humanly possible for him to absorb all the knowledge pertaining to his own particular line of business. No salesman is ever too old to learn, and he will actually find that the newest man may accidentally run across information which is most useful to the veteran.

The salesman's manual idea is one that could be incorporated very easily into any business where salesmen's meetings are the rule. The slight expense and trouble to which the management is put is more than offset by the increased efficiency of the workers, and increased efficiency means more and better sales and constantly increasing profits.

**WILL HAVE FACTORY IN ST. LOUIS**

Lion Talking Machine Co., of Memphis, Will Retain Distributing Headquarters in That City—Recently Incorporated for \$200,000

St. Louis, Mo., July 5.—The Lion Talking Machine Co., of Memphis, Tenn., which was recently incorporated for \$200,000, will have its main offices and factory located here and will continue Memphis as a Southern distributing office. The local establishment will be opened during the early weeks of July. The officers of the company are Charles F. Brooks, president; A. C. Wooten, vice-president, and M. H. Levy, secretary and treasurer.

Mr. Brooks was formerly in the mail order business and was sole owner of Charles Brooks & Co., of Memphis, Tenn. Mr. Wooten was for a number of years Western agent for a large typewriter concern. Mr. Levy was a member of the firm of Lee, Levy & Co., St. Louis.

The company will manufacture a line of five cabinet machines that will range in price from \$35 to \$175.

**NEW ASSOCIATION IN BIRMINGHAM**

Dealers in All Lines of Talking Machines Get Together to Improve Trade Conditions

BIRMINGHAM, ALA., July 7.—The Talking Machine Association of Birmingham has been organized in this city, taking in practically all representative dealers in the various lines, the object of the association being to bring about certain desirable reforms in the local business in the matter of charging interest, approvals, etc., and to promote harmony in the trade. Clyde Holcombe was elected president of the new association, and Abe H. Williams, of the Williams Music House, secretary. The different instruments represented by members of the association include the Victor, Columbia, Edison, Aeolian-Vocalion, Starr and Vitanola.

Strong men have purposes—others have wishes.

**MISCHA ELMAN IN BIRMINGHAM**

Snapped While Hearing His Own Record During Visit to the Williams Music House

If intensive production works out well on farms why should it not work out equally well in other lines of business? That it does appears to be the theory of the Williams Music House, Birmingham, Ala., handling the Victor,



Columbia and Edison Diamond Disc lines of machines and records. As will be seen in the accompanying illustration there is very little space wasted in the store, and stock seems to be plentiful. The feature of the photograph, however, is that it shows Mischa Elman, the noted violinist and Victor artist, listening to his own record on a Victrola in the Williams store, where the talking machine department is under the capable and progressive management of A. H. Williams.

The D. M. Read Co., of Bridgeport, Conn., recently secured the local agency for the Pathé Frères phonograph, which they are featuring in a special department at the present time. Since securing this agency, they have been doing an excellent business, both in machines and records.

**EMERSON BUSINESS REPORT**

For the First Six Months Ending April 30 Shows a Very Satisfactory Development of the Business—What the Report Says

The Emerson Phonograph Co., New York, manufacturer of Emerson records, has just sent out to its stockholders a profit and loss statement and balance sheet for the six months ending April 30, 1917. The figures submitted to the stockholders indicate that the company is making very satisfactory progress in the manufacture and marketing of its products. The report shows total sales of records for the six months, \$403,030.08; income from investments, \$7,888.86, and a total gross of \$427,450.13. The net profit from operations during the six months period was \$84,574.98.

Referring to the results of the half year and the outlook for the future, the report said: "This result was obtained from an output having an average selling value around \$900,000 per annum; whereas the output at the end of May was running at the rate of \$1,400,000 per annum—an increase of over 50 per cent. above the six months average. Output of records in May reached a high mark of 44,000 per day, making the Emerson Phonograph Co. the world's third largest producer of disc records.

"Our product has practically always been heavily oversold. Our greatest handicap has been lack of producing capacity. We have often been weeks and even months behind in our deliveries and our largest customer has received only 40 per cent. of the goods ordered. This situation has been taken care of by a new laboratory and long time contracts for the supply of raw material and the pressing of records, as described in this report."

**SECURE COLUMBIA AGENCY**

Louis Bauer, of Crosby, Minn., has secured the agency for the Columbia Grafonolas and records for that section. He has placed orders for a goodly line of instruments.

# HERE'S VACATION DOLLARS! FOR VICTOR DEALERS!

It sells itself—just what your trade has been waiting for! A light, handy carrying case for portable styles of Victrolas—makes it possible to take along one of these entertaining instruments on vacations, outings, etc. Convenient as a grip—safe as a trunk!



## Fibre Victrola Trunks TWO SIZES — BOTH WINNERS!

Give them a place in your Victor Department—display them in your window—see how they will attract buyers without a word. It fills a long felt want.

Victrola IV Trunk, 3-ply veneer, covered with hard fibre, fibre bottom, steel trimmings, excelsior back, shaped to fit instrument snugly. Strong lock and handle. Dimensions 17½ x 13¼ x 11 **\$5.50**

Victrola VI Trunk, same construction, but made for the larger size Victrola. Dimensions 20½ x 15 x 13. Best of construction—very attractive design and finish. **\$6.50**  
Price - - - - -

These dandy Trunks will make Victrola sales for you. Your customers who own cabinet machines will want a portable style with one of these carrying cases.

**Write or wire your order today!**

Prompt shipment made immediately upon receipt. Now is the time to cash in on this live proposition—be the first to show them in your locality!

## The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 East Broad Street

Richmond, Va.



**Victrola IV**  
Oak

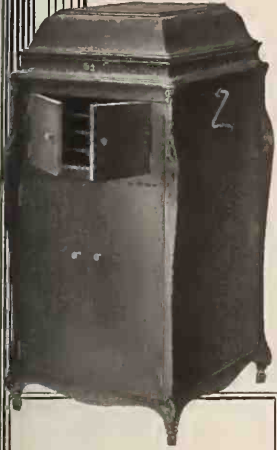


**Victrola VIII**  
Oak

# Victor supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from \$15 to \$400 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.



**Victrola XVI**  
Victrola XVI, electric  
Mahogany or oak



**Victrola X**  
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

**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 Co. 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.

### Victor Distributors

- Albany, N. Y..... Gately-Haire Co., Inc.
- Atlanta, Ga..... Elyea-Austell Co.  
Phillips & Crew Co.
- Austin, Tex..... The Talking Machine Co., of  
Texas.
- Baltimore, Md..... Cohen & Hughes.  
E. F. Droop & Sons Co.  
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala..... Talking Machine Co.
- Boston, Mass..... Oliver Ditson Co.  
The Eastern Talking Machine  
Co.  
The M. Steinert & Sons Co.
- Brooklyn, N. Y..... American Talking Mch. Co.  
G. T. Williams.
- Buffalo, N. Y..... W. D. & C. N. Andrews.  
Neal, Clark & Neal Co.
- Burlington, Vt..... American Phonograph Co.
- Butte, Mont..... Orton Bros.
- Chicago, Ill..... Lyon & Healy.  
Chicago Talking Machine Co.  
The Rudolph Wurlitzer Co.
- Cincinnati, O..... The Rudolph Wurlitzer Co.
- Cleveland, O..... The W. H. Buescher & Sons Co.  
The Collister & Sayle Co.  
The Eclipse Musical Co.
- Columbus, O..... The Perry B. Whitsett Co.
- Dallas, Tex..... Sanger Bros.
- Denver, Colo..... The Hext Music Co.  
The Knight-Campbell Music Co.

- Des Moines, Ia..... Mickel Bros. Co.
- Detroit, Mich..... Grinnell Bros.
- Elmira, N. Y..... Elmira Arms Co.
- El Paso, Tex..... W. G. Walz Co.
- Honolulu, T. H..... Bergstrom Music Co., Ltd.
- Houston, Tex..... Thos. Goggan & Bro.
- Indianapolis, Ind... Stewart Talking Machine Co.
- Jacksonville, Fla... Florida Talking Machine Co.
- Kansas City, Mo... J. W. Jenkins Sons Music Co.  
Schmelzer Arms Co.
- Lincoln, Nebr..... Ross P. Curtice Co.
- Little Rock, Ark... O. K. Houck Piano Co.
- Los Angeles, Cal... Sherman, Clay & Co.
- Memphis, Tenn... O. K. Houck Piano Co.
- Milwaukee, Wis... Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith, O'Neill Co.
- Mobile, Ala..... Wm. H. Reynolds.
- Montreal, Can... Berliner Gramophone Co., Ltd.
- Nashville, Tenn... O. K. Houck Piano Co.
- Newark, N. J..... Price Talking Machine Co.
- New Haven, Conn... Henry Horton.
- New Orleans, La... Philip Werlein, Ltd.
- New York, N. Y... Blackman Talking Mach. Co.  
Emanuel Blout.  
C. Bruno & Son, Inc.  
I. Davega, Jr., Inc.  
S. B. Davega Co.  
Charles H. Ditson & Co.  
Landay Bros., Inc.  
New York Talking Mach. Co.  
Ormes, Inc.  
Silas E. Pearsall Co.

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

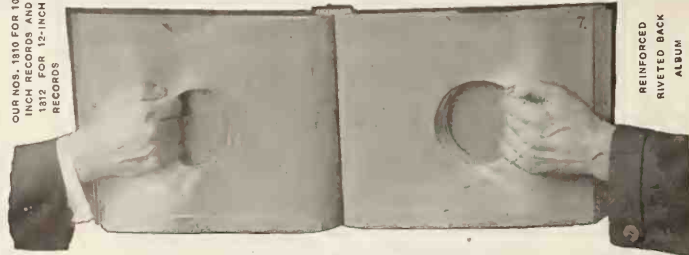
# THE PULLING TEST—THE STRENGTH IS THERE

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

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

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

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



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

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

PATENT APPLIED FOR

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

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

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

CORRESPONDENCE SOLICITED  
WRITE FOR PRICES

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

## MEETING OF MAINE ASSOCIATION

State Organization Holds Annual Convention in Waterville—Talking Machine Men Take a Prominent Part—C. B. Snow on Executive Committee—Also Helps Entertain Ladies

The talking machine trade was well represented at the eighth annual meeting of the

of Cressey & Allen, the Victor distributors and music dealers of Portland, Me., and F. S. Horning, of the Victor Talking Machine Co., were appointed as a committee to look after the entertainment of the ladies, a duty that they performed so well that it is quite likely they will constitute a permanent committee for the purpose.

The arrangements for the convention were in

Hotel Dan E. Fabyan, of the Poole Piano Co., Boston, acted as toastmaster, and the speakers included Joseph P. Sayward, secretary of Chickering & Sons, Boston; Geo. W. Allen, vice-president, Milton Piano Co., New York, and A. L. Jewett, of the National Piano Co., Boston.

R. L. Wentworth, of Waterville, was elected president by a unanimous vote, J. N. Smith, Skowhegan, was elected vice-president, and Geo. E. Geary, Portland, secretary and treasurer. The executive committee includes C. B. Snow, Portland; C. A. Braun, Gardiner, and R. W. E. Hunt, Portland.

Those who attended the meeting included: M. H. Andrews, R. L. Wentworth, Geo. E. Geary, Daniel Fabyan, J. N. Skinner, F. R. Atwood, R. W. Hughes, R. C. Libby, C. F. Peterson, J. T. Sayward, F. X. Rice, Harry Seaford, B. F. Shaw, Geo. W. Allen, M. A. Melvin, J. J. Clark, A. L. Jewett, R. W. E. Hunt, G. F. Williams, C. B. Snow, J. N. Smith, M. J. Smith, John Keller, C. A. Braun, Mrs. Daniel Fabyan, Mrs. R. L. Wentworth.



Some of the Members and Delegates Attending the Maine Music Trades Association Maine Music Trades Association, formerly the Maine Piano Dealers' Association, which was held in Waterville, Me., last month. Not only do the majority of the members of the association handle talking machines, but C. B. Snow,

the hands of R. L. Wentworth, and he gave the delegates a pleasant surprise when he took them all to the Waterville Country Club to enjoy an elaborate five-course dinner. At the annual banquet in the evening at the Elmwood

## ENTER SUIT FOR INFRINGEMENT

The Doehler Die-Casting Co., of Brooklyn, announces that it has entered suit in the United States District Court of New York (Brooklyn), against the Acme Die-Casting Co. charging the latter company with infringement of the Doehler Die-Casting Co.'s United States Patent No. 1,156,073 for white metal castings and method of making same.

## BETTER GRADES IN DEMAND

"The tendency is toward better grade cabinets and higher class equipment for the phonograph trade," is the statement of M. H. Mathews, president of the Thomas Mfg. Co., at Dayton, O. "Locally, the phonograph trade is booming. Twenty-three million dollars of war orders is making Dayton hum."

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



NYACCO Metal  
Back Album



**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. An Album you can take pride in recommending, as you can guarantee it to your customers, and we stand behind the guarantee.

Write for Samples of Our Three Grades

**New York Album & Card Co., 23 LISPENARD STREET  
NEW YORK**



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.



**Victrola IV**  
Oak



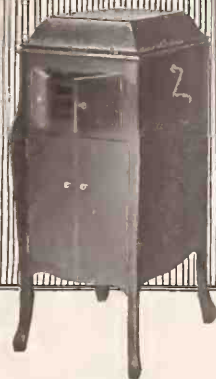
**Victrola VI**  
Oak



**Victrola VIII**  
Oak



**Victrola IX**  
Mahogany or oak



**Victrola X**  
Mahogany or oak

# Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor dealers.



**Victrola XI**  
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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**Victrola XIV**  
Mahogany or oak



**Victrola XVI**  
Victrola XVI, electric  
Mahogany or oak



**Victrola XVII**  
Victrola XVII, electric  
Mahogany or oak



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

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

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**NEW YORK, JULY 15, 1917**

**"PRESERVE the Business Poise"** was the very excellent slogan adopted at the recent meeting of the National Association of Credit Men in Kansas City. It marked the conservative-optimistic viewpoint of those men who safeguard the credits of the country—an appeal for co-operation between banks and credit men, between credit men and retailers and among all industries. And the business poise can be best preserved by doing business not only as usual, but with more vigor and energy this summer and the coming fall than ever before.

With the great spirit of patriotism now abroad, the talking machine can be made a factor of tremendous worth, not only in keeping the spirit of the people attuned to great deeds, but also as a source of enjoyment and comfort in the home. To achieve this end, however, dealers should be alive as never before to the importance of bringing their products before the public, not only by newspaper displays, but by patriotic concerts and other forms of recitals so as to emphasize that the talking machine is something unique in its way—an instrument that will supply the wants of the public as no other product can. In other words, it must be pointed out and emphasized that music is a necessity, and particularly so when it is interpreted through the talking machine.

As a matter of fact the summer months should prove as successful in the matter of sales with live dealers as those of fall and winter. Results will not come by merely hoping for them. There must be action and not empty words. A definite campaign must be outlined and prosecuted. The talking machine manufacturers have arranged for much effective publicity in the magazines and daily papers during the summer months, and it is entirely up to the dealer to co-operate with the manufacturers to the end that the talking machine is brought to the attention of the people in their community in a striking, original and effective way. It is necessary to be aggressive and persistent.

There are plenty of arguments why the talking machine is the most desirable companion in the town and country home these days, and it is likewise as important a requisite in the camp, on the yacht, on the porch or the lawn. These facts should be brought to the attention of the outside sales force of every talking machine dealer, and they should get in touch with people who own talking machines, people who are leaving for their country homes, who are going away for extended vaca-

tions. They can sell them the more popular priced or portable instruments with goodly sales of records to accompany them. In fact the opportunities in this line are so obvious that any emphasis in this connection seems unnecessary.

As has been pointed out in *The World*, time and time again, the talking machine is not an instrument of seasons by any manner of means. This idea might have been acceptable a decade ago, but it is entirely unsound to-day, for the talking machine is a seller all the year around—in fact a necessity, and this should be continually pointed out to the purchasing public.

Therefore, preserve the business poise by keeping in mind that the war, while a temporary disturber of business, is destined to result in a more active demand for talking machines in this country than ever before in history.

It is inevitable that with this country in one of the greatest wars of the world, great changes will occur, but business will not suffer if every man does his bit for his country, for his city, for his business—because we need business prosperity to insure the success of the war. Dealers, however, must wake up to the situation. They cannot expect others to do all of the thinking and all the suggesting. There must be a full realization on the part of the dealer of the opportunities for a larger trade that exist on every hand.

Let the summer months be ones of unusual activity, and when the vacation spell comes around devote a part of it to planning out a campaign for the fall that will transcend all previous accomplishments.

**B**YOND the necessity of meeting special taxes of various sorts incident to the war, the probabilities are that the talking machine trade will also be included among the industries that will suffer through the operation of the Selective Draft Law, hence the individual manufacturers, jobbers and dealers might do well to place themselves in a position to overcome as far as possible any inroads that may be made in their staffs, due to the drafting of young men. It is announced that the first draft will be made about the middle of July, or about the time that this issue of *The World* reaches its readers. There will be, therefore, little, if any, time to waste.

The organization of a large army is recognized as being absolutely necessary for the protection of the nation, and it is not a time to argue whether or not the Selective Draft Law is the best means of raising such an army of recruits promptly and with the least burden upon the nation and its business. The fact remains that a million or more young men are going to be drawn from business channels for the military—these in addition to the many members of the trade who have voluntarily entered the military service in various capacities.

The talking machine trade is a young man's industry. One has but to visit the factories and showrooms to realize the fact that by far the great majority of the staff members are apparently under thirty years old. In view of this situation, the heads of the various businesses might do well to take stock of their human assets and to be prepared for the worst while hoping for the best, to analyze the work of each individual and determine if possible how that work can, if necessary, be apportioned among other members of the staff. Things should be so arranged that even if half the present staffs are taken business can go on without a moment's delay—in some cases under pressure perhaps, but nevertheless go on steadily until such time as new people can be trained and the burden lightened.

Good talking machine men, unlike poets, are made and not born. Men cannot be picked out at random and turned loose among the record racks, for a knowledge of records requires long and careful training and study.

The *World* knows of one jobber who has successfully charted the work of every man in his employ and divided that work in half a dozen different ways, on paper, to be prepared in case any one of the half dozen men is suddenly withdrawn by the Government. That particular distributor shows wisdom. It is not the time for argument or discussion, but time for action. The law is the law.

**T**HE members of the talking machine trade have heard much both before and since the declaration of war regarding the manner in which business has kept up—in fact improved under



the stress of war. There has been much said about how prosperity has visited Canada and England; of how the talking machine manufacturers and dealers in those countries have done more business since August, 1914, than they ever did before. All these statements, however, have been general, although from sources to be considered for the most part authoritative. Figures however, are looked upon as real convincing arguments, provided, the figures are of the right sort, and Frank E. Bolway & Sons, Inc., Edison jobbers, of Syracuse, N. Y., have met the issue by offering actual figures of the profits of Selfridge & Co., Ltd., and other prominent retail houses in London both before and since the war.

The figures are worth studying and preserving, and if they mean anything at all they should mean that talking machine and phonograph dealers throughout this broad land of ours should prepare to take care of the unprecedented volume of business beginning with the coming fall. It must be taken into consideration that with this increased demand there is apt to be a decreased supply, owing to the Governmental demands, of materials and supplies that find their way in one form or another into the manufacture of machines and records.

It is well, therefore, to offer to the retailer the advice that is so generously offered to the retail customer later in the year, namely, "do your Christmas shopping early." The dealer who hesitates now will find with the approach of the holidays, when he wants stock in a hurry, that the shortage of materials, the jamming of the factories and the serious delays in transportation will combine to bring disappointment and serious loss of potential profits for which he has but himself to blame.

Meanwhile a glance at the profit figures of those London stores in wartime which follow is of interest:

Profits of Selfridge & Co., Ltd.			
Year ending January	31, 1913		\$520,145.00
" "	31, 1914		657,730.00
" "	31, 1915		673,955.00
" "	31, 1916		751,110.00
" "	31, 1917		1,125,685.00
Other London Retail Profits			
Company	1915	1916	
Whitley's	\$567,575.00	\$642,575.00	
Crowe-Wilson	57,475.00	81,905.00	
Jay's	61,000.00	76,000.00	
Dickins & Jones	133,500.00	254,000.00	
Harries & Co.	8,500.00	37,500.00	
Liberty & Co.	30,500.00	162,000.00	
Nicholson's	48,000.00	64,000.00	
Plummer Roddis	85,000.00	113,000.00	
Swan & Edgar	32,000.00	77,000.00	
Wallis & Co.	107,000.00	153,500.00	

THERE has long been a feeling that there should be some definite and country-wide organization of talking machine dealers formed for the purpose of taking concerted action on the various problems that face dealers in all sections and to promote incidentally the friendly discussion of questions, the solution of which will make for the betterment of the industry.

Encouragement of the idea has been offered by the National Association of Talking Machine Jobbers, which, in announcing, previous to the convention, that the attendance of dealers was not desired, nevertheless, suggested a national dealers' organization through which matters might be handled that particularly apply to the retail field.

The ban was placed upon the attendance of dealers at the jobbers' convention not with any desire to slight the retail element as a whole, but the jobbers felt that if they invited some dealers they should invite all, and that the retailers who have enjoyed the hospitality of the jobbers and of the Victor Co. during previous conventions, have had, in a sense, the advantage over those who did not get to the meetings.

Under proper management, a retail organization can be built up that will be just as important and effective in its way as the jobbers' organization. Local organizations of dealers have proven that problems may be solved and difficulties ironed out most successfully with the right kind of co-operation among the various interests. The work of these associations has shown that many evils exist simply because there is no co-operation or understanding between competing dealers. Once a cordial relationship is established, evils are handled and eradicated successfully and without great difficulty.

THE Merchants' Association of New York recently appointed a committee of active business men to devise, and report on ways and means for overcoming any bad effect upon business that has been caused, or is likely to be caused, by a sudden wave of hysterical economy. The committee, in making its report, stated that no action had been taken as the condition they were called upon to investigate did not actually exist, apparently, or, if existing, had not developed to a point where it had caused any apparent effect upon business. The report of this committee should prove most convincing to men in every line of business. The members of the committee were not appointed to frame an optimistic report, but rather to look for trouble and find it. Their report of failure is most encouraging to the members of the talking machine trade as it is to all lines of industry.

IT is not only gratifying to learn that the talking machine trade as a whole did its full share in subscribing for the Liberty Loan, and putting forth efforts to arouse general interest in the bonds, but it is equally gratifying to learn that the fact that the people of the country have obligated themselves to pay nearly \$3,000,000,000 for bonds has not apparently had any effect upon piano or talking machine sales. The public apparently does not consider the money invested in Liberty Bonds as being spent, but simply invested at interest, and in the light of savings. This viewpoint makes for permanent business health.



## Pearsall Service and Independence Day

Your Declaration of Independence begins immediately that you "sign up" to rely on Pearsall Service. You can begin on the 4th of July or any other time—the sooner the better for your profits.

Pearsall Service works rather silently, but most effectively, the roar of our delivery vans being the most audible feature of it.

No fireworks, no fire-crackers — just good effective service operating most favorably under rush conditions.

Have your Victor Records come via Pearsall Service

**SILAS E. PEARSALL CO.**

VICTOR DISTRIBUTORS

18 West 46th Street

NEW YORK



The talking machine dealer who misses the business that is coming in under the Columbia trade mark is missing a liberal and growing share of a mighty good thing.

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

Columbia Graphophone Co.  
Woolworth Building, New York

THE IMPORTANCE OF QUALITY IN TURNTABLE FELTS

Overplus of Cotton in Baize Permits the Record to Slip While Being Played and Serves to Spoil Reproduction—Good Wool Baize Also Desirable for Other Reasons

A part of the talking machine that has apparently received little really serious consideration and has not been regarded as of much importance is the turntable baize or felt that is used on every disc machine. To the majority of the trade the quality of the felt or baize used

according to James Scott, a writer in the Talking Machine News, of London, the quality of the baize can have a distinct effect upon the reproduction of the record. In his article Mr. Scott says in part:

Nominally, baize consists of a rough woolen

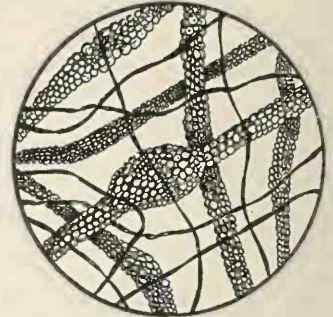
even beneficial; but beyond that definite percentage their addition must be regarded as harmful, and if excessive, fraudulent. Cotton fibres have a tendency, owing to their formation—which is dealt with later on—to hold those of wool more steadily in position than they would otherwise be. These points will become manifest during the course of my remarks, and they are worth consideration. No. 1 shows the general appearance of baize.



No. 1.—Baize Magnified Through a Pinhole Space, Showing Its Style of Weaving



No. 2.—Fibre of Baize, Greatly Magnified. These Consist of Wool and Cotton. The First Scaly and the Second Twisted. Chemically Cleaned.



No. 3.—Baize Fibres Magnified After Ignition. Wool Then Swells Into Minute Globules, and Cotton Shrinks.

means little as long as it is of the proper size to cover the turntable and is thick enough to serve the purpose.

Whether it was all wool or part cotton and wool has received little thought, and yet ac-

cording to James Scott, a writer in the Talking Machine News, of London, the quality of the baize can have a distinct effect upon the reproduction of the record. In his article Mr. Scott says in part:

It is only by magnifying the cloth, or some pulled-out scraps of it, that we can detect the nature of its fibres. The respective structures of these objects are so distinctive that there is no possibility of making a mistake in connection with their identity. Cotton fibres are always hollow, flat, and twisted, and are really compressed tubes. Wool fibres are solid, and covered on their exteriors with minute overlapping scales, the edges of which present a series of faint transverse lines. Nothing could be more contrasting than these two formations, although the naked eye is unable to distinguish the differences.

It becomes practically impossible to separate the various fibres from one another, and they have to be tested together. The fibres of cotton and wool respond quite differently from one another to the action of dyes, so that there is an equal durability. Wool absorbs the color far better than does cotton; and will retain its greenness long after that of the other has disappeared. Faded baize cotton fibres present a speckled appearance beneath the microscope, whereas baize wool fibres continue to be uniform. It is due to this gradual vanishing that the cloth when used for some time often gets dusty looking.

Cotton fibres are, of course, products of the vegetable kingdom, while those of wool are of animal origin. Now, there are several broad distinctions between the behavior of these two classes which can be put to the test by anyone; but it really requires the assistance of the compound microscope during such experiments so as the better to determine results; seeing that baize is a mixture of fibres. If the fibres were dealt with separately the matter would be much different.

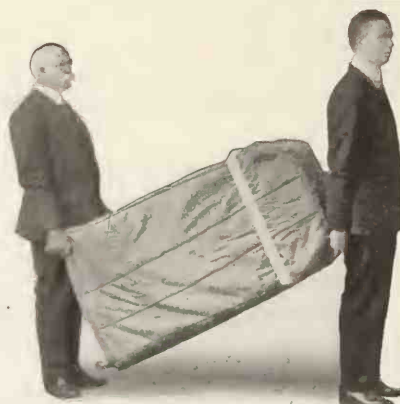
Cotton fibres (as well as others yielded by plants) burn, after flaring, to a fine ash when

LANSING

Khaki Moving Covers

Protect from Rain and Dust

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



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

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

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

GRADE A \$7.50 Write for booklet

E. H. LANSING 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.



# Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, OHIO—NEWARK, N. J.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

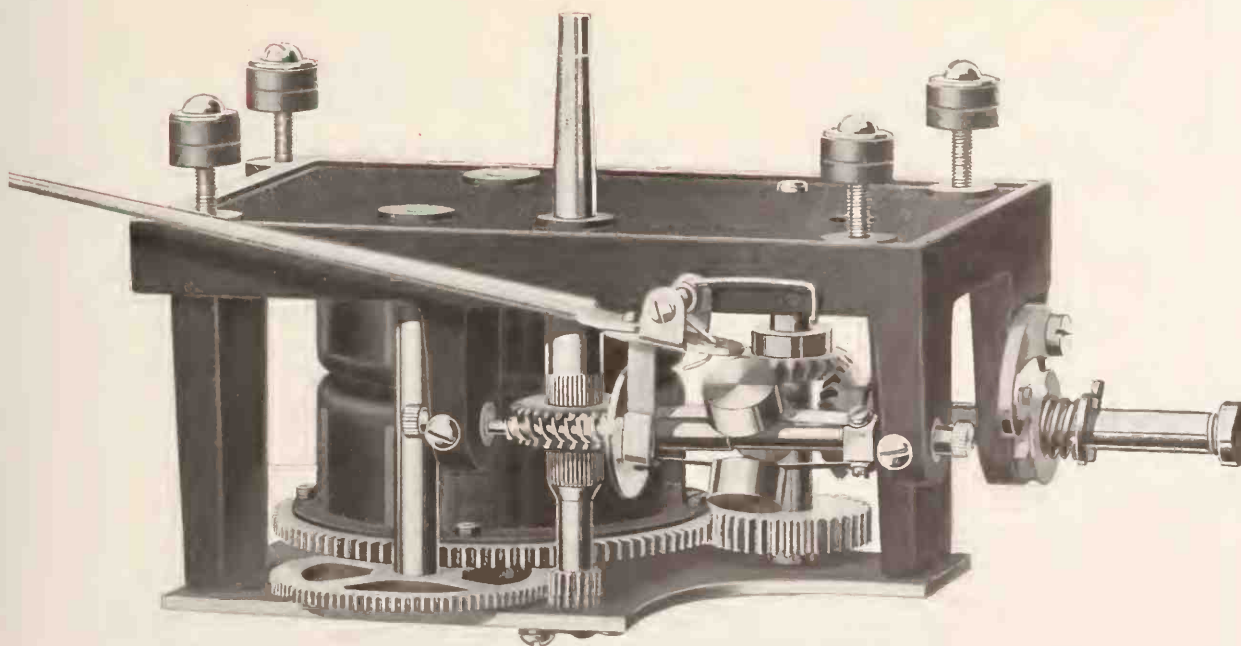
## PRESTIGE!

The Otto Heineman Phonograph Supply Co. *specializes* on the manufacture of motors only.

We do not compete with our patrons, but sell *motors only*; no complete machines or other competing product.

The Heineman motor represents 15 years' experience, and is no experiment. 7,000,000 motors of the Heineman type are in use the world over. Does this not convince you that the Heineman Motor has stood the test of time and service?

*Otto Heineman*  
President



Heineman Motor No. 7—Standard Motor for High Grade Floor Machines



# MEISSELBACH



tone ARMS

# MOTORS

SOUND BOXES



ignited; whereas those of wool (and other animal ones) swell and char when treated in the same manner.

In No. 3 is depicted the result of setting light to some fibres pinched out from a piece of baize. Their behavior adds indisputable testimony to the structural features shown in No. 2. The dye, and incomplete combustion, prevented their total disappearance.

The fibres wear out in very dissimilar ways. Those of cotton shrink, and crack along the areas of their twists, as well as breaking up into infinitesimal particles. Those of wool snap and split at the ends into widely expanded, brush-like formations.

It must be borne in mind that there are several layers of fibres beneath and above one another to compose the thickness of baize. In No. 1 we can see one layer, as it were. If the fibres of baize are unequally woven, distributed, or worn, there will be considerable inequality in the texture, some parts being very much thinner than others. Consequently, snapping occurs in such places, to be subsequently followed by the appearance of actual holes, which pave the way to complete ripping and destruction.

It does not follow that the original defects to which such results are due would be obvious. While fibres of wool are nominally the most elastic of the two kinds, fibres of cotton present so many minute arches that they act as a number of springs, and give pliability to the cloth. The first may be compared with india-rubber, in being naturally resilient; and the second to wire coils, which act mechanically, although the substance itself is hard and somewhat unyielding.

The fluffy surface, or nap, of baize gives it a distinctive character, and has certain merits. If too much cotton is present it wears down before the wool and leaves the nap so much the worse, and patchy.

These matters may appear to be too insignificant for notice, but are more effective than would be generally supposed. It must be remembered that many thousands of these fibres

are acting simultaneously in the particular manner stated; and we all know that even the minutest forces possess power when they occur in multitudes.

If the reader will examine the surface of baize that has been much used for any purpose, he will hardly fail to detect the paler cotton fibres intermixed with the woolen ones. Of course, the structure will be invisible. The quality of baize can in this way be fairly well judged. Anyone who has had much experience with baize must have noticed that as it gets "worn" it assumes a dusty aspect. This is often wrongly regarded as the result of particles of dust getting incorporated with the fibres of the fabric; but no amount of brushing will get rid of it, as would be the case were the defect actually due to dust. It might happen that some very fine powder became observable during a cleaning process; but it would almost certainly be composed of specks of the fibres themselves, detached owing to the disintegration of the latter. The truth is that the patchy surface is occasioned by the fading and wearing down of the cotton fibres, which thus afford a measure of the extent of their presence.

A record should lie buoyantly on the springy surface of the baize, which should grip it with just enough tenacity to prevent it holding back or slipping while it revolves beneath the impeding needle. If too much cotton is present, this soon wears out, and the baize fails to act properly. The material, becoming poor and flattened, allows the record to rotate irregularly (this fact may not be noticeable to the eye, but is realized by the trained ear), because the pressure of the needle on certain parts of the wax grooves acts momentarily as a brake, and thus intermittently interferes with the reproduction. The rate of rotation should be perfectly steady, otherwise defects arise.

WORTH KEEPING IN MIND

Any article that will not stand the test of truthful advertising should never be put on sale. If it is, it will prove a failure.

VICTROLA AS SOLOIST WITH ORGAN

Interesting Concert Given by Edward Lippitt in Petaluma, Cal., Recently

SAN FRANCISCO, CAL., July 2.—Edward Lippitt, the well-known and successful organist, who is doing so much for music in Petaluma and vicinity, gave an organ recital at St. John's Episcopal Church, Petaluma, recently, in which he introduced quite an innovation in the form of concert giving. His soloist was a Victrola, and the artists who assisted him were Mme. Julia Culp, Evan Williams, and Mme. Schumann-Heink.

The program rendered by Mr. Lippitt on this occasion was as follows: Toccata and Fugue in C major (J. S. Bach), O Rest in the Lord (from "Elijah") (Mendelssohn), sung by Madame Julia Culp; The Swan (Saint-Saens), Spring Song (Hollins); If With All Your Hearts (from "Elijah") (Mendelssohn), sung by Evan Williams; The Nightingale and the Rose (Saint-Saens), Deep River (Coleridge-Taylor); Fanfare (Lemmens); Silent Night! Holy Night! sung by Madame Schumann-Heink; Adagio (from Third Sonata) (Guilmant), Marche Pittoresque (Kroeger).

The accompaniments to the solos were played on the organ by Mr. Lippitt and completely covered the record accompaniment without being too heavy for the voice. The effect was splendid and Mr. Lippitt announced that he would repeat the experiment at his next recital, which will be given at an early date. It will be awaited with interest.

H. A. HARRIS MARRIED

H. A. Harris, advertising manager of the Pathé Frères Phonograph Co., New York, was married on Saturday, June 23, to Miss Gladys Acheson, at the bride's summer home, "Stony Hill," Jacksonville, N. J. Mrs. Harris, who is a resident of Jersey City, is prominent in social circles. Mr. and Mrs. Harris will reside in that city.

With the World at War, the Quality of Music Must Be Upheld!

NOW of all times do your bit to keep the art and quality of music at its highest level. Be the one merchant in your city to handle the highest grade talking machine—The World Phonograph. To the genius of F. J. M. Kaumanns is attributed its remarkable tone volume and intricately accurate music reproduction. The judgment of every great artist who has heard the World Phonograph is that it sets a new standard unattainable in any other sound reproducing instrument. Its cabinets are the creation of Maurice Hebert. Its classic architecture instantly sets it apart from all the others.

The World Phonograph plays all makes of records without special attachments; has marvelous tone modulator, exclusive automatic stop, new automatic cover support. The powerful noiseless double-spring motor is mounted on a tilting motor

board; plays five to eight ten inch records without rewinding. The tone chamber is of time seasoned spruce wood made like the finest old violin. In every detail the World Phonograph is supremely superior. It is built for the connoisseurs of music.

BOTH PRESTIGE AND PROFITS ARE LARGE TO DEALERS

The World line is so varied as to fill every quality demand. The Craft Reed World is popular for sun parlor, porch or lawn. The other models are all of genuine mahogany ranging in price from \$100.00 to \$250.00. Our agency arrangements are so favorable, and our Company is so strong, that the best dealers in each city are rapidly closing with us. If you are interested, send at once for full particulars.

World Phonograph Co.

Dept. D 218 So. Wabash Ave., Chicago, Ill.



World Phonograph Model A \$200

World Phonograph Model C \$125



World Phonograph Model B \$175



World Phonograph Model D-Reed \$175



# EDISON MESSAGE No. 2

Uncle Sam has borrowed nearly three billions of dollars from his children. What is he going to do with it? He is going to spend a lot of it right here in this country himself and he is going to lend the balance to our allies, who also will spend all of their share in this country.

For what is this stupendous sum going to be spent? For munitions, food, clothing, etc., etc. But what does that mean to the Edison dealer? He doesn't sell munitions, food or clothing. No, he doesn't sell "body" food, but he does sell "soul" food.

Music is food for the soul. Those who sell "body" food (as well as those who sell munitions, clothing, etc.) will have more money than ever to buy "soul" food. They will need it. And they will buy it too, for we never need music more than when our souls are tried. Surely our souls will be tried in the year (perhaps years) to come.

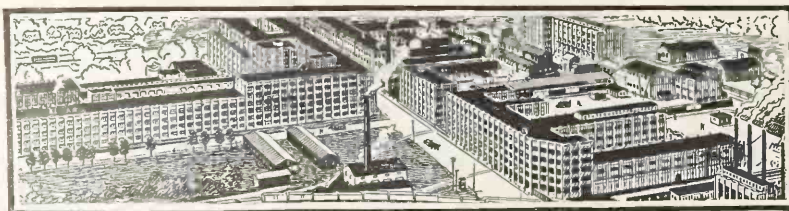
The great Bovee classified the four prime necessities of life in the order of their importance—first food, then raiment, then shelter, then MUSIC.

MUSIC and The NEW EDISON are synonymous. If music is a necessity, then the New Edison is a necessity.

Remember—THREE BILLIONS OF DOLLARS will soon start flowing through the business arteries of the country. It will flow to all corners and will be used to purchase all kinds of merchandise. Is there any reason why the fourth great necessity (music) should fail to get its share?

We think not.

**THOMAS A. EDISON, Inc.**  
Orange, N. J.



The Edison Laboratories at Orange, N. J.—The World's Greatest Laboratories

# Conversation and Its Relation to Talking Machine Salesmanship

By Frank P. Parsons

Mark Twain told a story once of attending a church service where the minister was down for a sermon on foreign missions. He was an eloquent and persuasive speaker. At the climax of his discourse, he had Mark going, as it were, and so much under conviction that nothing short of a ten dollar bill in the plate would have satisfied his conscience; if the sermon had ended and the collection started right then. But the speaker continued to speak, and as he went on, it began to seem to Mark that the heathen were not so badly off after all; probably five dollars would do. And so it would, if the sermon had at that moment come to an end and the plate been poked into Mark's face without further ado.

But the orator was too much engrossed in the subject—or in the orator—to know when to stop, so he kept on talking. The longer he talked the more the early enthusiasm which Brother Twain had for the cause of the poor benighted ones in the dark continent continued to dwindle, dwindled from ten dollars to five dollars, from five dollars to two dollars, from two dollars to one dollar, from one dollar to fifty cents. And the upshot of it was that when the stream of talk had finally been shut off, Mark had acquired a positive antipathy to the heathen, and had decided to give them not a nickel. The plate did finally reach him; and by that time he felt so mean that he stole ten cents out of it.

This is a classic example of the error of excessive conversation. It is, of course, possible that the renowned Mark has here taken poetic license in respect of some details; but the moral is plain. It is, to be brutal: "Know when to stop chewing the rag."

Some gentlemen who sell talking machines are prone to believe that silver tongued oratory is a prime requisite of salesmanship. Yet the most successful salesman whom we have as yet met in the industry if not actually mute, is at least a taciturn and saturnine person. He says very little, but what he says is to the point. He might qualify as the boy who put the "tac" in tacit; if the humor be not too deep for the attentive reader.

Now we have observed a great deal of the technic, as it may properly be called, of the successful salesman aforesaid and have seen that he values, as above price, the faculty of listening. He is an expert listener and does far more listening than he does talking. It is a truth familiar to all observers that prospective purchasers of goods like talking machines and records are anxious to inform everybody just what sort of instrument is wanted, how much it must cost, how reluctant father is to pay for it, don't they; and so on and so forth, to the extent of several hundred words, more or less.

Now it is a paradox, but true, that the less a salesman tries to sell a talkative customer, the more likely he is to sell that chatty person. The talkative man or woman—may we venture to say—especially the latter—likes to hear his, or her, own voice, and usually cannot resist the temptation of taking the lead in the conversation. The consequence is that if the person be left alone and allowed to talk, he or she will do all the inspecting, all the commenting on the points, all the asking of questions; so that the salesman will have simply nothing to do except to speak when he is spoken to, answer all questions and look pleasant. The longer one sticks to the selling game, the more certain it is that the less one talks, all things considered, the better it is for all concerned.

Of course, this is not intended to be taken as a hard-and-fast rule, but it is valid as a general statement of a widely applicable principle. The converse of the above applies to the salesman who has a wagging tongue. There used

to be an idea that selling is a matter of persuading folks to buy what they do not really want. So long as such a stupid and false idea prevails in any man's mind, it is certain that he will hypnotize himself into the belief that his prospect has to be talked into buying. But this rests on a fallacy, for nothing is more certain that the effort to persuade, as soon as it is perceived by the prospect, arouses the latter's hostility. If the prospect has a strong mind, then this aroused hostility will almost certainly operate to prevent the closing of the sale. If he or she is weak, the sale may be made, but it will be a sale made under protest, as it were; and one that may not stick. Sales made under a sense of doubt and a feeling of constraint are not good sales. Likewise, sales that are not good sales are not permanent sales. Lastly, sales that involve the element of impermanency, or, to put it bluntly, sales that involve sending the snatch wagon at the end of three months, are not desirable, and ought never to have been made.

True salesmanship is square. It recognizes that legitimate persuasion is one thing and talking a prospect into a sale quite another. One has every right to ask a person whether he or she can be interested in a certain type or style of talking machine or certain records, every right to talk the merits of one's goods as high as regard for truth will allow; but it is wholly wrong and against the spirit of modern salesmanship entirely to try forcing the customer's inclinations.

It is for that reason that the chatty salesman is often not quite so successful as he might be. The chatty one lets his tongue govern him and falls into the error of supposing that the sale is made always on account of the oratory, whereas it is often in spite of it. The best salesmanship is that which knows its goods thoroughly, knows their strong points, knows how to explain them, knows the competitors' strong points, knows how to combat them, knows the causes which operate to create desire for the goods, knows how to size up the mental level of the prospect, knows whether the prospect can probably afford to buy, knows that goods sold on price are no good; and keeps his mouth severely closed on every other topic.

Notice that emphasis is placed very strongly on the verb "to know"; and thereby hangs a tale. Salesmanship is not conversation, it is knowledge. The best salesman is he who knows most and talks least.

The language we speak changes constantly. It is always developing, always expanding; yet sometimes narrowing, too. For in Shakespeare's time the word "conversation" meant one's whole conduct, not merely one's talk. If one were to say that the basis of salesmanship is right conversation, one would be stating epigrammatically a very wide, nay, an universal truth. And the best of it is that it works equally well both ways, ancient and modern.

## EDWARD H. AMET'S SUGGESTION

Substituting the Microphone for the phonograph sound box is suggested in a patent recently granted to Edward H. Amet, of Redondo Beach, Cal. This inventor proposes the use of an electrical microphone in place of the usual sound box, and provided with the conventional steel needle or other suitable stylus. The microphone transmits its variations in current to a receiver attached to the tone arm of the phonograph, which in turn imparts the sound waves to the sound chamber or horn.

## THREE FUNDAMENTAL PRINCIPLES

To my mind there are only three fundamental principles in advertising: namely, be honest, be sensible, be persistent. I say be honest, because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say be sensible, because the majority of people who read are endowed with common sense. I say be persistent, because you have to keep everlastingly at it. People soon forget, and unless we keep persistently at advertising, we had better not begin at all.—Hugh Chalmers.

## DISCONTINUE INSURANCE TAGS

It is announced that after July 1 the use of insurance tags on insured parcel post packages will be discontinued. Senders will receive receipts but will no longer be required to fill cut and attach tags to the parcels.



**HOLIDAY BOXES  
SELL MORE RECORDS**

Last year's figures show an enormous business in records as holiday gifts.

These attractive boxes are issued with full permission from the Victor Talking Machine Co. to reproduce their trade-mark.

Exclusive designs will soon be ready for both  
**COLUMBIA and EDISON**

*We have agents throughout this country and Canada whose names will be furnished on request*

**Augur, Swyers & Machold**  
461 8th Avenue New York



**American patriotism in a nutshell! The August Columbia Record List—with its ten patriotic popular hits; its four patriotic medleys, two vocal and two instrumental; two patriotic dramatic readings; three patriotic dances—to say nothing of all the other good things—will stir up patriotism and business alike.**

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

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

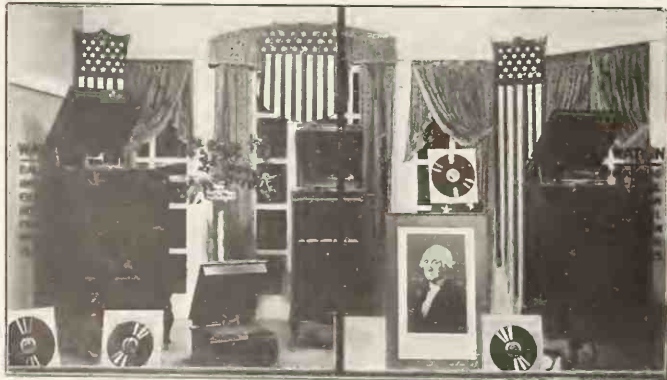
### WINDOW DISPLAY AND PATRIOTISM

How the Will A. Watkin Co. Utilizes Its Columbia Line to Advantage—D. B. Coleman's Very Effective Work in This Field

DALLAS, TEX., July 3.—A window display that was particularly effective in its simplicity was featured recently by the Will A. Watkin Co. The display was of patriotic nature, and was devoted particularly to the various patriotic records in the Columbia catalog. These records were placed on special cards and set about the window in prominent positions. The center piece consisted of a large portrait of George Washington to which was attached a sign which read: "If Washington Was Not a Musician, He Could Be To-day." In the center of the background was a large United States shield, and smaller shields adorned the corners. Several of the most popular models of Grafonolas were



D. B. Coleman



Will A. Watkin Co.'s Patriotic Window

placed in suitable positions. The window was arranged by D. B. Coleman, official window decorator for the Watkin Co., and whose displays on numerous occasions have been highly commended.

The Watkin Co. carries on a most energetic campaign in the interest of the Columbia line, and the results in the matter of increased sales have been thoroughly satisfactory. The company features a "Red Star" label which is attached to every record sent out as a guarantee that the record has not been played except for a single test to insure its protection, since it was received from the factory. The idea has worked out excellently.

### "T. O. P. TIPS" MAKES ITS BOW

Is New House Organ of Texas-Oklahoma Phonograph Co., Edison Jobbers in Dallas, Tex.—Is Full of Interesting and Timely Material

"T. O. P. Tips" is the title of a new house organ in the Edison interests published by the Texas-Oklahoma Phonograph Co., Edison jobbers of Dallas, Tex., and which made its initial bow last month. A. H. Curry, president of the company, is the editor.

The paper contains much matter of interest, including a timely letter to the "Men on the Firing Line" from William Maxwell, vice-president of Thomas A. Edison, Inc., which was made the leading article. Mr. Maxwell appealed to the sensible business men not to heed the hysteria of a few weeks ago:

"Great Britain tried to live up to the slogan 'Business as Usual,' wrote Mr. Maxwell. 'She wasn't quite able to do it, but we can. We are a very different country from Great Britain. America can even improve on 'Business as Usual,' and with us it will shortly be 'Business Better Than Usual.'"

In another part Mr. Maxwell in characteristic form lashed the unthinking for losing their heads at this time and shouting false economy, at the same time trying to live up to their ideas. "A lot of worthy gentlemen got lame backs digging up their lawns to plant potatoes," said Mr. Maxwell. "The exercise was good for them, and they thought they were

setting a good example, but I doubt if they were. The German spies and plotters can't do half as much damage as the hair brained, hysterical, save-at-the-spigot-and-waste-at-the-bunghole amateur economists would accomplish if they were let alone, but happily they have been pretty well squelched."

T. O. P. contains twelve pages six inches by nine inches. It is illustrated.

### THE SITUATION IN GRAND RAPIDS

People Adjust Themselves to War Conditions and Trade Picks Up—Victor Record Artist Makes a Call on the Friedrich Music House

GRAND RAPIDS, MICH., July 7.—The Friedrich Music House, of this city, makes a most encouraging report regarding present business



Dennis Schrier, Left; Pietro Deiro, Right

conditions. Trade is declared to be picking up again after people have adjusted themselves to the war scare, and all indications point to a most satisfactory talking machine business in this territory in the fall. The company is paying particular attention to the artistic side of the business and is keeping in close touch with the various artists that pass through or give concerts in this city.

The accompanying photograph shows Pietro Deiro, the well-known Victor artist, standing by a Victrola in the salesroom of the Friedrich house, and apparently in a very pleasant frame of mind. To the left of the machine stands Dennis Schrier, a salesman in the department.

### BUILDING UP A GOOD BUSINESS

The Manly B. Ramos Co., which recently opened a store at 106 North Seventh street, Richmond, Va., is doing a very nice business in the phonograph field. In a recent letter Mr. Ramos remarked that he will be glad to hear from manufacturers of table machines running from \$15 upward; also record manufacturers.

## 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.



# DOEHLER DIE-CASTINGS

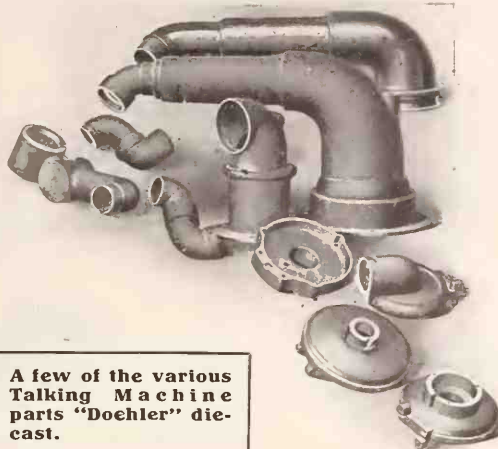
have attained their supremacy by the unvarying excellence of their quality and the unfailing reliability of the service behind them.

Of the many instruments produced today, from the most elaborate cabinet machine to the more popular priced "Talker" the greater number, by far, are equipped with "Doehler" die-cast tone arm, sound box or both.

The acknowledged prestige of the Doehler organization guarantees a product correct to the minutest detail.

The enormous output of our three large plants permits of advantages to the users of die-castings as regards prices and deliveries not otherwise possible.

That these facts are generally recognized is evidenced by the prominence and consistency of the extensive users of Doehler Die Castings.



A few of the various Talking Machine parts "Doehler" die-cast.

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

### HOW BEST TO GIVE EFFICIENT SERVICE TO CUSTOMERS

Talking Machine Dealers Tell The World the Advantages and Reasonable Cost of Using a Light Motor Car in a Small City—Figures on Cost of Operation—Interesting Deductions

The talking machine dealer is interested in the question of delivery first from the standpoint of economy and second from the standpoint of efficient service to his customers. Naturally it is desirable to secure a means of delivering both machines and records which involves a minimum expenditure. It is equally desirable that the customer has no complaint whatever to offer regarding the delivery service. Because of this dual purpose in delivery methods, years of study have been devoted to the question by experts in many fields. It is interesting to note,



B. H. Roth's Delivery Service

for instance, that the motor truck is gradually replacing a large part of the express company service between such large commercial houses as John Wanamaker's, Stern Bros., etc., and their customers located in the suburbs of New York City which are frequently twenty miles or more distant.

But the question of delivery by motor car is by no means of interest only to the merchant in the large city. It is a subject truly worth the consideration of the small town merchant and because of this fact The World has gathered together a few facts based upon the experience of talking machine dealers, which in a fair way portray the cost and advantages of using a light motor car in the small city.

The capital investment for a small car with the body complete approximates \$500. Such a car should be capable of running twenty-two miles on a gallon of gasoline and in the course of a year such a car should need one set of tires and tubes—four making up a set in each case. According to the books of B. H. Roth, Victor dealer in West New York, N. J., the total expenditure for gasoline and oil in a year is \$75, and Mr. Roth, according to his own words, keeps his car running hotfoot all the time. Fifteen miles a day is a fair average for delivery car service.



The advantages from this sort of motor delivery are several. In the first place the car running around the various streets of the city serves as an excellent advertisement as it catches the eyes of many and at the same time is indicative of a progressive house. In the second place it saves a great deal of time in trying to get an expressman to make deliveries, as experience has frequently shown much time and delay is apt to ensue in securing "prompt" deliveries through local expressmen. In the third place it creates a greater confidence in the customers when they are told that the machine will be delivered by the house. The buying public is apprehensive lest the handsome case work and the mechanism of the motor, etc., be damaged when the instrument is moved about by men not familiar with talking machines. In the fourth place a light car proves of almost inestimable value in the matter of making collections, as experience has demonstrated by using a small car nearly ten times the distance can be covered and can be covered more quickly than

any other way. In the fifth place the modern buying public leans with favor towards the houses which give service—in fact, service these days has come to be a real heavy factor in business competition.

### PLAN ATTACK ON TRADE EVILS

Irwin Kurtz, Attorney, Appointed Chairman of Grievance Committee of the Talking Machine Men, Inc., and States That a Strenuous Campaign Will Be Inaugurated at Once

Irwin Kurtz, of the firm of Kurtz & Ruby, attorneys, has been appointed chairman of the grievance committee of the Talking Machine Men, Inc., The purpose of the committee is to start an attack upon evils that have crept up in the retail talking machine business in New York and vicinity and to make a strenuous attempt to eradicate these evils. In an announcement regarding his appointment Mr. Kurtz says:

"We want to eliminate if possible cut-rating, dishonest advertising, deceiving window displays and other evils which you as a dealer are informed of. The principal evil, of course, is cut-rating.

"Remember that a cut-rater anywhere hurts you. If you know of any dealer who is not living up to his contract, forward this information to me either by letter to my office, 135 Broadway, or else phone me at Cortland 2108, and the matter will receive immediate attention and will be considered confidential. If anyone comes to your store and offers to sell you records at a greatly reduced rate or offers to buy records from you for cash, get all the information you can from these parties and pass this along to me. The only way that anything can be accomplished is by united action. Get busy."

"Men do not succeed by chance," says Stephen Girard. "Chance may put you into a position of power, but if you do not possess capacity you will never hold the place."

# Columbia F

## The Columbia Grapho

### The First M

**H**ERE is the solution of one of your problems from the 10th to the 20th—the ten

This Mid-Month List will be a *business-getter*. You know how Specials always sell—and if you push these records, put yourself behind them and back them up by *your own* advertising, in addition to the ads we will run ourselves, you'll cash in on them—**BIG!**—and not *once*, but **TWICE!**

Remember—this Mid-Month List will be your best friend when you need them most—piling on profits. Get your Columbia dealer today!

Here are the eight his

10-in. { Second Regiment Connecticut National Guard March,  
A2291 Prince's Band  
75c. { Manisot March.....Prince's Band

10-in. { Mele Hula—Fox-trot .....Jockers Brothers  
A2292 { It Wasn't My Fault—One-step.....Jockers Brothers  
75c.

10-in. { Ain't You Coming Back to Dixieland?..George O'Connor  
A2293 { If You Had All the World and Its Gold....Jim Doherty  
75c.

10-in. { Sons of America.....George O'Connor  
A2294 { Three Cheers for the Army and Navy,  
75c. Edgar Stoddard and Broadway Quartette

**Columbia Grapho**  
Woolworth Bldg

# RST Again!

Phone Co. Announces

## -Month List

problems—how to get more business  
 best record days of the month!

On August 10th, we will place on sale eight records—each a big special—each a big SELLER. We shall advertise these records extensively, send you a special hanger and include them in the coming September supplement, so that they will sell *all over again* when the September record list comes out.

regular feature, bringing in customers just  
 that will make you still gladder to be a

### the Mid-Month List:

10-in. { Constantinople ..... Anna Wheaton  
 A2295 {  
 75c. { Help! Help! I'm Sinking..... Anna Wheaton

10-in. { Indiana—One-step ..... Original Dixieland Jass Band  
 A2297 {  
 75c. { Darktown Strutters' Ball—Fox-trot,  
 Original Dixieland Jass Band

10-in. { Tillie Titwillow from "Robinson Crusoe, Jr."... Al Jolson  
 A2296 {  
 75c. { Lily of the Valley..... Collins and Harlan

10-in. { Cold Turkey—One-step..... Rector's Novelty Orchestra  
 A2298 {  
 75c. { 12th Street Rag—Fox-trot.... Rector's Novelty Orchestra

Phone Company

, New York

## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines 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.]

### QUESTION OF TONE PRODUCTION

Hoboken, Pa., June 27, 1917.

Talking Machine World, New York.

Gentlemen: Please inform me through your Information Columns in the Talking Machine World as to the differences brought about by changing the size of the reproducer, tone arm and amplifier of a phonograph—what differences would be caused if any one of these were varied,

or all three. Take, for instance, the usual sized machine supplied at \$50; if I should have the dimensions of the amplifier increased two or three inches, would any change be noticeable in the intensity, volume or quality of sounds reproduced? Would this be noticeable to a great degree? I have made a wager on these points, so I would like to know definitely just how this would affect the sound.

What difference is there between the usual \$50 machine and the \$75 cabinet machine? Does the \$75 machine give forth music that is better in quality, or does it give forth a sound of greater volume, or the cabinet affect the sound in any way? Is the additional cost of \$25 simply to pay for the cabinet and the extra finishing?

—WM. E. DONLEY.

The Sum Total of the Talking Machine

Your letter covers such a broad scope—in fact I would call it the sum total of the talking machine—that it would be impossible to answer every phrase of it in one article. However, I am going to use your letter as the subject of

my article and try to answer as many points of the question as possible.

To take first the horn or amplifier, it is a very easily ascertained fact that a difference in size of the amplifier (using the same sound box and tone arm) will give a different tone. The degree of change in volume will depend on the difference in length and also the difference in circumference of the mouth of the amplifiers used. The difference in quality of tone will depend on the materials used in the construction of the amplifiers and the method of suspension employed in arranging them in their respective cabinets.

To take next the sound box—there is a great difference in tone both in volume and quality in any two sound boxes of different manufacture which you may choose to make your tests. The tone of a sound box depends first on the material used for the diaphragm. Almost every known substance has been tried but mica seems to be the final acceptance of all experimenters.

When mica is used it must be of the best quality to get the finest possible result, and it must be an exact thickness, which is determined by its diameter, and increases with the diameter. The size of a diaphragm is limited, for as you increase the diameter you must also increase the length of the needle bar and when the distance from the fulcrum point to the mica center is changed you must also change in proportion the distance from the fulcrum point to the needle point. With any change of length of the needle bar must also be considered the necessary change in the tension applied to the bar at its point of contact with the sound box proper. Other points which must be considered are the space between the diaphragm and the back of the sound box and the diameter of the connection with the tone arm, which vary in different sound boxes.

The size of the tone arm should be figured to conform to the size of the amplifier and is in fact only a connecting link between the sound box and amplifier or in other words the diameter of the amplifier at its point of connection with the tone arm should be the same as that of the tone arm at that point, the amplifier forming in effect a continuation of the tone arm.

As a direct answer to your question in paragraph one of your letter would say that the addition of two or three inches to the amplifier would make such a slight difference in tone as to be hardly perceptible to the average ear.

Answering paragraph two, will state that the standard companies figure the number of cubic inches in the tone chamber (that is, from the sound box to mouth of amplifier) and the \$75 models contain relatively so many more cubic inches of tone space than the \$50 models, as to be worth the difference in price, for actual difference in tone quality but not necessarily in volume.

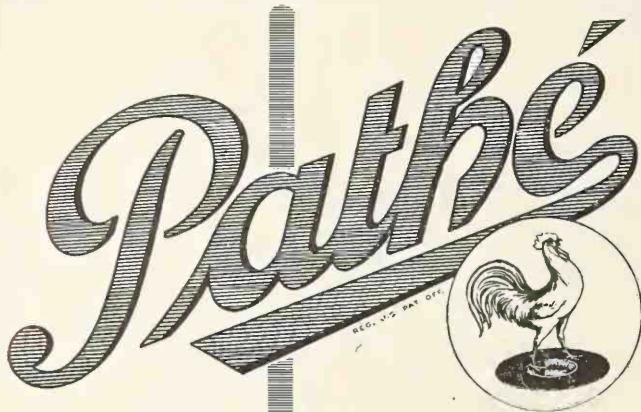
### NEWS HAPPENINGS IN DAYTON, O.

DAYTON, O., July 8.—E. M. Betz, sales manager of the Thomas Mfg. Co., phonograph parts division, is back in the harness again after a ten days' period of rest at French Lick Springs. He reports business fine and the outlook great for fall and winter business. "Business is bound to be better than ever," said Mr. Betz. "The unusual amount of money being spent on war orders is making the factory districts book and good crops and high prices for the farmers will make money doubly plentiful."

Wm. C. Neef, of Tampa, Fla., is the latest addition to the Thomas Mfg. Co.'s staff of representatives. Mr. Neef is a globe trotter, has been all over Europe and South America. He is a very enthusiastic advocate of Thomas motors and parts.

L. Baxter, formerly superintendent of the Sun Mfg. Co., manufacturers of cash registers, is now in charge of the Thomas Mfg. Co.'s phonograph motor plant in this city.

Genial Joe Freund, of the New York staff of the Thomas Mfg. Co., has been in the Western field for the past month.



## There's Big Profit Awaiting You in These Foreign Records

The foreigners in your neighborhood are eager to get hold of records that will sing them the songs of their native lands.

The Pathé Library of European and American Double Records contains more music that will touch the hearts of your foreign prospects than any other collection of records. Because most Pathé foreign discs are recorded in Europe by singers who have lived the music they sing.

Pathé Frères are going to feature their Polish, French, Spanish, German, Italian, Hungarian and Hebrew records in national advertising. There's going to be a mighty active response.

### We Want to Get You Ready

Our service department will advise you as to the selections best fitted for your town. There's never any delay on our part in filling orders. Our stocks are always full and new. Talking machine dealers in Indiana and Kentucky will find our shipments extraordinarily prompt.

Write us to-day for more details about our ever-ready service on Pathé Frères Records. We have a special proposition for dealers who are not yet handling the Pathé line.

**PATHÉ PHONOGRAPH CO., Inc.**  
10 East Washington Street, INDIANAPOLIS

Distributors

PATHEPHONES—PATHÉ EUROPEAN AND  
AMERICAN DOUBLE-DISC RECORDS



An  
Enlargement  
of the  
Pathé  
Sapphire  
Ball  
and Pathé  
Record Grooves

# What Are You Doing to Make Your Store Equipment Better the Coming Fall :: By H. J. Ellis

With a great many business men this summer will be one of planning for larger accomplishments during the fall and winter. Of course it will be a patriotic summer in a musical way, for the war has made music a necessity. There is no other factor so productive of results in a patriotic way as music, particularly through the medium of the talking machine.

The question now is, what are you going to do this summer, Mr. Dealer, to make business better than usual? Were we to plan a campaign of activity to offset any dulness that may exist it might be divided into three sections as follows: 1. How to improve summer business. 2. General store-cleaning. 3. Anticipating fall business.

## How to Improve Summer Business

Feature as strongly as possible the small size machines and the patriotic, light opera, popular songs and dance records. Right now is the time to make an attractive window display, patriotic when possible, calling attention of passers-by to the advantages offered by the smaller styles as regards quality, price, portability and easy terms.

Many owners of large instruments will welcome the suggestion that they take a small machine with them to the country, rather than risk carting the big machine to and fro.

Some of the prospects that you have been working on and which are not likely to be consummated as sales until next fall can be closed at once by offering to sell them a small style of talking machine for summer use, with the promise of redeeming it at full value in the fall when they are ready to get the big machine. It might also be well to offer to rent a number of small machines at moderate charge, to encourage the sale of records during the summer.

This summer there will be a golden harvest for those dealers who will plug hard for the suburban, country and seashore trade. House-to-house canvassing, with a sample machine and records for demonstration, will bring results. The small machines from \$15 to \$50, together with popular dance records, will surely be greatly in demand.

Of course, it is to be hoped that the manufacturers will be on the job and see to it that the supply shall be plentiful.

## General Store-Cleaning

Begin by taking inventory, if you have not already done so recently. The benefits are two-

fold. If the returns show favorably, you cannot help but feel optimistic in spite of the lull in business—which is a good way to feel in the summertime. If the stock taking figures poorly, it will act as a warning that something is wrong somewhere.

Next you will tackle the instalment and the charge accounts—those which have been overlooked or neglected. You should make these accounts mark time and keep in step. Then you will get after the surplus stock. In the summertime you are able to devote a little extra time and effort in trying to work off surplus.

Some dealers will discover, through their inventory, that they have scattered about the store a lot of miscellaneous machines which were taken in exchange during the past few months. With a little attention, these nondescript, more or less junky outfits can be put in salable condition—missing parts replaced, motors overhauled, etc. Every time you sell one of these outfits it feels like finding money, or at least like doing business on a 100 per cent. margin.

Do you regularly run your fingers through your record stock just to see if any records are misplaced? If not, try it! You will find it worth your while.

Overhaul your mailing list. Cut out those names which you know to be valueless. There are several ways of testing the value of names on your list. Have made a little rubber stamp, which will imprint on every envelope the words, "If undeliverable, sender will forward postage for return," or words to that effect. Or, by using two-cent stamps occasionally, instead of one-cent stamps, the post-office will return all mail that is undeliverable for any reason.

A still better way is to send out double post-cards asking your customers to use the reply card to let you know whether they are interested in receiving the monthly supplements. You will then be in a position to strike off the list the names of those who did not feel it worth while to respond.

Every retail store will supply quite a lot of just such work, and summer is the best time to do it.

## Anticipating Fall Business

There are still a goodly number of stores that are not tuned ready for playing. There is room

for inexpensive, but much-needed improvement in the way of attractive decoration and arrangement. The installation of soundproof rooms is a good summer resolution. This work should be done now. Don't be like the fellow that Uncle Josh tells us about—the chap whose house had a leaky roof. When it rained he couldn't fix it, and when it wasn't raining it didn't need fixing. It is no excuse to say that when you are busy alteration or building is impossible, and when you are not busy you do not feel like spending the money. Remember the past and prepare for the future.

The outside appearance of the store should receive some thought, also. A good impression is the first requisite to a sale. Outside signs that catch the eye from a distance of 100 or 200 feet are equivalent to a saving in rent. They give you the prominence to be had only by a store near the corner, and we all know that rent is highest at the corner.

The final act of preparedness in anticipation of fall business is to get your machine and record stock in perfect trim—as perfect as conditions will allow at least, and be sure you place your orders early. You are now ready for the real rush. It will come, and you will get your share because you have done everything to deserve it.

## "TALKER" AT SOLDIER'S FUNERAL

Records of Sacred Music Played at Services Over Private Nicolai, U. S. M. C.

A talking machine played a prominent part recently in the funeral services of Edward C. Nicolai, a private in the United States Marine Corps, who died in the Navy Hospital in Philadelphia from spinal meningitis. Mr. Nicolai, whose home was with his family in the Bronx Borough, New York, was buried with military honors, and the music for the services at the house was played on the talking machine, of which the deceased was very fond. Charles Buchner, manager of the Victrola department of Piser & Co., Third avenue and 150th street, operated the machine and playing the following records: Chopin's Funeral March, by Pryor's Band; "Crossing the Bar," sung by Evan Williams; "Nearer, My God to Thee," sung by John McCormack, and "America" and the "Star Spangled Banner," played by the band.

PRE-EMINENT—

# SANGER SERVICE

With a Stock of Over 300,000 Records, Dealers  
Are Assured Prompt and Efficient Service

Our Slogan—"We Ship the Same Day"—Try Us



**SANGER BROTHERS**

VICTOR DISTRIBUTERS

DALLAS, TEXAS



# THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., July 3.—All the local trade did their duty in the purchase of Liberty Bonds, and they similarly have shown a spirit of patriotism in their support of the Red Cross cause. Scarcely an establishment where there was a man or even a boy who was not eager to own one or as many bonds as they felt they could afford, and buttons were conspicuous in every place of business one entered. There is a feeling in the trade that conscription will play a part in lessening the supply of goods and materials generally. One often hears about a shortage due to one thing or another, but here is a new condition that may face the trade, one that may play a serious part in cutting off the supply at the factories. In some concerns there are more men of the draft age than in other places, and it is currently said that several factories are making arrangements to meet this shortage of help. Meantime business in this city and suburbs has been good, one hears little complaint. Just now the small, inexpensive machine is having a great call, most of these being shipped to summer homes.

## Columbia Co.'s Jolly Party

The Columbia Graphophone Co.'s large staff had a jolly party at their new headquarters in Federal street a few nights ago, and all from Manager Fred E. Mann down participated in what proved to be a pleasant evening. Mr. Mann gave all the men and women a cordial welcome by way of starting the ball a rolling, and he was followed by Assistant Manager William S. Parks, who gave a talk on organization and the value of the co-ordinated idea in business. Joseph Cincotta, who plays the mandolin well, brought his instrument and contributed solos, Alex Vasso gave some tenor solos, and William McAulip also sang. There was a competitive musical number between a quartet made up of men from the dictaphone department and another four from the wholesale Grafonola department, and honors proved to be about evenly divided. Dancing was enjoyed by all the company and the music was furnished by a Columbia machine supplemented by drum and bass contributed by R. H. Luscomb. Refreshments were served by the ladies and so pleasant a time did the employes have that it is hoped that such an evening will be repeated at an early date.

## Visiting Old Friends

Harry Beach, assistant traveling sales man-

ager for the Victor Co., has been in town for several weeks, renewing old friends and making many new ones in the trade. Mr. Beach was last here about Christmas time. He is always a welcome visitor.

## Many of the Campers Will Be Missed

"Tis Ours" isn't likely to be occupied very much this season, and the popular camp heretofore conducted by the boys of the Eastern Talking Machine Co. on the shores of Maine will miss its former jollity and activity. This is because so many of its habitués are serving their country. Billy Fitzgerald, the Eastern's wholesale manager, however, hopes to open up the place for a while.

## Will Attend the Convention

Quite a bunch of Edison dealers will go to the New York convention from Boston and vicinity. From the Pardee-Ellenberger Co.'s Oliver street quarters there will be Vice-President Frederick H. Silliman, and L. H. Ripley, Guy R. Coner, F. S. Boyd and T. E. Dean. Others will be Frank H. Thomas, of the F. H. Thomas Co., Francis T. White and Harry W. Crooker, of the C. C. Harvey Co., Arthur W. Chamberlain, of the Iver Johnson Co., Mason P. Currier, Jr., and Ralph W. Longfellow, of Chickering & Sons, George Lincoln Parker, Mr. Fisher, of the R. N. Reed Co., of Taunton, J. A. Clem and Ira Askins, of the J. A. Foster Co., of Providence, R. I., W. D. Wilmot, of Fall River, and K. M. Cahoon, of Waltham. A large proportion of these are planning to go from Boston in a body.

## Visiting the Canadian Trade

Oscar W. Ray, New England manager for the Emerson Phonograph Co., went to Canada the latter part of June to remain away about ten days arranging details for new territory for the company. As a result of the new order C. C. Westervelt, who has been confining his attention to the northern Maine territory, will now include the Quebec, New Brunswick and Nova Scotia territories and will make his headquarters in Montreal. Mr. Westervelt has been extremely successful in handling the Emerson line, and under the new conditions this company should be on the eve of a boom throughout the provinces.

## Geo. W. Hopkins a Visitor

George W. Hopkins, the new general sales manager of the Columbia Graphophone Co., was in Boston toward the end of June, coming here

to consult with Manager Fred E. Mann and the sales force. There was a lengthy session at the Federal street quarters of the company and considerable detail looking to the ways and means of legitimately pushing business were thoroughly gone over. This was the first time that those of the wholesale department had a chance of meeting Mr. Hopkins, but as his reputation as an alert business man had preceded him they knew what to expect and they were not disappointed. Mr. Hopkins, as is now pretty well known, was formerly vice-president and sales manager of the Loose-Wiles Biscuit Co.

## Developing Trade in Victor Summer Outfits

Herbert L. Royer, at 63 Summer street, is finding a good business in Victor outfits, and on a card which he is sending out to his patrons he advises them not to take their large Victrolas to the country, adding, "What's the use when a Victrola IV or a Victrola VI will answer every purpose?" Mr. Royer was over in New York a while ago in conference with some of the leaders in the trade. Mr. Royer also hopes to be able to get to Canada as he has been doing for several summers. Usually he has gone with Mrs. Royer, whose family are hotel proprietors in the Province, in their family automobile.

## Using Fans to Advertise Business

Manager Chester J. Sylvester, of the Columbia and Victor departments of the C. E. Osgood Co., says he has little fault to find with trade conditions, that everything has been coming along satisfactorily, and there has been a good demand for low-priced instruments such as are especially useful for summer homes and camps. Mr. Sylvester has contracted for a large supply of fans for advertising the Victor and Columbia goods which will be found especially serviceable during the hot weather. An automobile trip into some of the neighboring western States is one of the things that Mr. Sylvester hopes to take before the summer is over.

## Important Steinert Alterations

Plans are about completed for radical changes in the Victor department of the M. Steinert & Sons Co.'s Boylston street establishment. The department now on an upper floor will be brought down to the first story and will be made unusually handsome, comfortable and complete in all its appointments. Actual work on these changes already has been started. Robert Steinert, son of the head of the house, has

## DOES YOUR VICTOR SERVICE

continually help to build up your sales?

Do you find your record orders steadily multiplying?

Do you get prompt deliveries?

Real Victor Service which not only gives complete satisfaction but which actually increases your volume of sales through sales promotion plans can be secured from

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**

just been on a trip among the New England Steinert agencies, in several of which he recommended minor improvements all looking to better facilitating business. The Steinert Co. has lately been having an attractive window of the June bride type. It represents a handsome interior with bride and bridegroom and a Victrola occupies a prominent place in the arrangement of the room.

Arthur H. Cushman, sales manager for the Emerson Phonograph Co., was in town the latter part of June. He came here to confer with New England Manager Ray, of the company.

#### Eastern Men Heard From in England

Jerry Spillane and Ed. Welch, both popular salesmen with the Eastern Talking Machine Co., have been heard from at Blackpool, England. They are two of the group which lately left the Eastern to engage in war service, and they went abroad with one of the hospital units. When they wrote they were expecting to go over to France shortly.

#### Now It's Captain Martin, U. S. E.

Eugene Martin, of the dictaphone repair service department of the Columbia Graphophone Co., and who formerly was with the factory or-

ganization, is to go to the front on the staff of Captain Aitken in the Fourth Reserve Engineers. Martin enjoys the happy distinction of being the champion bugler of the State of Connecticut. He will go into camp right away at Rockingham Park, over the line in New Hampshire.

#### To Become Expert Engineer

Horace Silliman, son of Frederick H. Silliman, vice-president of the Pardee-Ellenberger Co., Inc., a third year student at Harvard, is spending the summer at the Remington Arms Works at Bridgeport, Conn. He hopes to qualify as an expert engineer.

#### Whitney Succeeds Holmes

E. B. Holmes, manager of the Victor and Columbia departments of the Jordan, Marsh Co. for several years, has resigned his position, and has been succeeded by Henry Whitney, who before associating himself with this department under Mr. Holmes, was connected with another part of the Jordan, Marsh concern.

#### Spent Vacation in Training Camp

Arthur Collins, foreman of the service repair department of the Columbia Co., has returned from his vacation spent at Plymouth on Massachusetts Bay. Mr. Collins is attached to the Naval Reserve, and most of his time was spent at the training camp at Plymouth.

#### Elected Member of Chamber of Commerce

R. S. Hibshman, head of the Vocalion Co., at 190 Boylston street, has just been elected a member of the Boston Chamber of Commerce.

#### To Join the American Ambulance

William S. Townsend, for four years one of the wholesale salesmen in the graphophone department of the Columbia Co., will sail shortly for the other side where he will attach himself to the ambulance corps in France.

#### Rejoins the Hume Co. Forces

Warren A. Batchelder, who left the Victor department of the A. M. Hume Co. in Boylston street a few months ago to identify himself with the automobile industry, has returned to his first love, and is again welcoming his friends as manager of the Hume Co.'s Victor department.

#### Spent Week at Victor Factory

Billy Fitzgerald, manager of the wholesale department of the Eastern Talking Machine Co., spent a week at the Camden factory of the Victor Co. a while ago. "Fitzzy" got a pleasant welcome from his old Victor friends as he always does wherever he goes.

#### Now With the Boston Columbia Forces

C. E. Sheppard, who was mentioned in last month's issue of *The World* as leaving the Pennsylvania Talking Machine Co., of Philadelphia, to associate himself with the Columbia's whole-

(Continued on page 22)

# BAGSHAW NEEDLES

## SATISFY EVERY NEED FOR NEEDLES

W. H. BAGSHAW CO., Lowell, Mass.

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

sale store in Boston, is already on the scene, and has been assigned to northern Vermont territory, where he is already accomplishing some excellent results.

**E. H. Lansing Taking a Short Vacation**

E. H. Lansing, who makes such a practical cover of khaki for talking machines, is taking a vacation at Fort Popham, Me., where he has a pretty summer home. Business at Mr. Lansing's establishment at 611 Washington street keeps up pretty well for the time of year. His khaki moving cover is used by nearly all of the leading phonograph houses, not only in the city, but throughout the country.

**Enthusiasm Bursts Out in Verse**

One of the fundamentals of successful salesmanship, according to the testimony of experts, is having full belief in and enthusiasm regarding the product one is selling. If this belief is correct then Miss Nettie E. Hoffman, cashier for the Conclave Phonograph Co., this city, should make an excellent saleswoman, for she has written some verses bearing on the merits of the Victor talking machine that emphasizes her versatility.

**Stanley B. Bowman Withdraws**

Stanley B. Bowman, one of the staff of the Grafonola Co., of New England, has withdrawn from that organization after long and valuable service. At present his plans are rather indefinite.

**With Dictaphone Department**

W. H. Wagner, lately with a Boston motors concern, and Thomas I. Murchison, are two of the new salesmen in the dictaphone department of the Columbia Co.

**C. A. Hewitt Resigns**

C. A. Hewitt has resigned the management of the Columbia and Victor departments of the A. McArthur Co., in Washington street.

Encourage the man who is doing things and you will give him strength to do greater things.—Charles J. Schwab.

**A PROGRESSIVE BOSTON MANAGER**

Is Oscar W. Ray, in Charge of the New England Territory of the Emerson Phonograph Co. With Headquarters in Boston

Boston, Mass., July 8.—Oscar W. Ray, the New England manager of the Emerson Phonograph Co., is a graduate of Norwich University, Vermont, class of '12, and has had a careful training as a specialist. For a time he was



Oscar W. Ray

sales engineer for Tucker & Vinton, concrete engineers, and then created the Ray Placeable Vault Light Construction, a system that is in wide use through the country. Mr. Ray associated himself with the Emerson Phonograph Co. December 1, 1916, and shortly thereafter came over to Boston. He is a member of the Theta Chi Fraternity, and is a man of wide vision, with a fund of ideas and full of the creative impulse which spells success to-day in any great concern. His Boston offices are in the Dexter Building, 453 Washington street.

**SEEK TALKING MACHINE RECORDS**

Women Want Them for the Woman's Suffrage Restaurant at Plattsburg

The New York State Woman Suffrage Party is asking for operatic phonograph records for use in the suffrage restaurant at Plattsburg. At the restaurant an excellent meal is served for a nominal sum and music by the phonograph is thrown in. Most of the records are of the popular kind, but the women have found that many of the men want more classical music. A rookie expressed this desire the other day in a rhyme which he penciled on a paper napkin at the table and which is most significant:

A turkey trot  
Is really not  
The thing that we are after.  
Our brows are high,  
We chortle "he"  
At brainless song and laughter.  
"Poor Butterfly"  
Invokes our sigh,  
And only makes us blue; so  
Give us that Queen,  
Fair Geraldine,  
And Schumann and Caruso.

The women immediately set out to get the desired records, and donors may send their contributions to the New York State Woman Suffrage Party, 303 Fifth avenue, or to Mrs. A. O. Pell, Plattsburg, N. Y.

**CHRISTMAS BOX WRAPS READY**

Augur, Swyers & Machold, producers of box wraps, are recently in receipt of letters from the Columbia, Edison and Victor companies giving them permission to reproduce their respective trade-marks on the distinctive Christmas box wraps that they are preparing for the holiday business.

Walter F. Evans, Ltd., Victor department, is now located in its new store, 657 Granville street, Vancouver, B. C.

Never despise outside suggestions even when they appear ridiculous and impractical. You may obtain hints of real value.

# The Time For Action Has Come



Model 25 Pathephone

The man who wants to share in the  
**Big Pathephone  
Prosperity**

should secure an agency at once

Write or call and interview us

**A. VICTOR & CO.**

Distributors

Main and Genesee Streets

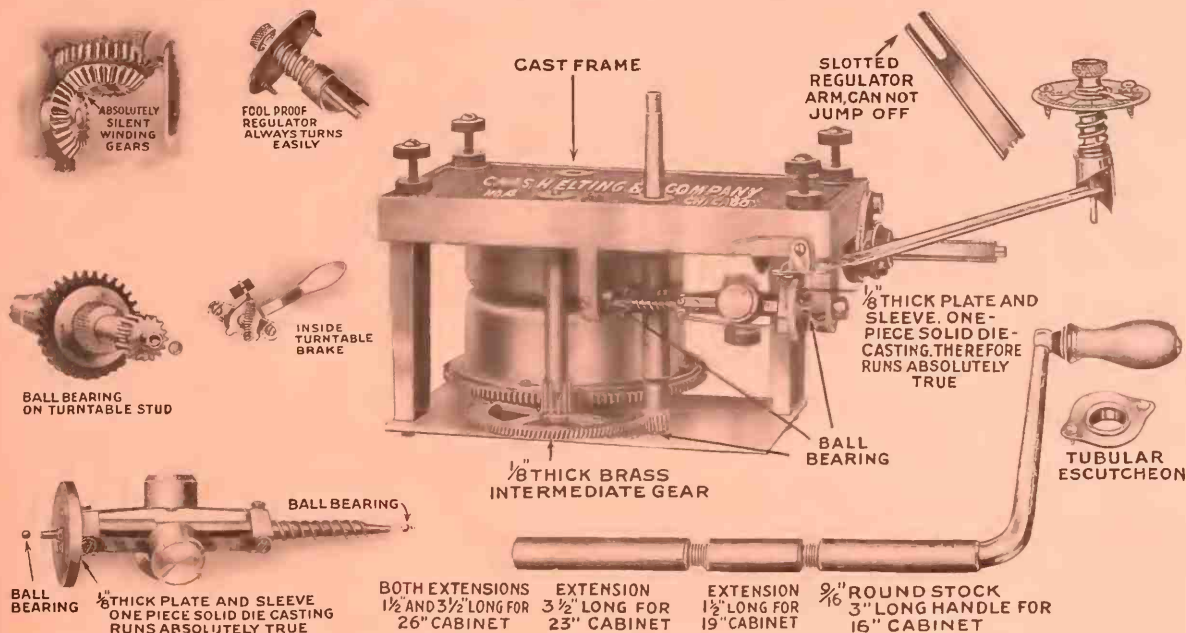
BUFFALO, N. Y.





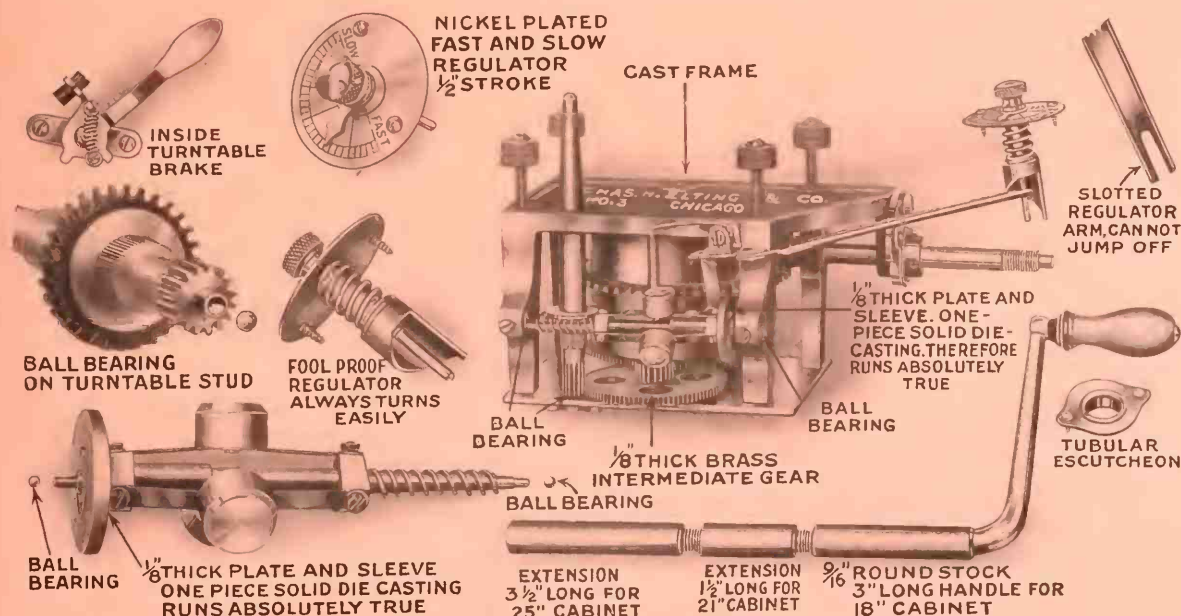
# Nickel Plated—Cast Frame—Double Spring Phonograph Motors

## No. 4—Playing 4-12" Lateral Cut Records or 3-1/2" Edison Records



No. 4—Playing 4-12" Lateral Cut Records or 3-1/2" Edison Records

## No. 3—Playing 3-12" Lateral Cut Records or 2-1/2" Edison Records



No. 3—Playing 3-12" Lateral Cut Records or 2-1/2" Edison Records

All of our motors are equipped with the following hardware parts:

- |                                       |  |
|---------------------------------------|--|
| 1—12" Stamped (Green Felt) Turntable  | 4—1-1/4" Motor Board Screws                      |
| 1—Screw-On Winding Handle—9/16" Stock | 8—5/8" Rubber Washers                            |
| 1—Nickel Plated Regulator             | 4—5/8" Steel Washers                             |
| 1—Inside Turntable Stop               | 2—Blued Wood Screws for Stop                     |
| 1—Handle Escutcheon                   | 4—N. P. Wood Screws for Escutcheon and Regulator |

Cable Address "Elmotor" Chicago. Codes—Western Union or Lieber's, 5th Edition

**CHAS. H. ELTING & COMPANY**  
1516 South Wabash Avenue  
CHICAGO



Of course she is an exclusive Columbia artist—Anna Wheaton, a vaudeville and musical comedy star. Her two selections are the hit of the Columbia August Record List. The entire mid-summer list is “popular” by which we mean “sellers.”

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

Columbia Graphophone Co.  
Woolworth Building, New York



**TALKING MACHINE MEN, INC., APPOINT MANY COMMITTEES**

At Recent Monthly Meeting to Have Charge of Its Various Affairs, During the Year—Discuss Bill to Amend Penal Code—To Hold Outing in August at Bear Mountain

The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, held their regular monthly meeting Wednesday, June 20, in the concert hall of Landay's Temple of Music, 23 West Forty-second street, New York, and it was one of the best attended sessions of the year.

Several matters of importance to the retailers were discussed, among them being ways and means for recovering lost and stolen machines, collections by legal process, war tax on talking machines, and plans for organizing a dealers' clearing house and exchange. In carrying out the latter suggestion, Irwin Kurtz volunteered to obtain from dealers information on surplus stock on hand which they would like

to dispose of and forward the information to other members of the association who might make use of the stock, on an exchange basis. The new exchange, if successful, should prove one of the most important features of the association work.

The secretary was instructed to have printed a pamphlet containing the aims of the organization and other information.

There was much discussion regarding the question of retaining an official attorney for the association to handle actions of replevin and similar matters. President Coughlin suggested that the members adopt the practice of dealers in other lines who sell on instalments, who bunch their cases and place them in the hands of one attorney, bringing all the actions to trial in the same day. This system serves to make the attorney's fee and the court charge against each case very small. The question will come up for discussion at the next meeting.

An interesting feature of the meeting was a discussion of a proposed bill to amend the Penal Code of New York State relating to defacing identification marks on pianos, player-pianos, and talking machines. The draft of the bill, which will be passed upon by prominent attorneys before being presented, is as follows:

“A person who knowingly buys, sells, receives, disposes of, conceals, or knowingly has in his possession, any piano, player-piano, talking machine, phonograph, or graphophone, from which the manufacturer's number or any other distinguishing number, or identification mark has been removed, defaced, altered or destroyed, for the purpose of concealment, or misrepresenting the identity of said piano, player-piano, talking machine, phonograph or graphophone, shall be guilty of a misdemeanor.”

Just before adjourning, arrangements for the annual outing were discussed, and it was decided that this year's affair as usual should be held during the month of August. The entertainment committee, headed by Sol Lazarus, have the matter in charge, and announcement of the time and place will be made shortly. It is most probable this year the organization will

choose Bear Mountain for the day's entertainment.

The executive committee made a report in which were included the names of the members of the various committees that will have charge of the association affairs during the year.

The following is the name of the chairman and members of each committee:

Grievance Committee—Irwin Kurtz, chairman, 135 Broadway, New York; Theo. Arison, 52 West 116th street, New York; Fred Michaelis, 269 Jaekson avenue, Jersey City; William Berdy, 1198 Fulton street, Brooklyn.

Membership Committee—Max Landay, chairman; Lambert Friedl, of Columbia Graphophone Co.; Roy Keith, of N. Y. Talking Machine Co.; E. G. Evans, of C. Bruno & Son; G. Thau and A. J. Wilkens, of Blackman Talking Machine Co.; Lipman Kaiser, of S. B. Davega Co.; Tom Green, of Silas E. Pearsall Co.; Al Edelstein, of G. T. Williams Co.; C. Ridell, of Emanuel Blout; Otto Goldsmith, of American Talking Machine Co.; B. R. Forster, of I. Davega, Jr., Inc.

Legal Committee—Lipman Kaiser, chairman; Irwin Kurtz, Johan Schiek.

Auditing Committee—M. W. Gibbons, chairman; B. Guy Warner, J. B. Cohen, of Peace Piano Co., Brooklyn, N. Y.; Johan Schiek.

Entertainment Committee—Sol Lazarus, chairman; A. Galuchic, John E. Hunt, Saul Birns, C. Ridell, H. Singer, of Singer Bros.; M. Goransky.

Advertising Committee—Max Landay, chairman; I. Zion, Saul Birns, Sol Lazarus, Lambert Friedl.

Resolutions Committee—Henry Mielke, chairman; Chas. E. Gorham, A. H. Mayers, Mr. Bradbury, of the Cortina Co.; F. P. Oliver, of Blackman Talking Machine Co.; R. Montalvo, New Brunswick, N. J.

**MAZOPHONE CO. INCORPORATED**

A certificate of incorporation has been issued to the Mazophone Mfg. Co., of Delaware, for the purpose of manufacturing music boxes and talking machines. The capitalization is \$500,000, the incorporators being Virgil B. Mays, E. Griffith-Williams, Edgar H. McIntire, J. D. Keatings, James E. Harvey, Richard E. Parton and R. R. Hartman, the latter being of Chicago.

**DECALCOMANIE**

**Domestic Transfers**  
OF  
**Guaranteed Quality**

We own and operate the largest, most complete and best equipped Decalcomanie factory in the United States.

OUR ART DEPARTMENT CREATES ORIGINAL DESIGNS

Write us for samples and prices

**PALM, FECHTELER & CO.**  
67 Fifth Avenue, New York

**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

“NICHOLSON”  
New Catalog Showing New Styles

**RECORD CABINETS**  
strictly high-grade construction at prices  
BELOW COMPETITION

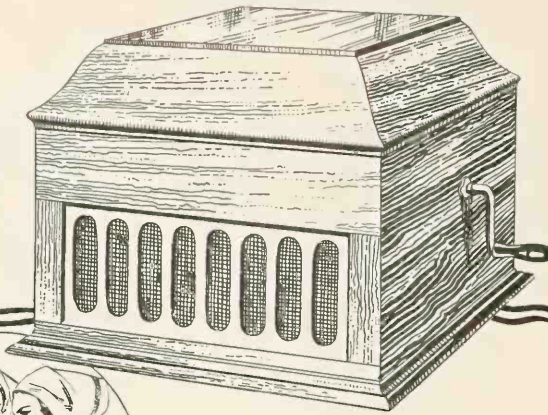
Write for a copy of the catalog and our special free advertising help for dealers.

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

**Talking Machine Supplies**  
and **Repair Parts**

SPECIALTIES:—SPRINGS, SOUND BOX PARTS,  
NEEDLES

**THE RENÉ MANUFACTURING CO.**  
HILLSDALE, NEW JERSEY



**Model 25 Pathephone**

Finishes: mahogany, fumed oak, golden oak.

Price \$25



# Announcing the Pathe

## TO TALKING MACHINE DEALERS EVERYWHERE:

We make the announcement that we are ready to supply you with characteristic foreign records in the following languages:

- FRENCH
- SPANISH
- POLISH
- ITALIAN
- GERMAN
- HEBREW
- RUSSIAN
- AUSTRO-HUNGARIAN

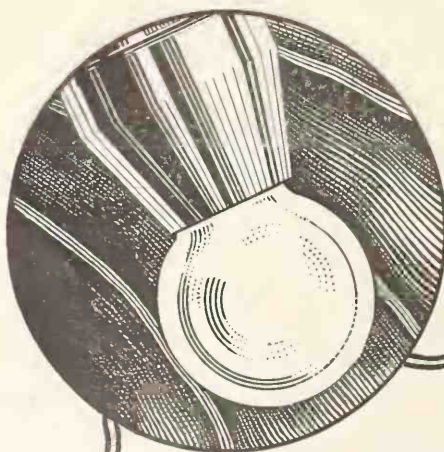
Picturesque, haunting folk songs. Lullabies sung by faraway mothers under foreign skies. Lilted melodies of the world—not merely the *music*, mind you, but the *atmosphere* that belongs with every song or instrumental selection.

These are not just records sung in foreign languages. They are records that have been actually *made in their native land*. That is why they have the indefinable atmosphere which the purchaser immediately recognizes and cherishes.

How do we make such records?

By maintaining in every leading country in the world, a special Pathe laboratory, where we are constantly making new recordings and adding to our already extensive library. Thus the dealer can constantly get new records to hold and renew the interest of this class of trade.

The big foreign-born population of the United States is *hungering*—yes, *actually hungering*—for its own native music. The dealer who lets this public know that he can supply every foreigner with *his own music*—sung and played just as it is sung



An Enlargement of the Pathe Sapphire Ball and Pathe Sound Grooves

## THE PATHÉ GUARANTEE

WE guarantee every Pathe Record to play with the Pathe Sapphire Ball at least one thousand times, without impairment to the unexcelled beauty of tone.

Pathe Frères Phonograph Co.

**PATHÉ FRÈRES**  
10 Grand Avenue,



# Foreign Record Service

played back home in the old country—  
covers a rich, fertile, profitable line of  
business.

We will supply bulletins and special  
printed matter in colors of records in all  
languages here noted, and will add to  
list with new records monthly. New  
languages will also be added regularly.

## THE PATHEPHONE'S FEAT- URES ALSO SELL STRONG

The majority of foreigners are people  
of the strictest thrift and economy. Train-  
ing of centuries has made them so. They  
appreciate more than anybody else the  
many features of the Pathephone.  
They will appreciate the

### PATHE SAPPHIRE BALL

which, more than any other phonograph  
feature ever invented, means dollars and  
cents saved. Unlike metal needles, the  
Pathe Sapphire Ball cannot possibly grind,  
or dig into records. It means

### LONG LIFE TO THE RECORD

Where the ordinary record shows wear  
after fifty or sixty performances, Pathé  
Records last for a *thousand* performances.  
See the Pathé "Thousand-Time" guar-  
antee printed below.

### NO NEEDLES TO CHANGE

The Pathe Sapphire Ball is permanent.  
This feature saves endless annoyance and  
anxiety. It prevents the ruin of records  
by worn out needles. And it means a con-  
siderable saving on a year's supply of  
needles.

At this time when national feeling runs  
high, you will be unusually well-repaid,  
by taking advantage of this unique feature  
—one of the many which Pathé Frères  
offer their dealers.



**Write for Our Special Proposition**  
Just drop a card to us that you'd like more information  
about the Pathé Foreign Record Service, and you shall have  
that information as fast as the mails can speed it to you.

## PHONOGRAPH COMPANY

Brooklyn, N. Y.

### PHONOGRAPH TEACHES WIRELESS

Young Man to Whom W. D. Wilmot, of Fall River, and the Edison Phonograph Gave Assistance in Learning Morse Code, Joins Navy

W. D. Wilmot, Edison dealer of Fall River, Mass., who visited New York recently for the purpose, among other things, of calling at the Edison laboratories at Orange, received while here a letter from a young man in Fall River who had been taught wireless telegraphy with the assistance of the Edison phonograph and who has just enlisted.

"An odd thing about that chap was his persistent study of wireless telegraphy under most adverse conditions and how he finally had to turn to Mr. Edison's favorite invention, the phonograph, to assist him in his studies," said Mr. Wilmot.

"Last winter I was just closing my shop, after a rather busy day, when two young men entered the place. They had a problem they wanted me to solve.

"Can we get records of the Morse code as used in wireless telegraphy?" said the younger chap.

"On the phonograph?" I asked.

"Yes," he answered.

"I thought for a while," said Mr. Wilmot, telling the story, "then turned to one of the earlier models of the Edison phonograph, and using a wireless set, after some experimentation, we succeeded in making excellent records of the sounds made by the electric impulses which indicate that proper flashes have been made in sending the message.

"You see, the young man acting as tutor had with him a small working set of keys which gave a proper electric spark when attached to the electric current in my store. The other young man did not know how to study the peculiar sounds made when the telegraph key was being operated sending a message. He could only study at night and the young wireless operator who was going to high school could not spare the time evenings to give him proper lessons.

"By having a full set of the Morse code signals used in wireless work to guide him the student soon made rapid progress. He became quite proficient as an operator. Now I see from the letter I just received that he is joining the fighting forces of Uncle Sam to make use of his knowledge of wireless."

In his early days W. D. Wilmot was a well known figure in the theatrical world, and was famed as the inventor of several unusual contrivances used in dare-devil acts.

### A. F. MEISSELBACH'S NEW POST

A. F. Meisselbach, head of A. F. Meisselbach & Bro., Newark, N. J., has been elected second vice-president of the Otto Heineman Phonograph Supply Co., New York, and a member of the Board of Directors. The Meisselbach plant is now a division of the Otto Heineman Phonograph Supply Co. Mr. Meisselbach is one of the best known members of the talking machine industry and is recognized as a pioneer motor manufacturer. His associates on the Heineman directorate are pleased to include him as a director as he brings with him years of experience which will be invaluable.

### STIMULATE INTEREST IN RECRUITING

A special concert Pathephone is being used to excellent advantage to stimulate the interest in recruiting. This instrument, which is operated by compressed air, has been loaned by the Pathé Frères Phonograph Co. to the Stationery Trade Division of the recruiting movement, and informal concerts are given daily at the division's headquarters on Liberty street. Pathé patriotic records are used at these concerts, and the remarkable volume of tone the instrument is capable of producing has aided materially in attracting crowds of passersby to the recruiting station.

### A GROUP OF "LIVE WIRES"

A Snap of Some of the Sales Staff of the New York Talking Machine Co., Including General Manager, Who Are Popular with the Trade

"A Group of Live-Wires" is an apt caption for the illustration shown herewith, for every member of this group is a human dynamo, and always "on the job." Reading from left to right they are: L. Schoonmaker, R. J. Keith, M. Owens and E. Fontan. Mr. Keith is general manager of the New York Talking Machine Co., Victor distributor, and the others are mem-



Left to Right: L. Schoonmaker, R. J. Keith, M. Owens, E. Fontan

bers of his sales staff. They have won the friendship and esteem of the Victor fraternity through ability and a spirit of helpfulness.

It may be added that one member of the New York Talking Machine Co.'s sales force is missing from this picture—J. J. Davin. This happened because it is almost impossible to take a picture and still be "in it," and this is the case with this group, for Mr. Davin snapped the portrait with his handy "Brownie." He carries this camera on all his trips, and many of the dealer pictures appearing recently in The World reflect his photographic ability.

Never get into an argument with a customer if you can avoid it. Even if you get the best of it and convince him, he will be irritated and you will lose the sale. Lead the talk the way you want it, and suggest the selling points and let the buyer seize and develop them for himself.

### STARR PIANO CO. LEASES FLOOR

Will Move Present Local Showroom for Phonograph to New Quarters at 9 East Thirty-seventh St.—Recording Laboratory Planned

The Starr Piano Co., Richmond, Ind., has leased the top floor of the building at 9-11 East Thirty-seventh street, New York, for a term of years and will utilize the space for salesrooms and recording laboratories for the phonograph department of the business.

The phonograph division of the Starr Piano Co. occupies quarters at 56 West Forty-fifth street, where it has been located for a year or more. This space has now been vacated, and the entire local establishment moved to the new Thirty-seventh street address. The company will also secure additional storage quarters in the near future in a location not yet decided upon.

### PLAN TO REGISTER ALL REMOVALS

Ordinance to Force the Keeping of Such Records Now Before Board of Aldermen in New York—Trade Should Be Interested

An ordinance which, if put into effect, will compel movers, expressmen and truckmen generally, in the City of New York, to keep an accurate record of all removals, regardless of size or quantity of goods moved, and file such information, including the name and address of the shipper and the name and address of the receiver with the Bureau of Licenses, comes up for discussion before the Board of Aldermen early during this month. The ordinance is similar to ordinances now in effect in other cities, and is designed to facilitate the tracing of stolen goods and missing persons. The Police Department will have access to the records in carrying out their work. The ordinance should prove interesting to piano and particularly talking machine dealers for the facilities it offers for tracing instalment purchases.

## NEW TONE ARMS and SOUND BOXES

The Universal Type.

Play All Makes of Disc Records.

FOUR DESIGNS—ONE FOR EVERY GRADE PHONOGRAPH

We make 2 designs of sound boxes and 4 different styles of Tone Arms. We also make exclusive designs to special order. High-grade motors. The tone quality of our products is unsurpassed. The reproduction is perfect.

BUY DIRECT FROM FACTORY—SAVE MONEY

You are dealing direct with manufacturers when you buy from us. Thomas motors and parts are made complete in our own factory. Every dollar you save on the working parts of your machine adds to your profit and permits you to use a finer grade of cabinet. We can show you how you can save money.

MOTORS AND PHONOGRAPH PARTS OF MERIT

Thomas motors and sound boxes are made in Dayton, Ohio—the "city of precision"—the home of the best workmen in the world. Our sound boxes, motors and tone arms are the result of long and careful experiment. They are being used by manufacturers of high-class phonographs all over the world. High Quality—Low Price, is our motto.

Prompt Deliveries.

Distinctive Designs to Order. Let our Service Dept. help solve your phonograph problems.



Thomas Mfg. Co.

122 BOLT ST.

Dayton, O.

Four Styles  
Get  
Our  
Prices

**BECOMES ASSISTANT MANAGER**

W. C. Pilgrim Appointed to This Important Post with the Otto Heineman Phonograph Co.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced last week the appointment of W. C. Pilgrim as assistant general manager of the



W. C. Pilgrim

company with headquarters in New York. Mr. Pilgrim will work in conjunction with A. Heineman, who is also assistant general manager, and his appointment was made in order to relieve Otto Heineman, president of the company, of some of his extensive duties.

Mr. Pilgrim has been connected with the company for the past two years, having had experience in both the executive and factory divisions. He spent some time at the Heineman factory at Elyria, and more recently was assistant sales manager of the company's Middle

West branch in Chicago. Prior to joining the Heineman forces Mr. Pilgrim was associated with several leading English banks. He has had considerable executive experience and will doubtless prove invaluable in his new and important field of endeavor.

**MUSIC IN THE NATIONAL CRISIS**

Some Very Timely Comments in This Connection From the Pen of F. F. Dawson, Manager of the Columbia Co.'s Store in Louisville, Ky.

LOUISVILLE, KY., July 8.—Under the heading "Music in National Crisis," F. F. Dawson, manager of the local division of the Columbia Graphophone Co., has written the following timely and interesting article that has attracted favorable comment in musical and business circles:

"If music can vastly increase an army's fighting power and can preserve its morale for months and possibly years, no further proof is necessary to show that it is an active force.

"It is gradually being realized that music is as great a force and is as much needed at home as at the front. England in her great need for money, to finance the greatest armament the world ever raised, decided to tax musical instruments. The men who are governing England soon saw their mistake. The tax on music was repealed.

"It is not too strong a statement to make that music is to be an important influence in determining the result of the war. In addition to stimulating the soldiers and preserving the morale of the army, it is to be one of the greatest forces at home.

"We need more patriotism. Nothing will arouse it like music. We need greater unity among our people. Nothing will weld people together and harmonize their differences of opinion more than music. We need determination, efficiency and a willingness for each one to do his part. Nothing will develop this like music."

**ADDITIONS TO EDISON PLANT**

Many Buildings Now in Course of Erection at Phonograph Laboratories in Orange—Fire-proof Construction a Feature

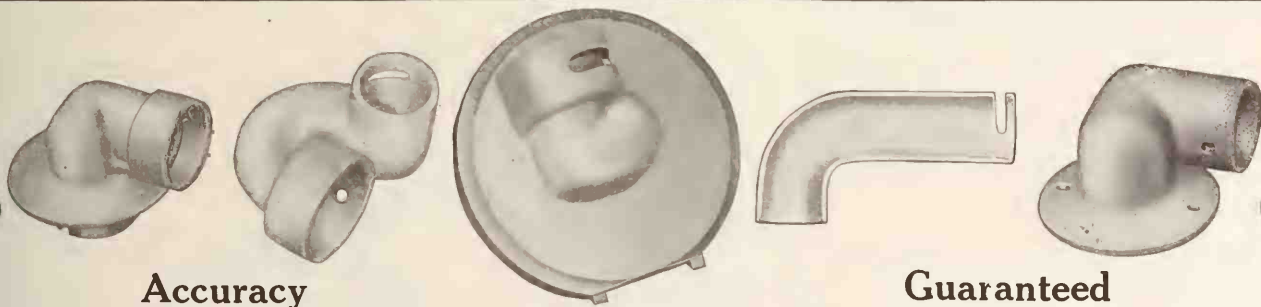
Extensive building operations now under way at the Edison laboratories in Orange, N. J., involving a quarter of a million dollars at this time, will be partly completed by the first of February, 1918. A number of buildings are being erected to increase the production of phonographs. Their completion will increase the productivity of disc record manufacture more than 33 per cent. The largest buildings will be the one where molds are to be made and the \$175,000 boiler house.

The lessons drawn from the big fire in the latter part of 1914 pointed plainly to the present method of constructing buildings as the best suited to prevent fire spreading over the entire plant. Undaunted by the tremendous loss involved in the conflagration Thomas A. Edison the morning following the big fire began applying these costly lessons in the construction work that immediately followed. To-day the Edison laboratories are said to be the nearest approach to fireproof that any buildings can be.

In the new boiler house, plans of which call for 5,000 horse power, one addition will be put up at a time. The present construction calls for a 1,200 horse power wing. When this is completed, additions will follow until the 5,000 h. p. boiler installation is completed.

A local and city fire alarm system helps to keep the plant in immediate touch with the city fire department. The modern fire alarm system, which was completely installed the first of this year, has worked very well. A well-drilled fire-fighting force, frequent fire drills and the most modern methods of fire prevention are some of the things depended upon to suppress a blaze.

Including the new buildings under construction, there are thirty-five structures making up the phonograph works of Thomas A. Edison, Inc., not including the storage battery plant.



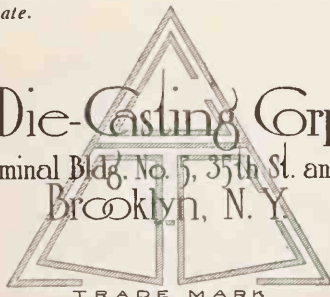
**Acme Die-Castings in Aluminum or White Metal Alloys for Intricate Phonograph Parts**

Here are a group of Compound Elbows and a Tone Arm that illustrate the skilled service rendered to the trade by the Acme Die-Casting Engineers. The dies for these different parts were designed and constructed by the Acme experts and the castings when finished were not only accurate, uniform in thickness, free from holes and pit marks and beautifully finished, but the sharp angles and constricted tone-chambers were eliminated in the Acme product. The Acme Engineers have solved many intricate problems for manufacturers of phonographs, which explains why more Acme Die-Castings are used than other makes in Talking Machines. Send us a model or blue print for estimate.

**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.  
ROCHESTER, 36 Morningside Ave.  
NEW YORK, 120 Broadway



# SPECIAL Proposition Now Ready

Just clip the coupon from this ad, sign and mail it and get our special offer on the RE-PLA-STOP. This offer for accessory manufacturers, wholesale dealers, retail dealers. Learn how you can add to your profits without increasing your selling expense. The opportunity now open. Write for particulars.

# RE=PLA=STOP

For Any Talking Machine with Free Swinging Tone Arm

Automatically re-plays any size or make of record from 1 to 5 times or continuously as desired.

**COMBINING THE ONLY PERFECT RE-PLAY DEVICE AND THE ONLY PERFECT AUTOMATIC STOP**

It always stops at the end of any desired number of repetitions. *It always stops with the needle suspended above the starting groove of record.* Record or needle replaced without lifting the soundbox. Can't scratch record by bumping tone arm, as the needle swings clear above the record while not playing.

## How It Operates

Simply place a record on the talking machine in the usual manner and set the stop and indicator for any number of repetitions—from one to five or continuously, as you may desire. Do nothing about the operation or stopping of the machine—because the RE-PLA-STOP takes care of that.

When you move the indicator, the record commences to turn, the needle very gently descends into the first tone groove and the selection is played. At its conclusion, the needle lifts from the record, the tone arm swings back to the starting point and the needle gently descends and *replays* the record. This operation repeats itself automatically until the record has been played the number of times pre-determined, when the RE-PLA-STOP stops the machine. The action is perfectly automatic.

## A Business Builder for Wholesale and Retail Dealers

Will be wanted by nearly every talking machine buyer because it ADDS TO THE MACHINE THE FASCINATION OF A PERFECT RE-PLAY ACTION. This is the next step in making the talking machine more useful and desirable. Show your trade how to get more pleasure out of the talking machine and get ready now for the demand.

The Re-Pla-Stop will help to **SELL MORE RECORDS.**

It is a wonderful device for demonstrating machines and records and a *great* window display feature.

*Guaranteed Perfect in Action. Backed by Ample Capital.*

**SEND THIS COUPON** →

The Re-Pla-Stop will be ready August 1st and our campaign of advertising to the general public in magazines of National circulation will make it known everywhere. Every dealer (wholesale or retail) in the talking machine trade should get information about our proposition. There is an opportunity for every man in the business to make money on this. We will prove that to all who send the coupon. Sign and mail it today.

**RE-PLA-STOP COMPANY**  
Greenwood Building Cincinnati, Ohio

## Retail Price

**\$5.00**

**Sold on  
10 Days'  
Trial**

Plays Any  
Size or  
Make of  
Record



Size  
About 3 1/4  
Inches Square

Re-Play-Stop Co.,  
Cincinnati, Ohio.

Without obligation on <sup>me</sup> <sub>us</sub> send full particulars  
about your proposition on the Re-Pla-Stop.

Name .....

Address .....

Put X where it will indicate your business.

Manufacturer.  Wholesale.  Retail.



**MINNEAPOLIS DEALERS MEET**

Organization of Victor Retailers in That City Hold Annual Meeting and Listen to Some Excellent Addresses—Over Sixty Present

MINNEAPOLIS, MINN., July 1.—The Talking Machine Dealers of Minneapolis, a Victor organization, held their annual meeting at the Leamington Hotel, this city, recently, with about sixty dealers in attendance, among them appearing for the first time: F. H. Culp, of Buffalo, formerly with the J. N. Adam Co., who has taken charge of the Victrola department of the Howard Mercantile Co., and James Sandee, now in charge of the L. S. Donaldson Co.'s department, succeeding Don Preston. The feature of the meeting was the banquet held in the evening.

The banquet hall was decorated elaborately with the national colors and flowers, and the dealers sang "The Star Spangled Banner" standing before discussing the excellent menu. A. Matheis, president of the association, acted as toastmaster, and the speakers included W. L. Harris, of the New England Furniture & Carpet Co., who spoke on "The Opportunities in the Talking Machine Business"; Geo. Mairs, of W. J. Dyer & Bro., St. Paul, who spoke on "The Future of the Talking Machine," and O. R. Parker, of the Credit Rating Association, who spoke on "Credits in Relation to the Talking Machine Business."

Following the speeches came the election of officers, and A. Matheis was re-elected president unanimously. Frank L. Gunyo, of the New England Furniture & Carpet Co., was elected vice-president, and Miss Blanche Saunders, of the Metropolitan Music Co., re-elected secretary and treasurer. A vote of thanks for the speakers and one for the officers and a tribute for their splendid work in the past was given in a neat little speech by Mr. Rosenstein, of the Minneapolis Dry Goods Co. After the business meeting the members indulged in dancing until a late hour.

The feeling promoted amongst the dealers

gathered together was eminently satisfactory in that it was more friendly and more co-operative than at any previous time in the history of the organization, and all felt that the work the coming year would be done with more enthusiasm and better results than ever before.

**APPOINTED ADVERTISING MANAGER**

H. A. Harris Takes Charges of the Advertising Department of the Pathé Frères Phonograph Co.—An Experienced Man in This Field

H. A. Harris, who has been connected with the advertising department of the Pathé Frères



H. A. Harris

Phonograph Co., Brooklyn, N. Y., for the past few months, has been appointed manager of the department, his recent success well deserving this promotion. According to his present plans Mr. Harris will shortly inaugurate new plans and methods whereby Pathé jobbers and dealers throughout the country will receive maximum service and co-operation, coupled with practical assistance, from the Pathé Frères advertising division. One of these ideas will be the establishment of a bureau of information for dealers and jobbers which will aim to work out detailed plans of service.

H. A. Harris has been a member of the advertising fraternity for a number of years, having been advertising manager of Landay Bros., New York, Victor distributors, for several years. He was also associated with the Bates Advertising Co., and is well versed in publicity matters from a general and technical standpoint.

S. W. Northup, Shattuck, Okla., who handles the Victor and Columbia talking machines and records, is developing an excellent business.

**BLSH COMBATS FOOD SHORTAGE**

Phonograph Man of Des Moines Successful in Efforts to Have Waste Land Adjacent to Railroads Put Under Cultivation

H. H. Blish, secretary and treasurer of Harger & Blish, Des Moines, Ia., the Edison jobbers, recently paid a visit to New York and to the Edison laboratories in Orange, N. J. Mr. Blish said that when he left Iowa the unfavorable weather experienced earlier in the season had given way to good growing weather which was showing excellent results in the splendid corn crops.

Although Mr. Blish was disinclined to enlarge upon the fact he has, nevertheless, taken a prominent part in the work of preparing against a food shortage in the fall. While on an automobile trip through the State some months ago Mr. Blish noticed that there were wide stretches of land on both sides of the railroad tracks that was simply wasted in so far as food production was concerned. He interested one of the local newspapers in his plan to utilize this land for crop growing, and then took the matter up with the Governor. The latter was very enthusiastic and called the attention of the railroads to the matter, with the result that they consented to give the use of their abutting land to neighboring farmers for cultivation.

The merchants of Des Moines are much pleased over the announcement that an army cantonment is to be established near the city, where 40,000 men will be quartered and where \$150,000 will be spent each week for food and other necessities.

Through the courtesy of Messrs. Anderson & Weber, owners of the musical comedy, "His Little Widows," which recently completed a successful run at the Astor Theatre, the Four Haley Sisters, who had a prominent part in the comedy, will make exclusive quartet harmony records for the Emerson Phonograph Co. during the next six months.



*Prompt—Efficient—Accurate*

**Victor Distributing Service**

*Schmelzer Arms Co.*

The Oldest Victor Distributors in the Southwest

**KANSAS CITY, MO.**



# Vacation and Camp Notes

THIS is going to be a wonder season for moderate-priced talking machines of real merit. Junk days are over.

Vacationists will want music in camp and cottage. They will want machines of light weight and strong construction, such as the Domestic. The training camps will demand moderate priced talking machines in thousands. Every home will want music and entertainment. This is not theory, but history drawn from experience in Canada, England and France.

No matter what talking machines you handle or how satisfied you may be with them there is a revelation awaiting you in the Domestic line. The wonderful volume of clear, correct tone makes the Domestic ideal for the Summer camp. It represents

### The Standard for Musical Tone

The substantial construction of every part, from motor to sound box, makes it pre-eminently the machine for

outdoors—and yet money cannot construct a more beautiful machine.

The Domestic created a furore at the Chicago Music Exposition in competition with the highest priced machines on the market. The Domestic will astonish you, as it has thousands who have seen and heard it.

Our challenge: A comparison of tone with any machine in the world, regardless of price.

The prices range from **\$15.00 to \$50.00**. Get ready for the great Summer selling. Write for catalogue and full particulars.

Although we have the country pretty well covered with distributors, there are still some very good territories open. **Better act quick.**

# Domestic

## TALKING MACHINE

DOMESTIC TALKING MACHINE CORP.

Horace Sheble, President

33rd and ARCH STREETS PHILADELPHIA, PA.



Pacific Coast Sales Agent

WALTER S. GRAY

422 CHRONICLE BLDG., SAN FRANCISCO, CAL.

## Big business booms for Columbia dealers— Anna Wheaton, Elizabeth Brice, Wright and Dietrich, and others equally well-known in the realm of musical comedy and vaudeville.

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

Columbia Graphophone Co.  
Woolworth Building, New York



### MAYOR OF CLEVELAND ADDRESSES TALKING MACHINE MEN

Guest of Honor at Monthly Meeting of Talking Machine Dealers' Association of Northern Ohio—J. Roland Hall, of Victor Co., Also Speaks—Working for State-Wide Organization

CLEVELAND, O., July 3.—Mayor Harry L. Davis, of Cleveland, was the guest of honor at the regular monthly meeting of the Talking Machine Dealers' Association of Northern Ohio, which was held in the Colonial Hotel the evening of June 20.

The mayor gave an interesting address on "Co-operation" and also told of the Red Cross campaign for funds in this city in June. The association donated \$25 to the Red Cross.

J. Roland Hall, advertising manager of the Victor Talking Machine Co., delivered the main address of the evening. He gave some valuable suggestions on advertising and salesmanship.

The association decided not to hold their regular monthly meetings in July and August but will have a picnic some time during the summer.

The Phonograph Co.'s officials here reported business for June as surprisingly good and there was a noticeable increase over the same month a year ago.

C. H. Yates, formerly of the Pacific Phonograph Co. of California, has accepted the position of manager of the retail department of the Cleveland Phonograph Co.

The proposition of organizing a state-wide talking machine dealers' association is being advanced slowly but steadily. Representatives of the jobbers in the trade are calling on dealers throughout Ohio asking their opinions of such an organization and whether they think the plan would not unify the interests of all

dealers and serve generally to advance the welfare of the trade. Replies are coming in gradually from the dealers in the State and thus far most of the responses have been favorable to such a project.

The dealers' association of northern Ohio is constantly being enlarged by new members so that consolidation as a general policy seems to be met with favor among talking machine men in the Buckeye State.

Talking machine dealers in Cleveland have had a pledge posted up in their stores to the effect that they will charge 6 per cent. interest on all deferred payments on talking machines beginning June 1. These pledges, signed by all the members of the Talking Machine Dealers' Association of Northern Ohio, are to be seen in every one of the stores that handle talking machines in the city and adjoining towns. The interest on deferred payments has met with instant success in this district.

C. C. Koch and Thomas Garland, salesmen from the Edison factory in the East, visited the Phonograph Co.'s headquarters here last week.

William G. Bowie has returned to his former position as manager of the talking machine department of the B. Dreher's Sons Co.

Forty dealers from the Cleveland district are already preparing to attend the Edison dealers' convention to be held at the Waldorf-Astoria Hotel, New York City, from July 12 to 14. Three Edison special trains will leave Cleveland the evening of July 11 for the convention.

John P. Eich, wholesale manager for the Phonograph Co., has been enjoying his summer vacation at Turkey Foot Lakes, Ohio.

L. T. Schaefer, of the retail force, has returned from his vacation and is ready for the summer grind preparatory to the busier fall season.

Talking machine dealers of Cleveland have helped make the Liberty Bond and Red Cross campaigns here a great success. Many of the dealers in the trade some days spent most of their time soliciting on the bond sale and also buying many bonds themselves. They even conducted house to house canvass at one stage of the bond campaign.

And when the Red Cross campaign came along the talking machine men donated liberally to the cause. It was due to no small effort on the part of these men that Cleveland captured leading honors among American municipalities in subscriptions for the Red Cross fund. Cleveland was allotted \$2,500,000 and subscribed nearly \$5,000,000. The city was afire with enthusiasm and the talking machine dealers helped largely to make the cause such a magnificent success.

William S. Byrd, for twenty years with the Indianapolis office of the Columbia Graphophone Co., has been transferred to Cleveland. Here he will be superintendent of orders and shipping under Manager Roos. General business with the Columbia people is reported very good throughout northern Ohio.

The Singaphone Co. of New York has opened a store at 328 Main street, Poughkeepsie, N. Y., in charge of Alfred Gottesman.

## Eclipse Victor Service—All that the Name Implies

# ECLIPSE

The best grade of watches work on a twenty-four jewel basis. Eclipse record and machine service puts a twenty-four jewel movement into the retail merchandising of Victor goods. Our new equipment, our enlarged facilities, our complete stocks of foreign and domestic records and our business-building sales ideas comprise the main pivot jewels in our service.

## ECLIPSE MUSICAL COMPANY

Victor Distributors

CLEVELAND, OHIO



# HALLET & DAVIS PIANO CO.

*Distributors for*

*Pathé*  
REG. U.S. PAT. OFF.

Pathephones and Pathé European  
and American Double-Disc Records

HALLET & DAVIS PIANO COMPANY  
(ESTABLISHED 1839)

NEW YORK  
18 East 42nd Street

BOSTON  
146 Boylston Street

CHICAGO  
17 North Wabash Avenue

## SHERMAN, CLAY & CO. IN NEW WHOLESALE QUARTERS

Formal Opening of New Establishment a Big Event in San Francisco Trade—Enjoy Unusual Facilities—Dealers Reach Agreement Regarding Allowances on Machines—Other News of Interest

SAN FRANCISCO, CAL., July 3.—Business in talking machines, both wholesale and retail, is seasonably good here. While the demand is particularly strong for small machines for outing and summer home use, still the larger models continue to receive a due amount of attention, and the sale of records is exceptionally good for this season of the year. Patriotic numbers have been featured extensively by the local trade and with very good success. Everyone connected with the talking machine industry in this vicinity seems to be looking forward for a heavy fall and winter trade and making preparations accordingly. Some of the dealers are already beginning to accumulate stock for the holiday rush so as to be on the safe side no matter what developments may occur later in the year in the nature of a general shortage of machines, slow deliveries, or other obstacles which have caused more or less embarrassment in previous years.

### James J. Black Home from Long Trip

James J. Black, of the Wiley B. Allen Co., who devotes special attention to the talking machine part of the business, returned recently after an absence of several weeks, during which he visited in various cities of the East and South. While the trip was principally for pleasure, he took advantage of the opportunity to visit a number of factories with which his firm does business and a number of the large retail departments. He says the manufacturers seemed to be preparing for a very heavy fall and winter business and that the dealers everywhere he went spoke optimistically regarding the outlook for the coming holiday season.

W. J. Carson, manager of the local Edison Shop, reports a steady increase in the sale of records and a very satisfactory demand for machines. Next week he will place on exhibition an art model in the Eighteenth Century style, which attracted much attention at the Ritz-Carlton Hotel last winter.

### Sherman, Clay & Co.'s New Wholesale Quarters

The opening of the new wholesale establishment of Sherman, Clay & Co. on Mission street, between Third and Fourth streets, was one of the most important events in the Western trade for some time. This firm has fitted up elaborate quarters, entirely separate from its retail store, for the accommodation of its wholesale Victor talking machine and small goods departments. The new place is ideally situated, being only a five-minute walk from the main building on the corner of Kearny and Sutter streets, and at the same time located in the wholesale district, which gives it the benefit of extra facilities for receiving and shipping goods. In fitting up the new establishment, neither time nor expense was spared to make it convenient, comfortable and inviting. While intended for whole-

sale purposes only, it reflects the same atmosphere of quiet dignity that pervades the firm's retail stores.

The quarters have a floor space of 22,000



square feet, every bit of which is utilized to splendid advantage. Extending across the front of the building, which has a frontage of 100 feet on Mission street, are the general offices, flanked on either end by private offices and completely equipped talking machine and small



Shelves for Talking Machine Supplies

goods departments, designed as models for dealers. Further investigation reveals many other interesting features. The record room, for instance, has accommodations for 300,000



Sherman, Clay & Co.'s Parcel Post Room

records and other sections are in proportion, there being yards and yards of bins, shelves, drawers, tables, etc., so there is a definite place for everything carried in stock or needed for any part of the work. Besides the large workroom for talking machines, there is a shop for the repair of brass goods and a ukulele room. Special elevator service has been installed, and a large sign across the top of the building makes the place easy to locate from a considerable distance. Any doubt regarding the nature of the business is dispelled upon approaching near enough to see the Victor dog peering out of each window.

Following the removal of the wholesale Victor and small goods departments from the retail store of Sherman, Clay & Co., the space formerly devoted to these goods on the third and fourth floors of the building is being fitted up for retail purposes, which will increase

the facilities of this company very materially.

### Agreement on Allowances

At the June meeting of the San Francisco and Oakland Talking Machine Dealers' Association a new regulation was adopted in regard to allowances on used horn machines, when accepted in part payment on later models. According to the new rule \$5 is to be the maximum allowance on all types of cylinder horn machines, and 20 per cent. of the original selling price the maximum on all disc horn machines. The meeting was largely attended and three firms, Kohler & Chase, the Newman Furniture Co., and the Eastern Outfitting Co., were admitted to membership. Several out-of-town visitors were present, including Mr. Pettigrew of Allen's Emporium, San Jose.

### New Emerson Record Catalog

Claude A. Adou, representative of the Emerson Phonograph Co., recently received the company's new catalog, listing all its seven-inch records. He has placed it with many large concerns on the Pacific Coast and finds it fills a long felt want. This in conjunction with the patriotic music offered by the company is giving the San Francisco branch a greatly increased volume of business, according to Mr. Adou. The home recorder lately invented by Mr. Emerson is being anxiously awaited here.

### Other Live Wire News

W. E. Henry, well-known Columbia man, is preparing to engage in business for himself. For some time he has been local manager for the Columbia Graphophone Co. and is giving up that position to start his new enterprise, the exact nature of which he has not yet disclosed.

Miss Grace Kramer now has charge of the record department at the store of Byron Mauzy on Stockton street. She has had considerable experience, which makes her well fitted to take up her new duties. Until recently she was connected with the Emporium department.

Clark Wise, of Clark Wise & Co., says June was a particularly good month in his talking machine department. He has just resumed his duties after a pleasant outing at Napa Soda Springs in Napa County.

A new Edison Shop has been opened in Visalia, Cal., by T. F. Sibley, who has been identified with the trade in that section for many years. He has secured an exclusive agency for Edison products and has his store on Court street nicely fitted up to accommodate a comprehensive stock of these goods.

A. W. White, manager of the Emporium talking machine department, is away on a two-weeks' vacation.

There is a double value in working to bring about a great social or business betterment. Not only do we help bring it about, but in the process we evolve ourselves.

## Phonograph Accessories

Tone Arms

Sound Boxes

Attachments for Edison to play Victor and Columbia records.

Universal attachment for Edison to play any make record.

Attachment for Victor to play Edison, Pathe and etc.

Jewel Points.

Gold and nickel plating for the trade.

**F. C. KENT & CO.**

24 Scott St.

Newark, N. J.

## WALL-KANE STEEL NEEDLES

Are the original genuine ten-in-one Steel Needles  
Each needle is guaranteed to play ten records

**BWARE 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, \$3.90. Single packages, 6c.

JOBBER TERRITORY OPEN

**Progressive Phono. Supply Co.**  
145 WEST 45th STREET, NEW YORK CITY



Every part of the Ku-Allen Phonograph Motor is designed and made by master mechanics. Each part is inspected first as a unit—and then in the final assembly. The output is purposely limited that our motor expert may personally oversee practically each operation.

Ku-Allen Motors use a simple, direct drive. Thus the friction which prevents motors from running uniformly and lessens their power is minimized.

Ku-Allen Motors maintain their uniform speed until run down, which prevents loss of pitch when playing records.

A heavy cast frame prevents warping. Parts are not pulled out of position, as often occurs with stamped frames.

A cast bottom plate gives a better bearing—that of steel against casting, which mechanics agree is the proper combination.

As a result Ku-Allen Motors are quiet running, uniform in speed and powerful and absolutely guaranteed.

Three long-running sizes—large, medium, small.

**The Ku-Allen Motor has been adopted by some of America's leading phonograph makers. Other manufacturers are invited to write.**

*Division of The Starr Piano Company*  
*Richmond, Indiana*

**STIMULATES PATRIOTISM**

**The Marcellus Roper Co. Used Six Victors for Two Weeks to Teach Worcesterians**

WORCESTER, MASS., July 6.—The Marcellus Roper Co., of this city, is not only an enterprising and generous house, but it is imbued with a fine spirit of patriotism. For fully two weeks in advance of the Fourth of July there were six Victor machines stationed on platforms at various points on the Common, and the special purpose of these machines was to familiarize the public with the tunes and words of the patriotic songs that were used on the Fourth in the great community singing festival, which was such a successful feature of Independence Day in this city.

When the idea was first worked out and presented to Marcellus Roper he quickly offered to co-operate and to supply these machines with the clearest records that could be had out of his large establishment. Such pieces as the public learned as they never were learned before through the medium of these Victors were "The Star Spangled Banner," "America," "Red, White and Blue" and "Columbia, Gem of the Ocean."

**DEMAND GOOD IN KALAMAZOO, MICH.**

**Fischer Music Shop Doing Well With Victrolas and Records—C. L. Fischer Interested in Orchestra He Has Conducted for Twenty Years**

KALAMAZOO, MICH., July 5.—The Fischer Music Shop, this city, reports that the demand for Victrolas and records and particularly for records of a patriotic nature, is keeping up at a most satisfactory rate, and that there is little prospect for any material slump during the summer months. The Fischer Music Shop opened about six years ago by Charles L. Fischer, who conducted the business alone for four years. Two years ago a corporation was formed with \$15,000 capital stock, and Harry Beach, who formerly represented the Victor Talking Machine Co. in this territory, became one of the active factors. In addition to the affairs of the shop, Mr. Fischer also devotes much of his attention to his orchestra, which he has conducted for over twenty years, and which is very popular in this section of the State. He finds that his orchestra work works in very nicely with the Victor business.

**CONTEST AROUSES MUCH INTEREST**

The Evening Mail, which has for several years sponsored a "Music in the Home" page, has just announced a contest based on the most acceptable literary contributions having a significant bearing on this subject. Twelve prizes are offered the successful contestants; the first prize being a Columbia Grafonola 200. The newspaper is using considerable publicity in behalf of this contest, and illustrations of the Grafonola form an important part of this campaign. The contest has aroused considerable interest, and the winner of the first prize will undoubtedly well deserve his reward.

The Federal Record Corp., of Albany, N. Y., has been incorporated for the purpose of manufacturing talking machines and musical instruments. The capitalization of the concern is \$100,000, the incorporators being J. P. O'Brien, W. H. Hastings and F. G. Goldie.

**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

**WINDOW THAT ATTRACTED CROWDS**

**How the Atlas Furniture & Carpet Co., of Kansas City, Utilizes Their Window Display**

KANSAS CITY, Mo., July 6.—The Atlas Furniture & Carpet Co., of this city, which maintains an extensive department featuring the products



How Kansas City Dealer Gets Publicity of the Columbia Graphophone Co., New York, recently prepared a window display that attracted unusual attention from many sources. This display is shown herewith, and the crowds give a fair idea of its drawing powers.

The display was prepared for a Saturday afternoon, and two children, who had been taught dancing by Prof. Wolfe, of this city, danced almost continuously to the music of a Columbia Grafonola. These children, Master Harold Huff and Miss Helen Pankow, gave a very satisfactory demonstration of the different steps of the modern dances, and the Grafonola provided ideal music for their art.

**AN EDUCATIONAL POST CARD**

The Otto Heineman Phonograph Supply Co. has sent out to its trade a post card reproduction of the Heineman exhibit at the National Music Show in Chicago. The text of this post card calls attention to the fact that 78 per cent. of the phonographs exhibited at the show were equipped with motors manufactured by this company. This card furnishes excellent publicity for the Heineman motor as it is most timely.

The Reed Jewelry Co., 164 Main street, New Britain, Conn., has secured the agency for the Aeolian-Vocalion.

**UNQUALIFIED APPRECIATION**



Meets the

**GABELOLA**

THE GABEL-OLA—MODEL A

Oak Finish—Height 66 inches, width 43 inches, depth 22 inches.

**Wherever It Performs**

It is not a mere talking machine. It is a highly developed and refined instrument of true sound reproduction. There is no winding, no changing of records, no changing of needles, no adjustment of tone arm. All the mechanical bother is eliminated; all the pleasure enhanced. Ideal for the home, for the dancing school, or for the restaurant.

**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

# LYRAPHONE CO.

*of* AMERICA

MANUFACTURERS OF  
**LYRIC RECORDS**

NOW RECEIVING 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.

GENERAL OFFICES  
12 14 WEST 37th STREET  
NEW YORK, N. Y.

FACTORY  
31-45 STEUBEN STREET  
BROOKLYN, N. Y.



# Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the fifth 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.]

## A TRUE MUSICAL INSTRUMENT

In previous articles I have devoted a good deal of space to talking about records. Now, of course, the record to the talking machine is what the music roll is to the player-piano or the violinist to the violin; the condition of its musical existence. But one is likely to suffer from a sort of narrowness in one's outlook on the business if he fails to perceive that the machine also requires just as much thought.

One wishes that some sort of popular comprehensive self-explanatory name could be discovered to describe adequately this wonderful combination of disc, sound grooves, stylus and diaphragm that has grown up into such enormous importance during the last twelve years or so. It is so much more than just the record, and so much more than just the vibrating diaphragm. It is an absolutely new musical instrument; and, unless I am very much mistaken, it is the forerunner of developments in the science of sound to which nothing we now have is in any way comparable.

Every talking machine retailer knows the obvious and ordinary ways of doing business. He knows how to stock records and how to demonstrate them, how to utilize the manufacturer's advertising and how to sell high-priced cabinet machines. But this is not all. The biggest question before any business at all times is the question of expansion. It is: "How shall we find new fields, how shall we capture new markets, how shall we, above all, find new strata of society willing to listen to our appeal, ready to be convinced by our logic, desiring what we have to give, but as yet unfamiliar with it?"

One special purpose of all the discussions I am holding here is to develop new facts, new angles of view, for the exact purpose of aiding the work of expansion. I address myself not alone to the retail dealer and to his salesmen, but to the executive officers of the great manufacturing companies, to the heads of jobbing houses, and to all, in short, who have at heart the general expansion of the industry. To them I have much to say, and to say without apology, for although the position of a detached observer has its disadvantages, inability to see facts with the covers off is not one of them. The observer, in short, sees most of the game; if he keeps his eyes open.

### Protesting Too Much

If I were to say that the talking machine is not sufficiently treated with the musical respect due to it, the chances are that much protest and some ridicule would be heard. If I were to say that there is too little emphasis of the musical side of the talking machine, the protest and the ridicule would certainly follow. I shall not try to provoke any such irritation. "What," the critics will say, "too little musical emphasis?" "Why, read a page advertisement of Victor or Columbia or Edison in a great weekly like the Saturday Evening Post. Does it not concern itself wholly with music, with the great voices that can be heard, the wonderful technique of violin ready for reproduction, or the 're-creation' of music?" All true! But—and here is the little winter of my special discontent creeping in—does not all this advertising fail to lay sufficient stress on the fact that the talking machine is above all things a musical instrument?

### Talking and Thinking

There is a vast difference, when you come to think of it, between the way in which we talk about things and the way in which we privately think of them. Now the science of

advertising may be what you will; but the art of advertising is to make others think as you yourself privately think. In our hearts we all know that the talking machine we are selling is the most astonishing thing in the realm of sound that ever was invented; but are we really putting across that idea to the public? That is what I want to know.

### Cultivating the Owner

I notice that most of my friends who are in the class of music-lovers have talking machines; but I also notice that very few of them cultivate their possessions to any extent. When a machine is first bought, the job of selling a dozen or fifty or a hundred records to the purchaser is not so very hard. Indeed, what with the glamour of the names of great singers, players and orators on the record catalog, it is much easier to load up a customer with a lot of records than to persuade the buyer of a player-piano to take home an adequate supply of music rolls. But, later on, when the machine purchase has been completed, that same customer is no longer valuable to the house unless the record purchases can be kept going continually. How are we to do this save by one of two possible ways? How are we to do this unless we either stimulate the owner's intelligent love for and desire to acquaint himself with the best in music; or, trust to wide advertising of a few big names to carry over a lot of trash that in reality harms more than it helps the talking machine?

### "Intelligence" Again

I was bound to come down to the word "intelligence"; but I am glad we have now reached it, for it is an important and in this case highly significant word. I think, judging from careful observation of the popular mind, that the best

way to expand the talking machine, whether in this war time, or at any other time, is to use intelligence and appeal to intelligence. The future of this business lies, surely, in cultivating the best sort of trade among the best sort of people; and it does look as if we could use a little more gray-matter with useful results in this direction. Let us give a few concrete instances of what I mean by the use of intelligence in expanding the talking machine field.

### A Musical Instrument!

The first idea is that the talking machine should be put up to the purchasing public with less emphasis on the "machine" and more emphasis on the "talking." It would be almost better if we said "sounding" or "tone-ing," but seeing that voice records are the staple of talking machine business and that song is speech dramatized, the name will do. My notion is that the retail trade misses an opportunity when it fails to treat its goods, from the start and all through the process, as a musical instrument first and foremost. For this reason it would be positively a practical and sane idea to insist that the sales and office staff invariably say "play," or "sing" in reference to the music of the talking machine. Such a formula as "The Victrola is singing Mme. Melba's Jewel Song from 'Faust,'" or "The Edison is playing Spalding's violin number," or "The Columbia is singing Barriento's Mad Scene," may sound queer at first, but they are the only really adequate expressions. The point is, of course, that these expressions, if constantly repeated, become imbedded in public consciousness and react thereupon, producing a certain state of opinion concerning the talking machine, corresponding with the idea suggested.

(Continued on page 38)



## Are You Prepared?

Needles Are Scarce

WE HAVE

### BRILLIANTONE STEEL NEEDLES

Extra Loud Tone

for immediate delivery. Advance orders will also be taken for medium and loud tone Brilliantone needles at 55¢ per thousand.

Victor Dealers:—Write us at once! We have a limited supply of Victor Fibre Needles that you can have—now, also Victor Tungstone needles.

**Foreign Records**

We carry complete stock of foreign Victor Records. This is our specialty.

STOP!

Safety First!

Order Now!

## Victor Machines and Victor Records

Mr. Dealer:—The dealer with the goods reaps the profits in the fall and holiday season. Remember last Christmas and BE PREPARED.

Order Now

### I. DAVEGA, Jr., Inc.

VICTOR DISTRIBUTORS

125 West 125th Street NEW YORK



## THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 37)

Again, I may be fussy, but it seems to me that every effort should be made to carry out the "musical" idea in all that pertains to the selling of talking machines. The less the mechanical intrudes, the better for everybody concerned. That is why the idea of talking machine recitals is most admirable, provided they are arranged with taste and discretion.

### Recitals

To put the matter more specifically, I have been able to suggest to certain talking machine dealers and departments the value of pushing the educational side of the recital. For instance, one plan is to arrange for a series of talks at the high schools, before the second and third year classes especially, on such subjects as folk-song, with appropriate records. If such a program is too ambitious, special invitations to this or that teacher's class to visit the store and listen to music representative of some nation whose history is being studied is a very good plan that has the additional advantage of being expansible illimitably. Then again, the music clubs of a city should always be cultivated as strongly as possible. If it be found that a certain group of songs or a certain musical subject is being studied by one of these, what could be of more interest to the ladies or a better builder of prestige for the dealer than to have the bunch down to the store for a recital of the music they are working on. Just think how you can advertise the records, and the value of the machine above all, when you can actually prove to a set of music-loving people, who know something of what they want at least, how they can improve their own ideas of song, or of playing, and acquaint themselves with an enormous quantity of fine music, far beyond their own individual limited repertoire, by owning a talking machine!

### The Right Publicity

I have had the pleasure and satisfaction of

devising a number of such plans at different times for dealers, and have seen good results flow from them. But there is one point that must be emphasized. Publicity work of any kind should above all be designed to feature the musical possibilities of the talking machine. This means just a bit more thought and just a bit more trouble than is to be discovered in most of the contemporary advertising prattle about leading artists. Mere throwing good voices and good fiddling at folks who don't appreciate them is waste of time. It is the talking machine, as a musical instrument to be used and loved intelligently, that should be the burden of our cry; always.

### Consistency

There is still another matter of policy equally important. There is no sense in going into advertising of this sort unless one is prepared to devise a policy and then consistently to carry it out. It is the height of folly to go off at half-cock in such matters. If every dealer who undertakes to feature the musical possibilities of the talking machine will realize that he must go in for a definite policy and carry it out steadily, before he can expect results, then we shall have less of this rushing into one spasmodic burst of ill-directed activity after another, without any result at all. Steady publicity steadily devised, means slow, but sure and steady, results. Spasmodic activity and continual change of plans consume time and money endlessly, but lead nowhere. The publicity plan that promises best of all is one devoted to the end of bringing out the musical possibilities of the talking machine generically, without undue emphasis on the personality of this or that record-artist. This I say again, but at the same time would emphasize that the national advertising of great manufacturers was right in pushing these personalities from the start, since in no other way could the talking

machine have been pushed to its present condition. Yet, though it be true that Caruso and Tetrizzini helped the talking machine, it is still more the case that the talking machine literally "made" these two, and many other artists.

Meanwhile the ideas set forth here will, I hope, stimulate some right and constructive thinking among those retailers who are seeking for expansion of their field of sales.

### MOZART CO. EXPANSION

Purchases the Plant of the Colonial Cabinet Co. and Incorporates for \$75,000 Paid in

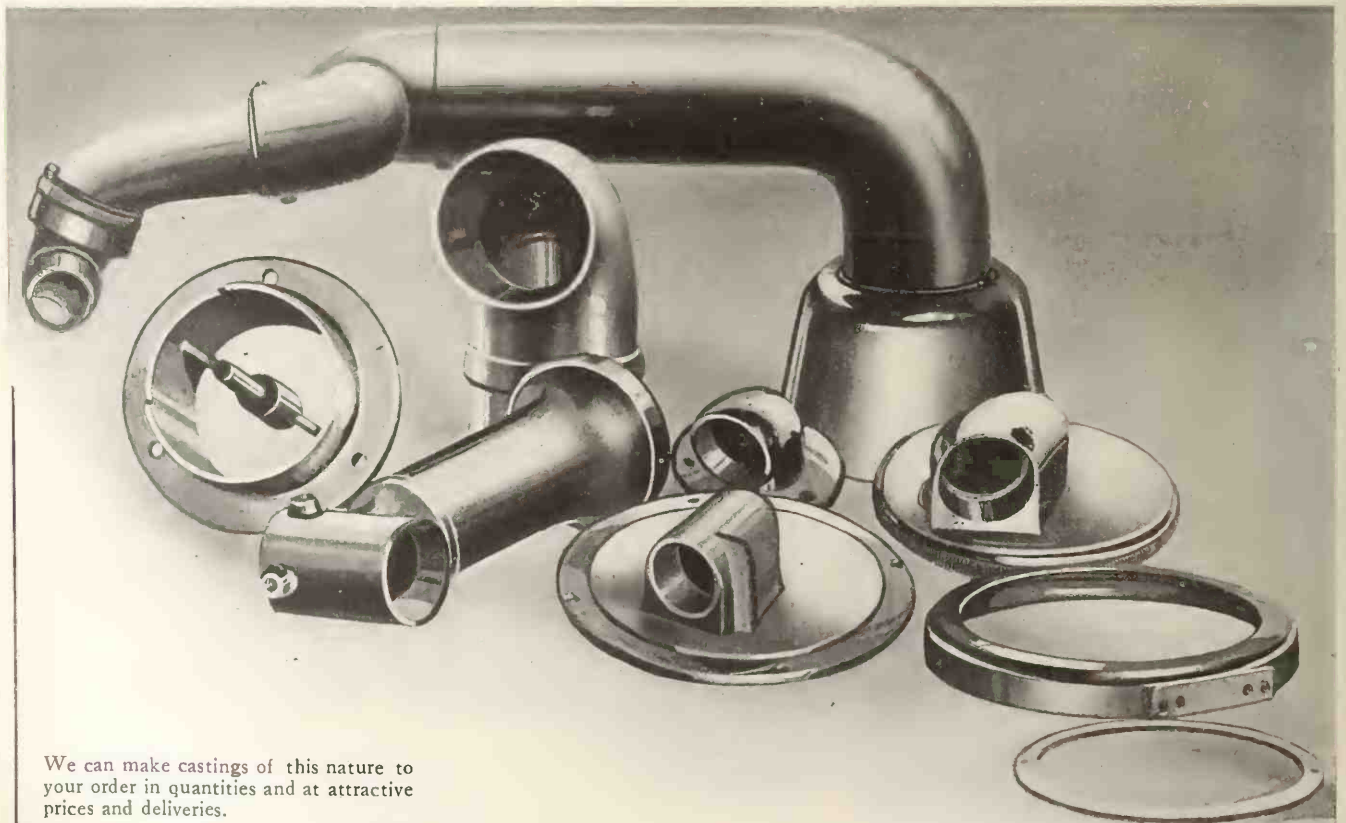
St. Louis, Mo., July 7.—The Mozart Talking Machine Co., of this city, manufacturer of the Mozart line of machines, has purchased the plant of the Colonial Cabinet Co. and has incorporated for \$75,000, fully paid in.

The Mozart Talking Machine Co.'s business has increased so rapidly since the first of the year that it was necessary to materially increase its capacity, and the plant of the Colonial Cabinet Co. was purchased to turn out cabinets in addition to three factories which are also producing cabinets for this company. The Mozart line is being handled by successful dealers throughout the country, and with its increased facilities the company will have an opportunity to take care of its fall trade adequately.

### PURCHASE THE REICHARD STORE

Charles H. Mitchell, of Poughkeepsie, N. Y., and William C. McDonough, of Albany, N. Y., have purchased the Reichard store on Fair street, Kingston, N. Y., and will conduct it as a headquarters for Columbia Grafonolas, under the name of the Columbia Shop.

Tell the truth. It is honest, sounds better, brings better results, saves lots of explanations and removes a severe tax on the memory.



We can make castings of this nature to your order in quantities and at attractive prices and deliveries.

Send samples or blue prints for estimate.

**"INDIANA" DIE CASTING CO.**  
 CORNELL and 11th STREETS  
 INDIANAPOLIS, IND.



# Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, OHIO—NEWARK, N. J.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

## MOTOR PERFECTION!

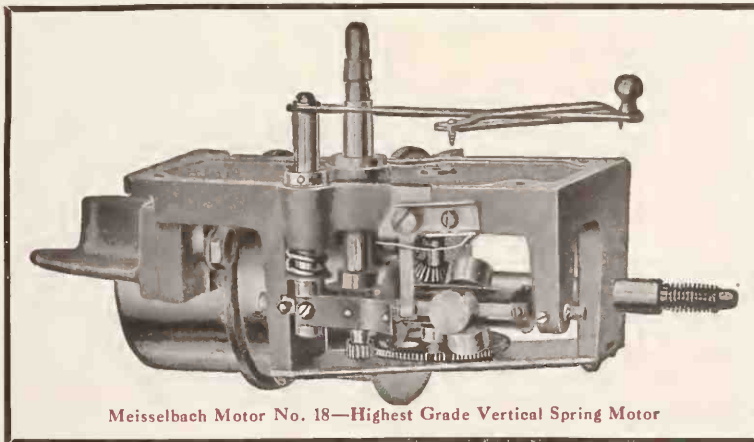
Thirty-five (35) years of practical experience as skilled engineers and mechanics give A. F. Meisselbach & Bro. country-wide prestige.

The Meisselbach motor is recognized everywhere as the *perfect* motor for the highest grade machines. It is backed by the Otto Heineman Phonograph Supply Co. with its chain of branch office and service stations from coast to coast.

The Meisselbach motor has been adopted for use by the leading talking machine manufacturers.

Let us serve *you* this fall.

*Otto Heineman*  
President



Meisselbach Motor No. 18—Highest Grade Vertical Spring Motor



# MEISSELBACH



TONE ARMS

## MOTORS

SOUND BOXES



# Happenings in the Dominion of Canada

## GREAT ACTIVITY PREVAILS IN EASTERN CANADIAN TRADE

James P. Bradt Receives Cordial Welcome as New Manager for Canada for Columbia Co.—Numerous New Companies Enter the Field—Par-O-Ket Record Agencies—Other News

TORONTO, ONT., July 3.—The many friends in the talking machine and music trade of Canada of James P. Bradt are extending him a cordial welcome on his return to this country. He has just arrived in Toronto in his capacity of general manager for Canada of the Columbia Graphophone Co.'s interests. This is in line with a reorganization of the Columbia Co. executive staff recently announced. Ralph Cabanas, manager of the company's Canadian division, continues in that capacity.

Mr. Bradt returns to this country with all the satisfaction of an intimate knowledge of the business here. He first came to Canada in 1909, and remained until 1912. During this time he established the Columbia factory, which has grown to great proportions. Returning to the United States to pursue other lines he soon rejoined the company, and made rapid advances from one important position to another. When the opportunity of returning to Canada presented itself he accepted with a great deal of pleasure.

The Canadian Symphonola Co., Ltd., are now established in their new factory at 31 Brock avenue, this city, where the head offices of the company are located. Wm. Long, president of this concern, has just recently completed negotiations whereby the company will in future manufacture cabinets in their own factory, and will also manufacture for the trade. The premises have a frontage of eighty feet on Brock avenue and forty-five feet on Noble street, being L-shaped. The factory is well equipped with an up-to-date woodworking plant.

The Phonola Co., of Canada, Ltd., has been incorporated with a Dominion charter and share capital of \$250,000 in 100 shares. The incorporators are Arthur B. Pollock, president, Pollock Mfg. Co., Ltd.; A. H. Welker, of the same firm; E. W. Clement, and W. P. Clement, trustees, and Miss Fischer, all of Kitchener, Ont. The chief place of business of the company is given as Kitchener, and the charter taken out is quite comprehensive.

The following Canadian firms have been appointed distributors of the Par-O-Ket records: Brantford Piano Case Co., Ltd., Brantford; Grant Phonograph Supply Co., 29 Colborne street, Toronto; Regal Phonograph Co., Ltd., 145 Church street, Toronto; Wilder's, Ltd., 292 St. Catherine street, West, Montreal; Melotone Talking Machine Co., Ltd., 235 Fort street, Winnipeg.

Advantage was taken of the recent local races in Toronto by R. S. Williams & Sons Co., Ltd., to have a race track display window. The track and lawn in the foreground were on a raised platform. The track consisted merely of a board with rails tacked on. Sand was sprinkled along the track. The overhanging background of lattice work was covered with imitation flowers and foliage. The winning horse was labeled "The New Edison." Conspicuous cards were displayed on the various models.

A. C. Denike, of Amherstburg, Ont., who is more especially a druggist, finds his Victor record business so good that he has added new record racks, and been obliged to invest in a motor truck to deliver the goods. He now has a canvasser devoting all his time to Victrola business.

In anticipation of advanced prices, considered to be an inevitable result of the United States entering the war, I. Montagnes & Co., Sonora distributors of this city, are urging their dealers to buy now. They point out that increased prices in the United States will increase prices in Canada, and that dealers who buy in advance

will have the additional profit. In preparation Montagnes & Co. have secured an unusually heavy shipment of the different models of the Sonora line.

They have also received and shipped the first instalment of Made-in-Canada Sonoras. These are the "Troubadour" model, which is a small machine retailing at \$35, made specially for Canadian trade. This small machine is now in the United States Sonora catalog.

Standish Phonograph Co., Ltd., of Toronto, has been incorporated with an Ontario charter, the capital being \$40,000. The incorporators are A. B. Crosby, W. F. Hayes, manufacturers; Wm. T. Standish, salesman; J. G. Shaw and Joseph Montgomery, barristers, all of Toronto. The first three named are the provisional directors.

E. van Gelder, of I. Montagnes & Co., Toronto, is on a business trip to Western Canada in the interests of the Sonora phonographs.

"The original Gram-o-phone" in the window of the National Piano Co., Ltd., attracted a great deal of attention. It was displayed beside an up-to-date Victrola. In their Victrola

## MAKES SPECIAL RECORDS FOR THE FRENCH-CANADIANS

Prof. Joseph Dumais Records for the Victrola—Woodhouse & Co., Montreal, Open New Talking Machine Department—General Expansion the Rule—News of the Month in Montreal

MONTREAL, QUE., July 3.—Prof. Joseph Dumais, of Montreal, has made a special study of the particular accents and expressions peculiar to the French-speaking Canadian, and has made two amusing records wherein he portrays these characteristics most successfully. They are sure to have a splendid sale among French-speaking Victrola owners, and "His Master's Voice" dealers are urged to provide liberally for the big demand sure to come for these. The two selections are on a ten-inch, double-sized record.

Castle & Son, 508 St. Catherine street West, have taken on the representation of the Gerhard Heintzman phonograph. A well attended invitation recital was given recently when the machine was submitted to the judgment of the public.

Woodhouse & Co., furniture dealers de luxe, in removing to their new and palatial showrooms at the corner of St. Catherine and St. Urbain streets, announce the opening of a phonograph department. They have selected the Pathephone as their leader, and will carry a complete stock of machines and records.

The Grafonola department of W. J. White-side is steadily growing in popularity, and they report good business both in machines and records.

Charles Culross, Sonora representative, stated that there was a good and constantly increasing demand for the Sonora line in all models. "Future deliveries look very bright," he said. "Spring trade, notwithstanding the poor weather conditions which existed, was very good, while summer business to date has been most satisfactory. We certainly, as exclusive talking machine dealers, look for the biggest business in our history."

Gervais & Hutchins have been appointed wholesale distributors for the Province of Quebec for the Cecilian line of phonographs and a line of records.

O. C. Dorian, general manager of Pathé Frères Phonograph Co. of Canada, Ltd., reports that one of their newest agencies is that of C. W. Lindsay, Ltd., Montreal. Arrangements have been completed whereby this house will be Pathé distributor for the territory served by its headquarters in Montreal and its branches located at Ottawa, Quebec, Sherbrooke, Three

department the National Co. are making good progress in building up a permanent list of record customers. Incidentally, the National Co. have a series of attractive and well built cabinets specially constructed for records.

Regal Phonograph Co., Ltd., of which firm Edwin A. Stevenson is president and manager, announce that they have secured distributing rights of Par-O-Ket records. These retail at 40 cents in Canada. The Regal firm are also featuring Wall-Kane needles.

The Home Outfitting Co., Hamilton, had a novel window demonstration recently, which gave their Pathé department a great boost. The large window was used to show how the Pathephone and Pathé dance records could be used for dancing. This firm brought on a Mr. Bennet and Miss Pinkham from New York to demonstrate the latest dances. The window was tastefully decorated with roses. The new period Pathephones, Louis, Queen Anne, William and Mary, and Model 200 were prominently displayed.

Gerhard Heintzman, Ltd., piano manufacturers, announce the completion of the Gerhard Heintzman phonograph. Only the better grade instruments are made. Special cabinets designed to accord with period or exclusive furniture will be made.

Rivers, Kingston, Belleville and also Brockville.

Miss Anna Case, the charming soprano and exclusive Edison artiste, whose song recital at the Arena created such a furore in Montreal the early part of June, visited Layton Bros., the headquarters of the New Edison Diamond Disc phonograph, during the morning of the concert. Miss Case was in enthusiastic vein and expressed great admiration for the beautiful Edison show rooms, insisting on walking through the record department and closely examining its details.

H. P. Labelle & Co., 149 St. Catherine street East, are handling a nice volume of day in and day out business with Columbia and Pathé lines, and have recently added the Selecto-Phone line to their talking machine department.

The majority of the piano stores handling talking machines and records have agreed to close their warerooms on Saturday afternoons at 1 o'clock during the months of June, July and August.

Layton Bros., Edison and Columbia dealers, have displayed most conspicuously a placard in their warerooms which reads as follows: "Customers taking records on approval must keep at least one-third. All approvals or exchanges must be returned within twenty-four hours."

The Classic Phonograph Co., 1016 St. Denis street, intends pushing its product throughout the Province of Quebec.

The Corona Phonograph Co., of this city, with a branch at Quebec City, has manufactured to date four cabinet models which will be supplemented by two more types shortly. This firm controls for the Province of Quebec the agency for the Regina slot machine and has already placed a large number both locally and in the Province of Quebec.

Having secured the wholesale rights for the Province of Quebec for the Cecilian phonographs and a line of records, Gervais & Hutchins are now making extensive alterations in their premises to accommodate a large stock.

The Corona Phonograph Co. has patented an automatic stop which will be part of the equipment on all of its machines.

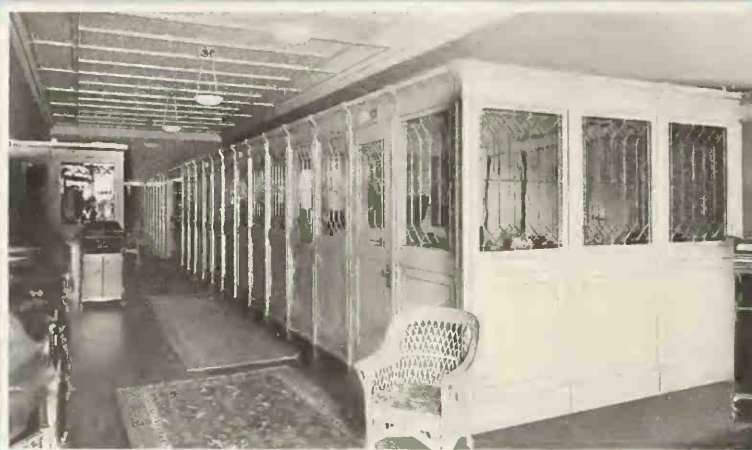
Wilders, Limited, is putting on the market the Celeste. It is built to play any disc record and the tone chamber is made entirely of wood.

(Continued on page 42)

# THE UNITED STATES



Unico Design No. 1



Unico Design No. 2



Unico Design No. 3

is entering upon the most prosperous era in its History.

ENGLAND, CANADA,  
FRANCE

have experienced unprecedented prosperity in all home industries since the inception of the War.

ARE YOU PREPARED  
for the most active demand in the History of the Talking Machine Industry?

**U**NICO SERVICE IS PREPARED for any requirement, whether the Largest Department in the World or but a single Room or Record Rack. No matter where you are located Unico Service will deliver the Requirement more quickly, more economically, more satisfactorily.

**U**NICO EQUIPMENT AND Decorations are executed both in standard Unico Designs and also in Period Styles, such as Adam, Louis XVI, Empire, Colonial, etc.

**U**NICO PLANNING Service promptly submits plans for Departments of Maximum Efficiency at Moderate Cost. Simply specify available space, number of rooms and record capacity desired.

*UNICO SERVICE delivers their*

**THE UNIT CONSTRUCTION**

121-131 South Thirty-first Street

LITERATURE ON REQUEST

UN

# THE UNICO SYSTEM

is the modern method of merchandising Talking Machines and Records.

## MAXIMUM EFFICIENCY SECURED

without delay or expensive interruption to your business. Guarantees at Moderate Cost

## PREPAREDNESS

for your share of this Fall's Increased Sales and Profits in Talking Machines and Records.

**U** NICO DEMONSTRATING Rooms, Patented Elastic Sectional Units, Cabinet Construction, Superbly Finished and Appointed, Promptly shipped from stock in Design and Finish to suit your requirement. Prices start at \$90.00, including delivery East of Mississippi River.

**U** NICO RECORD RACK System most practical yet devised. Maximum Capacity in Minimum Space. Costs but 3 cents per Record for any capacity, *Delivered.*

**U** NICO RECORD COUNTER (Pat. applied for) Eliminates Cashier and Wrapping Departments, Speeds the Service, Increases the Sales. Price \$100.00 *Delivered.*

*ds, at the right price, right away*

**CTION COMPANY**

PHILADELPHIA, U. S. A.

WRITE TO-DAY



Unico Design No. 4



Unico Design No. 5



Unico Design No. 7

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

Miss Mezina, in charge of the talking machine department of Almy's, Limited, reports good business in Columbia machines, particularly in the call for models 21 and 23, whilst 112 has made a number of converts the past month. This firm reports that Saturdays and Mondays are the busiest days of the week in volume of sales.

At all the Victor stores of the Berliner Gramophone Co., Ltd., their attractive windows contained camp scenes, of which the Victor machine forms the center of attraction.

The Portophonea, a phonograph designed for camping or cottage which can be easily carried with the record container entirely enclosed, is having quite a sale at the warerooms of H. C. Wilson & Sons, Ltd., Sherbrooke, Que.

Marie Sundelius, the Edison artiste, gave a song recital in Montreal the past week under the auspices of the Guy Drummond Chapter, I. O. D. E.

The wedding was quietly celebrated at the residence of the bride's brother-in-law, Gordon F. Kearns, Waverly street, Montreal, June 27, of Miss Winifred Helen Cross to Norman F. Rowell, manager of the talking machine department of C. W. Lindsay, Ltd.

Layton Bros. during June found an exceptionally good and strong demand for the smaller types of Columbia models which they sold for camp, cottage and summer homes.

**STOCK SHORTAGE IN WINNIPEG**

**Demand for Both Machines and Records Proves Excellent—Victrola Concerts Attract Much Attention—New Departments Opened**

WINNIPEG, MAN., July 3.—The demand for talking machines continues good, and there is less heard of the short supply of machines. The call for records is almost in excess of the supply.

Mr. Scrafield, of the Western Gramophone Co., distributors of "His Master's Voice" products, has just received shipments of three different styles of Victrolas, which were badly needed to help meet the wants of dealers. Record business is particularly active with this company.

Joseph Tees, 235 Portage avenue, reports business a little quiet for the past month, but is looking forward to a good campers' trade.

The Bengough drug store, of Bengough, Sask., conceived the idea of giving a concert with a

Victrola and Victor records combined with selections by local talent, which created a great deal of interest in the town of Bengough, where it was given, and incidentally produced \$30 for the Belgian Relief Fund, a collection being taken at the door. The program consisted of twenty selections on the Victrola, and these were interspersed with solos, both vocal and instrumental, recitations, readings, etc.

C. B. Moore, of R. J. Whitla, Ltd., Pathé department, is on a trip among his ever increasing clientele in the West.

**HIGH CLASS GOODS HAVE CALL IN MARITIME PROVINCES**

**Money Appears to Be Plentiful in That Section of Canada and Cash Sales Are Frequent—Prominent Makes of Machines That Are Selling Well**

A recent trip through the leading centers of the Maritime Provinces found the talking machine jobbers and dealers alike most enthusiastic over the future of the talking machine. A good class of machines is being sold, being in nearly all cases the higher grade and more expensive models. The demand for records is confined principally to popular songs, instrumental and dance music, a limited call being noticeable for classical and grand opera selections.

Cash figures most prominently in nearly all cases, very few time sales being registered. "In fact," said one dealer, "the majority of our customers are even unaware that we sell talking machines on time."

The Amherst Pianos, Ltd., St. Johns, N. B., allow a talking machine and twelve selections on trial. They have sold a large quantity of the popular Columbia song hits "For Me and My Gal" and "Indiana."

The Johnston Piano Co., Halifax, distributors for Sonora phonographs for Nova Scotia, are very elated over the sale of an Elite model, \$240, Sonora machine, to a prominent musical gentleman of Halifax.

H. L. Hewson & Son, Amherst, jobbers of the Pathé for Nova Scotia, report a steady increasing trade for this make.

The Johnston Piano Co., of Halifax, in addition to handling the Sonora, feature Columbia, Pathé and Phonola, and in these makes handle a large volume of business. Columbia and Pathé records are excellent sellers, they claim.

A. A. MacKenzie, of New Glasgow, finds the New Edison Diamond Disc machine a popular line to exploit and has already placed a large

The Columbia Co. reports that its principal shortage is needles; all other goods are now coming along nicely.

The Furnishers, Ltd., of New Brunswick, is now opening up Columbia departments in its various stores throughout the West.

Mr. Lurie, of the Melotone Talking Machine Co., is at present on the road calling on the trade, and reports very good business.

With the Canadian Phonograph and Saphire Disc Co. business is reported as fairly good in Pathé lines.

number of these in homes in New Glasgow and surrounding territory.

W. H. Thorne & Co., Ltd., of St. Johns, N. B., have developed a large trade as Edison jobbers in the extended territory which they control. This includes New Brunswick, Nova Scotia, and Prince Edward Island. J. G. Harrison, secretary of the company, in a recent chat, expressed himself optimistically regarding the business outlook for the Edison in the territory which his house controls.

The C. H. Townsend Piano Co., St. John and Moncton, are Victrola enthusiasts, and the large number of machines they are placing shows the implicit faith they have in this make. They also do a large business in Victor records.

The Halifax (N. S.) Herald in a recent editorial commenting upon Sir George Foster's brilliant speech in Parliament in Ottawa in regard to the workmen came out with large sized type heading the article as follows: "Isn't Thomas A. Edison, Toiling Eighteen Hours Out of Every Twenty-four, to Lighten the Burdens of Mankind, Just as Much a 'Labor Man' as Any Member of the Halifax Trades and Labor Council?"

Further down in the same editorial mention was also made of Mr. Edison as follows: "Thomas A. Edison, toiling eighteen hours in his laboratory to increase the knowledge and lighten the burdens of mankind—can HE not rightfully claim membership in the ranks of LABOR?"

**SOME EXCELLENT RECORD PUBLICITY**

**Economy Store, Scranton, Pa., Takes Quick Advantage of Issuance of Victor Record Made by Claude Isaacs, a Local Boy Soprano**

SCRANTON, PA., July 2.—The Economy Store, which maintains a live Victor department at 316 Lackawanna avenue, this city, recently featured in a most successful way a Victor record made by Claude Isaacs, the young boy soprano of Scranton. The boy's voice is declared to be most unusual in quality, and his register is from C below to F above the staff. He does solo work with St. Luke's Boy Choir, and also appears in local concerts. His record bears on one side "Comin' Thro' the Rye," and on the other "Sing, Sing, Birds on the Wing." The Economy Store issued a special folder showing a photograph of Master Isaacs standing beside a Victrola in the Economy department and calling attention to the special local appeal of the record beyond its purely musical quality.

**Mag-Ni-Phone**

Retail Price  
**\$17**



Model  
**"J"**

**The Talking Machine that**

**"Speaks for Itself"**

Big Profits—Quick Turn-Over—High Quality are responsible for dealers everywhere handling the Mag-Ni-Phone, Model "J," in such an enthusiastic and successful manner. Equipped with our new Universal Tone Arm, the Model "J" plays all lateral cut records with the reproducer in a vertical position; all hill-and-dale cut records with the reproducer in an Oblique position.

This model is also equipped with a worm-driven motor of our own design—an extra large reproducer—12-inch turn table and is beautifully finished in mahogany.

Write Today for our unusually attractive dealer proposition and the complete record service we can furnish you.

**Liberal Discounts to Dealers and Jobbers**

**Charles W. Shonk Company**

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.

**Hardware for Talking Machines**

- Lid supports
- Needle cups
- Needle rests
- Knobs
- Tone rods
- Continuous hinges
- Door catches
- Sliding casters

*Special parts made to order. Write us.*

**WEBER KNAPP COMPANY, Jamestown, N. Y.**



**If you will make careful comparison, you will find that the range of Columbia prices brings you closer to more varieties of profit than any other line on the market.**

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

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



## STRONGEST DEMAND FROM THE SMALL TOWNS IN OHIO

Dealers in Rural Communities Particularly Active After Business—Cincinnati Retailers Show Inclination to Stock Up for Fall—Many Edison Dealers to Attend Convention—General News

CINCINNATI, O., July 6.—Most of the business of the past month was found in the smaller centers, the jobbers finding a lessening of the demand for goods in the big towns. General conditions are regarded as satisfactory.

The Victrola department of the Rudolph Wurlitzer Co. was a scene of great activity all during the month of June. War conditions seem to have but one very noticeable effect and that is that all dealers seem to be determined to cover themselves for the balance of the year as regards stock at the earliest possible moment. Trade is good with the vast majority of dealers. This has prevented a great many from accumulating any stock and has made them more anxious to cover their requirements before conditions change and many influences are at work to make it difficult to get goods.

Record business continues quite heavy and while some types of instruments are not meeting the sales that were expected, other styles have been going far beyond expectation and very favorable sales reports come in from all other territories.

Record business, especially in a wholesale way, is extremely heavy indicating that there will be very little falling off of record business during the summer as the tremendous demand for patriotic records has and will undoubtedly make up for any falling off in demand for other kinds of music.

An agency of the Fritsch Phonograph Co. is to be established at Pittsburgh, being one of the few of the kind contemplated by the corporation which expects to do most of its jobbing. Before the end of the month the company expects to open its retail distributing house. This will be probably on Fourth street.

The Starr Piano Co.'s record factory at Richmond is now producing 1,000 discs a day and Manager Pauling, of the Cincinnati store, who is receiving a liberal supply, says this amount will be gradually increased.

J. H. Noback is now the head salesman of the Victor department of the Cable Company. Kenneth Bartlett, his predecessor, has joined the artillery contingent of the Ohio National Guard. Miss Francis Phillips, custodian of the records, has been appointed an assistant to Manager M. A. Greulich.

Frank Tuchfarber, of Westwood, inventor of a patented method of varnishing the sound chamber, is at work forming a company to produce this article in connection with the phonograph.

All the details have been made for the departure of the Middle West delegation to the annual meeting of Edison merchants, to take place at New York city, commencing July 12. A. O. Peterson, of the Phonograph Co., has already enlisted twenty representatives from his territory and expects to increase this number. The party will leave in a special car over the Big Four Railroad on Wednesday, July 11.

Among those enrolled to date are: Mr. and Mrs. J. A. Radebaugh, Columbus, O.; George E. Tift, Columbus, O.; R. Oglesby, Nashville, Tenn.; Scott Brothers, Ashland, Ky.; M. R. McMillion, McComas, W. Va.; C. H. Wadlington, Shelbyville, Ky.; Ferd Imfeld, Hamilton, O.; Mr. and Mrs. F. R. Follis, Dayton, O.; Spring Brothers, Eaton, O.; Mr. and Mrs. Chauncey D. Glenn, Urbana, O.; Mr. and Mrs. Wolfe, New Lexington, O.; Mr. Burkart, Jr., Newport, Ky.; Mr. and Mrs. Frentzel, Cincinnati, O.; Mr. Henlein, of Alms & Doepke Co., Cincinnati, O.; Mr. and Mrs. P. H. Oelman, Cincinnati, O.; A. O. Peterson, Cincinnati, O.

Vocalion sales during the month of June were not affected in the least by the tremendous demands on the public by both the Liberty Loan and Red Cross campaigns. Mr. Byars reports a substantial increase in his department over last year. June 30 closed the fiscal year for the department with an increased Vocalion business of 40 per cent.

Robt. Casey, of the local Vocalion forces, has just returned from a two-week vacation spent touring through the hills of old Kentucky. E. M. Hacker is now vacationing with his family in the environs of Indianapolis.

"Being an optimistic sort of a fellow, I feel that, although business is a little dull, that this

is only a temporary slump, a sort of ultra conservatism of the buying public that will pass over, and business conditions will readjust themselves to a more normal state," said R. J. Whelan, local manager of the Columbia Graphophone Co. "From an optimistic standpoint business during the month of June struck a very satisfactory average. There were dull days to be sure, but the month as a whole broke last year's record. Dealers continue to buy and send in substantial orders and while we have some complaints from dealers that business is poor, these reports are in the minority."

George W. Hopkins, general sales manager of the Columbia Graphophone Co., was in Cincinnati the latter part of the month, en route to New York. Mr. Hopkins has been making a tour of the Columbia stores throughout the country and seems to be entirely satisfied with the business done by the various stores.

W. C. Kolin, special Dictaphone representative from New York, is still in Cincinnati and he and the local salesmen are working hard closing up some important Dictaphone deals which have been pending.

### INCREASES BUSINESS EFFICIENCY

The improvement of your business imagination will increase your business efficiency. Imagination is restoration in mental activity of experiences one has had and the recombination of the elements of such experiences in forms hitherto not experienced.

## HOW THE MOTROLA HELPS YOU TO BIGGER BUSINESS

*It increases your salesmen's sales*—because it saves their time, permitting them to wait on more customers at once. It relieves them of winding—allowing them to concentrate on selling.

*It makes your store pleasanter*—more inviting, more up-to-date, with the drudgery and irritation of winding, winding, winding, abolished.

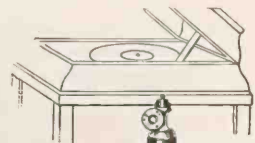
The Motrola winds phonographs by electricity. It is easily attached to any instrument in place of the winding handle. It insures perfect time and tone.

### IMPORTANT

The Motrola will quickly pay for itself—and earn additional profits too—by selling other Motrolas for you. Successful dealers everywhere report steady sales and profits on the Motrola.

We shall be glad to send a Motrola to responsible dealers on 10 days' trial. Write for information.

**JONES-MOTROLA, Inc.**  
29-31 West 35th Street NEW YORK



# MOTROLA

## THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., July 9.—The talking machine business in Philadelphia in June was very satisfactory, although it did not come up to the mark in the per cent. advance as was shown during the previous five months of the year. The first half of 1917 has been most gratifying to the talking machine dealers, and there is a general feeling of optimism among the trade. There has been a scarcity of machines, and several of the firms told me that they could have used at least again as many Victors as was doled out to them, but in the way of records, the supply was kept about equal to the demand.

### Edison Dealers Form Organization

One of the chief interesting features in the local trade in June was the organization effected by the Edison dealers here. Last week all the dealers in the Edison in this city met at the Bingham House, had a luncheon, and organized for the purpose of more effectively promoting the Edison phonograph in this territory, and to work in unison for the advertising of the product. It was a most satisfying meeting, and a general good feeling was brought out. The officers elected were: Herbert E. Blake, president; Homer Davis, of George B. Davis & Co., vice-president; Mr. Frederick, of the Ludwig house, treasurer, and Harry Somers, secretary. The association will number fifteen dealers.

### Blake & Burkart Dissolve Partnership

The firm of Blake & Burkart, who have been dealers in the Edison phonograph for the past three years at Eleventh and Walnut streets, have dissolved partnership, Mr. Burkart to go into another business, and Mr. Blake to continue as Edison representative. The dissolution occurred on June 18. Mr. Burkart has secured the representativeness for four States for the Thermo Electric Faucet, and will continue at the former location. The States are Pennsylvania, New Jersey, Delaware and Ohio. He will utilize most of the floor of 1102 Walnut. This new electric water heater is a novel and most useful device, and Mr. Burkart will go extensively into its exploitation in his territory.

Mr. Blake will continue the occupation of the first floor at 1100 Walnut, will occupy the former offices of the firm in the rear of 1102 and

## Satisfied Service

for the Victor Dealers has made

## WEYMANN SERVICE

nation wide. Let us help you increase your profits by ordering from us and obtain the extra profits and satisfaction which come with complete shipments.

# WEYMANN

Victor Distributors

1108 Chestnut Street

Philadelphia, Pa.

has built a demonstration room at 1102 in front of the offices. Mr. Blake reports that his June business has been satisfactory, and especially so under the existing conditions. At the end of the first half of the year he finds that the business has been way ahead of the amount done in 1916. He will attend the Edison convention in New York on the 12th and 13th, and, as far as he can learn, practically every firm handling the Edison in Philadelphia will be represented. A former salesman of the firm, Jack Usher, who is a member of a hospital unit, is about to sail for France.

### Louis Buehn Co. Closed Good June Business

The Louis Buehn Co. reports that its business in June was good, and that it held its own over

the June of last year. The company, however, is handicapped by the machines not coming in in large enough quantities as required. Three times as many as received could have been used. Mr. Buehn last week opened his cottage at Ocean City, and will spend considerable time there, as last year, during the warm months.

### Some Recent Visitors

Among out-of-town visitors here the past week were Mr. Lawall, of Lawall Brothers, Catasauqua, Pa., Mr. and Mrs. J. E. Giles, representing Spargo & Co., Hazelton, Pa., and Mr. Young, representing Stieff & Young, of Mt. Carmel, Pa.

### Have Attractive Establishment

Mackintosh Brothers, of Woodbury, N. J., have recently completed their new store and erected several new soundproof rooms, and now have one of the finest talking machine stores in South Jersey.

### Penn Co. Reports Progress

The Penn Phonograph Co. reports that June was a good month, business being limited to the number of machines the house was able to secure from the factory. L. P. Brown is at present spending his vacation at Island Heights, N. J. All the Penn Co. vacations have been arranged for, with the exception of those of the members of the firm.

### Joins Force of E. W. Van Duzen

J. B. Carswell, formerly connected with the haberdashery firm of Reid & Fort, has connected himself with E. W. Van Duzen, the Victor dealer in Germantown. Mr. Carswell has been a salesman for a number of years, and knows well the art.

### Big Demand for Edison Dictating Machines

Business at the offices of the Edison Dictating Machine Co. was better in June than during any previous month thus far. They nearly doubled their sales over June a year ago. The firms to make the biggest installations were the Miller Lock Co., the American Pulley Co. and the Cumberland Valley Railroad Co. Manager G. M. Austin has taken his family to Ocean City for the summer.

### Well Satisfied With Business

The Sonora Co. is well satisfied with the business. (Continued on page 46)

## Penn Victor Service

does not end when the machines and records have been shipped on time and as ordered by the dealer. Penn Victor Service does not cease its good influence until the machines and records have BEEN SOLD TO THE PUBLIC.

## A Great Part

of our time is devoted to showing the dealer various merchandizing principles which experience has taught us will materially increase his annual "turnover" of Victor goods.

**PENN PHONOGRAPH CO.**  
17 South Ninth Street PHILADELPHIA

*You're OUT---tagged on the slide home. You make the long hit with the Victrola sale but you're OUT on Victor Records. Buehn Service helps you to score. We'll back you on deliveries for the "home run" satisfaction of your customers. We can do our part of it all right, but you must tell us the numbers you want.*

*Your customers are "whimsical." You think they want one selection, you order big, and the business is small. If you order light, the business grows large. "Right Ordering" is also where we help.*

*Experience has built Buehn Service, and its efficiency is at your command without cost. We urge more attention to selling Victor Records because this is the end of permanent profits and of musical service.*

*Music---that's what you sell.  
Music---that's what your customers buy. Rely on Buehn Service to increase your Summer Record business for there is NO LIMIT to Victor record profits.*

**BUEHN  
SERVICE**

The Louis Buehn Co.  
VICTOR DISTRIBUTORS · WHOLESALE ONLY  
Philadelphia

**on VICTOR RECORDS  
PHILADELPHIA**

## TRADE NEWS FROM PHILADELPHIA

(Continued from page 44)

ness it has done in Philadelphia in June, and everything points to a smashing business this fall. The president of the company, George E. Brighton, was in Philadelphia last week. William Keech, assistant manager here of the Sonora Co., is at present on a two weeks' vacation at Ocean City.

### Displays the Wellner Marvel

Julius Wellner has been attracting considerable attention at his store at 923 Walnut street through his new invention, called the Wellner Marvel. It is a machine in which twenty-four different records can be placed in position at one time and are placed upon the machine automatically by the pushing of a button, without winding or inserting a new needle. Victor, Columbia, or any other record can be used. The ten-inch records are placed on one side and the twelve-inch records on the other. By this invention the operator is relieved from doing anything but enjoying the music. The Marvel is ready to be placed on the market.

### W. L. Eckhardt Optimistic Over Trade Outlook

Manager Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., the big distributors here of the Columbia talking machine and records, is most optimistic regarding the condition of the talking machine business both as to the immediate future and in time to come. Mr. Eckhardt gives the subject careful reflection, and he believes that his business is just on the eve of a great boom. He gives logical reasons for his belief.

Mr. Eckhardt says that the Pennsylvania Co. enjoyed an exceptionally good business in June, especially considering conditions. "The war," he says, "has not materially hindered our progress so far. June was very much better than last year. In our district we have maintained our average increase, while some of the stores have been running way ahead.

"Machines and records are coming in very much better and in larger quantities than the

factory shipped us for many months. We have, at present, the largest stock of records that we have ever carried in our history. With this stock we have been able to fill a greater percentage of our orders than we were ever able to do before; and the dealers, recognizing this, have taken advantage of it to place their stocks in proper conditions.

"I believe we are going to have the biggest winter's business in our history. The indications, as I see them, are that by September people will have entirely recuperated from the hysteria that has taken hold of them in the past few months. They will realize that where there is so much money to be distributed, as we know will be, due to the large exportations brought about by the war, the one who is alert will get every bit out of the money to be expended, and I, therefore, figure that the talking machine business will enjoy a good proportion of this extra patronage."

Mr. Eckhardt, in several days, will establish his family at the Marlborough-Blenheim at Atlantic City for the summer, where he will be able to spend much time with them.

### INCREASING DEMAND FOR ALBUMS

National Publishing Co. States That Business Is Growing Steadily—Has Ample Stock of Paper on Hand—Offer New Improvements

PHILADELPHIA, PA., July 3.—The National Publishing Co. states that its record album business is larger at present than ever before in the history of this branch of their manufacturing. Their monthly sales this year averaged more than 30 per cent. increase as compared with corresponding months of any preceding year. This is due, they declare, to the fact that albums are fast displacing all other record filing devices, and also to their excellent facilities for manufacturing, prompt shipping and low prices. They also state that they have an ample stock of green paper as well as other colors, and always have had. Reports to the contrary, presumably



Read the trade-mark carefully, hear the machine, and you'll agree that it is truly The World's Musical Instrument.

Send for our special proposition

**HOFFAY TALKING MACHINE CO., Inc.**  
3 WEST 29TH STREET NEW YORK CITY

circulated for a purpose, have not only been misleading but false. Their latest improved methods in the construction of record albums, without adding to the cost, are a real benefit to both dealer and user.

### TAKING WELL DESERVED VACATION

S. B. Mambert, Vice-President, Thos. A. Edison, Inc., Enjoying Trip Through New England

S. B. Mambert, vice-president and financial executive of Thomas A. Edison, Inc., started on his vacation a few days ago, the first in five years. It will take him away from his desk as long as he thinks it will be necessary to get completely rested, said Mr. Mambert. That is the way he put it recently in an interview which he gave while busily engaged clearing up matters that needed personal attention. Two years ago Mr. Mambert had planned to take a vacation, but the heavy work before him kept him at the plant. Last summer he found he could not spare the time.

Mr. Mambert is spending his vacation on a leisurely auto trip through New England, accompanied by Mrs. Mambert, rambling as fancy dictates and spending a few days here and there when the surroundings prove inviting.

Analyze the minutes and the hours will fulfil your wishes.

# PREPARE FOR BIG BUSINESS

THE WISE DEALER WILL START NOW TO GET HIS STOCK OF VICTROLAS AND VICTOR RECORDS IN SHAPE, SO THAT HE MAY HAVE NO REGRETS WHEN THE FALL RUSH ARRIVES

## ARE YOU MAKING YOUR PREPARATIONS

THERE WILL IN ALL PROBABILITY BE A BIG SHORTAGE—BUSINESS WILL BE GOOD.

WE WANT OUR DEALERS TO HAVE STOCK

ORDER NOW

YOURS FOR SERVICE

**AMERICAN TALKING MACHINE COMPANY**

356 LIVINGSTON ST.

Victor Distributors

BROOKLYN, N. Y.

The best packing case for your  
Cabinet Machines bears this stamp



THIS IS AN  
"ATLAS" PACKING  
CASE  
MADE ONLY BY  
NELSON & HALL CO.,  
MONTGOMERY CENTER, VT

WRITE FOR CONVINCING FACTS

### LARGER QUARTERS IN PITTSBURGH

Pittsburgh Pathephone Co. Takes Over Four-Story Building for Wholesale Business Exclusively—New Dealers—Big Gain for Edison Line Reported—What Various Concerns Report Concerning Fall Business Prospects

PITTSBURGH, PA., July 6.—The Pittsburgh Pathephone Co. has taken over a large four-story warehouse at 963 Liberty avenue, and will use it exclusively for its wholesale department. This firm, which was until recently operated as the M. H. Pickering Co., is the distributor for the Pathephone in western Pennsylvania, eastern Ohio and the State of West Virginia. The retail section and offices are continued at the Pickering store, but the wholesale end of the business is now distinct from the retail. H. J. Brennen is manager of both departments. The surrounding territory is covered by J. W. Glover and J. W. Helbling, both able and experienced salesmen. One floor of the newly acquired building is to be devoted entirely to the record department, and will have a capacity of 250,000 records, one of the largest stocks in the country. The Pittsburgh Pathephone Co. will have greatly improved facilities for handling its rapidly expanding trade in this section, and is now in a position to give its dealers excellent service.

The Aaron Co., leading furniture house, Pittsburgh street, Connellsville, Pa., has established Pathephone sections in its stores at Brownsville, Greensburg and Connellsville, giving this firm a chain of four handsome departments. The department opened by the Aaron Co. some time ago in the Jeannette, Pa., store has been meeting with much success.

Other new Pathephone departments are those of J. W. Whitenight & Son, 234 Wyoming street, Kingston, Pa., and H. H. Roome & Co., Pinegrove, W. Va.

The Buehn Phonograph Co., local Edison jobbing house, reports a very satisfactory volume of business during the first half of the year, the books showing a gain of 35 per cent. over the same period of 1916. During the month of June this increase was easily maintained, and Manager Albert Buehn states that all indications point to a continued improvement.

The Buehn Phonograph Co. will be represented at the Edison dealers' convention at New York City by Albert Buehn, W. Scott Rippey, Jr., and Joseph B. Gowdey.

The Whitescarver Furniture Co., Buchanan,

W. Va., has secured an agency for the Edison disc phonograph and will feature it strongly.

Frank A. Wheeler, the progressive dealer at 126 Broad street, Grove City, Pa., is about to install two handsome new demonstration parlors. Mr. Wheeler states that business is quite active, and that the recent increase in demand for records has made the expansion necessary. The Victor line is featured.

George W. Rewbridge, manager of the W. F. Frederick Piano Co. wholesale department, and George Hards, manager of the retail depart-

ment, will attend the annual convention of the National Talking Machine Jobbers' Association at Atlantic City, July 9 to 12.

W. F. Frederick, president of the W. F. Frederick Piano Co., visited the Victor factory at Camden, N. J., on June 29.

Miss Fries, cashier, and Miss Rosenthal, bookkeeper, of the W. F. Frederick wholesale department, are preparing for a vacation trip on the Great Lakes. Harry Davies, of the same department, will leave shortly to spend his vacation at Sandusky, O.

Allen G. Rewbridge, son of George H. Rewbridge, has joined the staff of Rewbridge Bros., Beaver Falls, Pa., for the summer months, and is setting an enviable sales record. Mr. Rewbridge is a talented violinist, which is proving a considerable aid in his work. At the close of the summer vacation he will continue his studies at the University of Pittsburgh School of Medicine.

The S. Hamilton Co. has inaugurated a Christmas saving plan on the Columbia and Victor, and the offer is meeting with much favor at this time.

### PREPARING FOR BIG FALL TRADE

"We are now making preparations for a big fall trade," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York. "Judging from the orders we are receiving the past few months, the talking machine dealers throughout the country are optimistic and confident, and we believe that the coming fall will be a banner season in the talking machine trade.

"The demand for Nyacco metal back albums is steadily increasing while our dealers are selling large quantities of our other grades of albums. There will undoubtedly be a shortage of raw materials, but we anticipated this shortage several months ago by placing large orders for all necessary stock."

There's no tax on the use of kind words. Give your vocabulary a try-out to-day.

*"Lundstrom"*  
IT GROWS WITH YOUR BUSINESS

## Standard Sectional Record Cabinet



A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

**It grows with your requirements:** You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.

**Adapted to any space;** As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit.

Each section or shelf is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.

**Neat in appearance:** No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

**Carefully made and beautifully finished** in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12-inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration. Record sections furnished with or without doors.

**Price for section \$2.75 and up**

Sections also furnished with twelve horizontal compartments instead of sixteen vertical compartments, for \$1.00 per section extra.

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 70.

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

Branch Office, Flatiron Bldg., New York City  
Fifteen Years' Experience Making High  
Grade Filing Cabinets and Bookcases

Order now and take deliveries as you need them. We are already receiving unusually substantial orders for

## B & H FIBRE NEEDLES

for future delivery and we suggest that the dealer place his requirements with his jobber *now* so that there will be no delay when the busy and important Fall season opens.

In view of the great additional demand caused by the shortage of steel needles it is very desirable that both manufacturers and jobbers be able to prepare adequately for the requirements of the trade.

Therefore, by all means place your orders now, specifying the various dates of delivery desired.

Fibre needles have acquired a strong place in the hearts of the record-buying and record-collecting public.

Take advantage of this and order a plentiful supply *now*.

**B & H FIBRE MANUFACTURING CO.**

33-35 West Kinzie Street,

CHICAGO, ILL.

**BUSINESS SHOWS STEADY IMPROVEMENT IN INDIANAPOLIS**

Month of June Brings Surprising Results for Talking Machine Dealers—Many New Dealers Entering the Field With Various Lines—Good Trade With the Vacationists

INDIANAPOLIS, IND., July 9.—Reports from the majority of the talking machine dealers indicate that business has picked up considerably in the last month, and all the dealers are optimistic as to the expected fall business.

Paul Furnas, manager of the Aeolian Co.'s store, reports that the talking machine business has been encouraging in the last month, and that it has been decidedly better than in the previous two months. M. C. Rosner, floor manager of the talking machine department, has returned from a trip to New York, where he spent considerable time in the factory of the company and came back full of new ideas on the Vocalion.

Ben Brown, manager of the Columbia store, reports an increase in the wholesale, retail and dictaphone departments. Mr. Brown pointed out that in April the retail business fell down, but began picking up in May and in June exceeded June a year ago.

C. P. Herdman, manager of the Columbia talking machine department of the Baldwin Piano Co. store, is pleased with the way this new department is steadily building up. More machines were sold in June than any other month since the department opened, Mr. Herdman said. The popular demand seems to be for the medium priced machines. Mr. Herdman, who is an experienced Columbia man, said that he would consider the business of the department at this time of the year good for even an established department.

J. L. Peter, manager of the Fuller-Wagner Music Co., which handles the Victor machines and records, says that business continues to keep up well. E. L. Lennox, of the E. L. Lennox Piano Co. which handles the Victor and Edison machines, says that business is really better than he expected for this time of year.

The Pathé Pathephone is fast becoming one of the leading sellers in Indianapolis. This is

due to the popularity of the Pathé machine and records' and also to the fact that the Tobin Brothers, who operate the Pathé Phonograph Co., Pathé distributors for Indiana and Kentucky, are indefatigable workers.

The latest acquisition to the list of Pathé dealers in Indianapolis is the Rex Indiana Corp., which now handles the Pathé machine exclusively. The corporation's store is located at 17 East Ohio street, and is in a location peculiarly fitted for its business. It reports the \$75 model the most popular seller.

With the People's Outfitting Co., one of the largest furniture houses in Indianapolis, the Pathé is well represented in the downtown business section, the Pathé Pathephone Shop, run by the Tobin Brothers, being in the heart of the shopping district. Other dealers who handle the Pathé are John Koch, furniture dealer; S. L. Potter, piano merchant in Fountain square, and Sweetman Bros., piano merchants in North Illinois street.

Frank Carlin, of the Carlin Music Co., reports a slight falling off in the talking machine business. This he attributes to the summer season and is confident the fall will bring a record business.

E. W. Stockdale, manager of the Pearson Piano Co., reports that the talking machine business has been steadily picking up.

Beginning next Saturday afternoon most of the music dealers will close during July and August on Saturdays.

In the wholesale field, the dealers report that advance orders for fall indicate that all retail dealers are confident of a big business. Walter E. Kipp, of the Kipp Phonograph Co., says that his company continues to be kept busy worrying about the filling of orders.

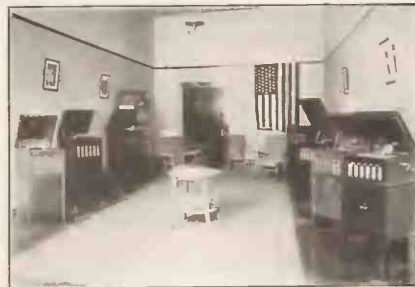
At the Stewart Talking Machine Co., business is going along nicely with a demand for the camp machines.

The Tobin Brothers, operating the Pathé Phonograph Co., distributors of the Pathé in Indiana and Kentucky, report that their out-of-town dealers are keeping up business nicely and are expecting a record fall business. Ben Brown, of the Columbia Co., reports that the advance orders are in excess of those of last year.

The Edison Shop, which handles the Edison machines, and the Starr Piano Co. store are both featuring their machines with patriotic window displays. Mixed with huge shells and guns, the Starr machine is shown with a plea to "make this a musical Fourth." The Edison Shop window shows a troop of soldiers and cannon around an Edison machine.

**A LIVE WIRE RETAIL CONCERN**

MARTINSVILLE, IND., July 7.—One of the live wire retail concerns of this city is Finney Bros. who handles the products of the Pathé Frères Phonograph Co. of Brooklyn, N. Y. This house



View of Finney Bros.' Display Room

has sold many Pathephones to well-known people in this section and their sales of Pathé records are increasing steadily. Finney Bros. have a very attractive store and their furnishings make for comfort and convenience. A complete line of Pathephones is carried in stock at all times and particular attention is paid to rendering satisfactory service to the store's patrons.

# NOW AND THEN

ORDERS FOR VICTOR GOODS PLACED NOW FOR FALL  
REQUIREMENTS REPRESENT

## BUSINESS LIFE INSURANCE

ORDERS PLACED THROUGH

# DITSON

MEAN THAT THE POLICY IS SECURE

PROTECT YOUR FALL BUSINESS

OLIVER DITSON CO.  
BOSTON, MASS.

CHAS. H. DITSON & CO.  
NEW YORK



Every Columbia Grafonola sold brings you one big profit right on the spot, and then starts off on a steady non-stop run of record dividends.

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

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

### PLANNING FOR LIVELY FALL TRADE IN KANSAS CITY

Dealers Showing an Inclination to Place Orders Well in Advance to Insure Sufficient Stocks—New Manager for Jones Store Co.—Much Interest in Conventions—With the Vacationists

KANSAS CITY, Mo., July 5.—The reports from the talking machine men in this section, both jobbers and dealers, are generally satisfactory

and in a large number of cases, in addition to taking care of current demands, there are being formulated some live campaigns to develop fall

trade. Victor jobbers and Edison dealers, who plan to attend the conventions in the East, are looking forward to their return with an abundance of ideas. Dealers are showing an inclination to place their orders early which will mean protection for both themselves and the jobbers. On the whole conditions are most satisfactory.

Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., states that business has been unusually good for this season. Mr. and Mrs. Pierce will spend three weeks in the East after attending the Jobbers' Convention at Atlantic City.

Miss Nelle Williams has recently taken charge of the Victrola department of the Jones Store Co., in Kansas City. Miss Williams has been employed in the department for two years and previous to that time was with the Schmelzer Arms Co. L. F. Black, the former manager of the talking machine section, has joined the sales force of the piano department. Business conditions have been very gratifying this spring, according to Miss Williams, showing, in fact, a 45 per cent. increase over last year.

Vinton Baldwin, manager of the talking machine department of William Volker & Co., is very busy at present organizing his fall campaign on phonographs. The most of the sales force will be called in before the middle of the month and given full instructions previous to the fall trip. William Volker & Co. carry the Pathé and Crystola machines.

M. M. Blackman, manager of the Edison wholesale division in Kansas City, who has been ill for the past three weeks, is expected to return to the office within a few days. Twenty-five Edison dealers and their wives from Kansas City and vicinity will take a special car to Chicago, where they will join the Edison special train going to the Dealers' Convention, in New York on July 12-13. Mr. and Mrs. Blackman and C. L. Smith, traveling salesman from the Kansas City office, will be of the party.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., states that there was a tremendous increase in June over last year and that business is keeping up. The unsettled conditions throughout the country have had no effect on the Victrola sales in this section and the trade situation in general is very gratifying. Mr. Trostler will spend a month in Maine enjoying a vacation after he attends the Jobbers' Convention.

Price Westheffer, in charge of the record division of the Jenkins Victrola department, has left on a two weeks' motor trip.

Charles A. Schmelzer, president of the Schmelzer Arms Co., has just returned from a visit to the Victor factory.

A. J. Blackstock, head of the repair department for the Columbia Graphophone Co., has left on a two weeks' vacation.

The Victrola department of the George B. Peck Dry Goods Co. has recently added J. H. Hassel and Miss Lucile Wood to its force.

G. L. Hopkins, new general sales manager for the Columbia Graphophone Co., New York, was in the city recently getting acquainted with

# NOSET

## Automatic START and STOP

12 reasons why NOSET puts profit in the dealer's pocket.

Reason No. 3

#### Mechanically correct

NOSET does not depend on springs for its action. Its movement is purely mechanical, and therefore it always works, it does not wear, and it is both practical and permanent.

Reason No. 4

#### For all machines

NOSET can be attached to any make or model of disc phonograph.

#### Discounts

In dozen lots, 40%. In gross lots, 40% and 10%. Order from your jobber. If he cannot supply you, advise, and we will ship direct. Attractive prices to manufacturers in quantity lots.

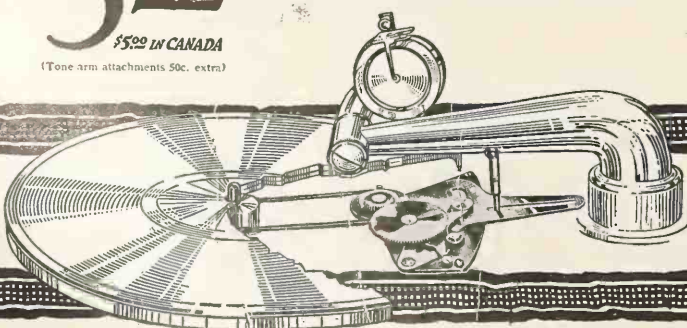
#### Special to Victor Dealers

Send for samples—25% discount, with carrying charges prepaid.

GUARANTEED FOR LIFE

**\$3.50**  
\$5.00 IN CANADA  
(Tone arm attachments 50c. extra)

Condon Autostop Company  
47 West 42nd Street—New York





the staff connected with the Kansas City office. The employes of the J. W. Jenkins' Sons Music Co. and their families held a Fourth of July picnic at Dallas, Mo. The party made the trip in the Jenkins automobile trucks. On the morning of the Fourth a baseball game between the Victrola department and the rest of the store took place. Burton J. Pierce, of the Victrola department, is captain of the K. C. A. C. baseball team, and his son, Willard, pitches for him. This father and son battery is so invincible that the Victrola section was forced to

stand against the remainder of the store. Another feature of the holiday entertainment was the Jenkins band, composed of employes, which provided the music for the picnic.

Lester Burchfield, manager of the Victrola department of Sanger Bros., Dallas, Tex., was in the city on his way to the convention at Atlantic City. He reports an active business.

Charles Schwager, head bookkeeper for the Columbia Graphophone Co., will leave soon on a two weeks' vacation which he will spend in Chicago and at his home in New Orleans.

**ISSUE NEW "IMPERIAL" CATALOG**

Volume Is Attractively Compiled and Well Arranged—Monthly Lists Issued

The Imperial Talking Machine Co., Wilmington, Del., manufacturer of the "Imperial" line of machines and records, has just issued a catalog of "Imperial" records which indicates that this company has made remarkable strides in the production of a line of records that will please the tastes of all music lovers.

This catalog, which contains 150 pages, is arranged to furnish maximum convenience for the reader, the records being arranged in three lists—alphabetical, classified and artists. This method of arrangement enables one to find a record with the last possible effort.

"Imperial" records are manufactured in two sizes, ten and twelve inch, and are hill and dale cut. The new catalog contains all types of selections and the list of artists includes many well known vocalists who have become popular with talking machine owners everywhere.

The new book is attractively compiled, and typographically is deserving of considerable praise. The company is issuing monthly lists, and has recently completed plans for the enlargement of its recording laboratory in New York.

**I. DAVEGA JR.'S NOVEL ORDER BLANK**

I. Davega, Jr., Inc., Victor distributors, 125 West 125th street, New York, are issuing new order blanks which are very novel. The attention is gained by a very realistic reproduction of a traffic officer with hand upraised admonishing the reader to "stop—order now."

The special car that carried the New York men to the jobber's convention at Atlantic City was the results of the efforts of B. R. Forster, manager of I. Davega, Jr., Inc. This is the first time that the New York men have traveled to the convention as a body in a private car.

**BRINGING FARMERS INTO THE STORE**

Special Rest and Reading Room Should Prove Productive of Excellent Results in the Matter of Sales—Build Up Interest Gradually

There is no question but that the farming districts are particularly fertile fields in which to sell talking machines at the present time. As has been said over and over again, conscription will run light or be entirely eliminated in farming districts, while on the other hand there will be an excessive demand for the various food products which are being raised all over the country. For this reason continued prosperity lies before the farmer.

"In order to book talking machine sales among the farmers," said a manager recently, "it might be found well to equip a small reception room, furnished and decorated with a few fittings of special interest to the farmers. Charts and maps of interest could be placed on the walls and the latest agricultural periodicals could be placed upon tables. In addition, of course, there would be talking machines and records.

"When this room or particular booth has been fitted, invitations could be issued to farmers, farmers' wives and farmers' daughters throughout the nearby country. The invitation would suggest that when they drive into market, if they have an hour or so to while away, they can pass it in a most enjoyable way in the attractive room which had been specially fitted up for the convenience and pleasure of the farmers. After a given farmer or his family have availed themselves of the invitation a matter of several times, the opportunity for a sale is ripe. The first thing to do in a selling plan of this sort is to make friends of the farmers and once this has been accomplished to work for sales."

The Greenfield Piano Co. of Greenfield, Ohio, recently secured the Victor Victrola line.



Get This  
**Sample Set**  
Send No Money

If you're "from Missouri," we'll "show" you that **READY FILE** is one of the best selling talking machine necessities on the market.

Fill out the attached coupon. Upon the receipt of it we will ship you immediately one set of **READY FILE** for Victrola XI. If you don't sell it within 30 days send it back at our expense. It retails for \$6.00.

If you do not return the set within 30 days we will then bill you through your favorite distributor.

This offer is good for 30 days. Act now. Fill in the coupon before you put aside this paper.

**Tear This Out**

**READY FILE CO., INC.**  
Please send me one set of **READY FILE** as per your offer. I will return it within 30 days if not sold.

FIRM NAME.....  
CITY.....  
STREET.....  
FAVORITE DISTRICT.....

**READY FILE CO., Inc.**  
INDIANAPOLIS, IND.

Make It the Best in New England

**STRONG**  
**ON**  
**SERVICE!**

**CRESSEY & ALLEN**

VICTOR DISTRIBUTORS

PORTLAND

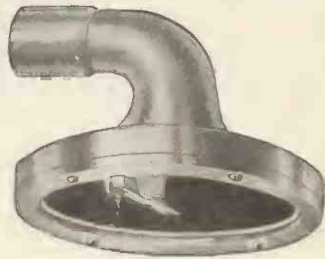
MAINE

# The Incomparable "Vicsonia"

Acknowledged by the trade to be the best Reproducer for playing Edison Disc Records on other makes of phonographs

Fits Any Machine  
With Standard  
Size Tone Arm

Special Type for  
the  
Aeolian Vocalion



Nickel Plated and  
Gold Plated Finish

With

Sapphire or  
Diamond Points

Sell the "VICSONIA" and maintain  
the Standard of QUALITY FIRST

Send for one NOW—not to-morrow. Upon receipt of \$3.50 we will send to any dealer a N. P. Vicsonia with Sapphire Point with option of returning within 10 days if not satisfactory.

## VICSONIA MFG. CO., Inc.

313 E. 134th St.

New York City, N. Y.

### PATHE JOBBERS IN TWIN CITIES MAKE GREAT PROGRESS

Semi-Annual Inventory of G. Sommers & Co. Offers Some Interesting Facts and Figures—Preparing for Big Business in the Northwest—Tone Test at Teachers' Convention

ST. PAUL and MINNEAPOLIS, MINN., July 6.—The June 1 inventory of the G. Sommers & Co. Pathé supplies showed Pathephones, records and supplies to the value of \$104,000 on hand. Since then about \$15,000 more have been added to the stock. As the house has been in the Pathé business less than a year Manager L. T. Ware thinks the showing rather creditable.

"Our territory includes Wisconsin, the northern peninsula of Michigan, Minnesota, the Dakotas, Iowa, Nebraska, Montana, Idaho, Washington and Oregon," said Manager Ware. "We have in the past ten months established 500 agents in this territory, and are adding new ones daily. We can say without boasting that the Pathé instruments and records are received with favor everywhere that they have been introduced. In the Twin Cities in spite of the fact that there are scores of dealers we have nine agencies, five in St. Paul and four in Minneapolis.

"We believe in the Pathé machines. We believe that they have more talking points of superiority than any other machine on the market, and therefore have no hesitancy in pushing them everywhere.

"In common with other jobbers we are preparing for a big year of business. All our reports from traveling representatives and correspondents simply tell one story—and that is that the crops will be big, virtually everywhere in the Northwest."

The Victor Co.'s trade in the Northwest has not suffered by the absence of E. F. O'Neill, of the Beckwith-O'Neill Co. Mr. O'Neill is away on a brief vacation, but the Victrolas are going just the same. Reports from the house show a larger demand for Victor goods of all kinds than in the previous summers.

Manager Mairs, of the talking machine department of W. J. Dyer & Bro., bewails the inability of his concern to obtain the popular Victrolas. He could place a large number of them to advantage with a number of dealers, local customers and with benefit to the house. But they are not to be had, and Mr. Mairs has ceased to worry.

June was a big month for W. J. Dyer & Bro., possibly the biggest June, from a talking machine standpoint, that the house has known. It's going to be a fine autumn prosperity unless all signs fail. Some parts of the country

have not had what rain is needed, and while there may be some curtailment of crops as a result of this deficiency of moisture there will nowhere be a complete loss from drought as was the case in 1916.

The big event for the Edison dealers in the Northwest will be the convention, July 12-14, at New York and Orange. A score of dealers will attend from this section, and will travel together in a chartered Pullman. This will be attached to the Pioneer Limited July 9, and will go right through to the island of Manhattan, with a stop of a day at Niagara Falls. In the party will be Mr. and Mrs. Laurence Lucker, Mr. Golden, A. B. Watson, H. E. Stinchfield, of Minneapolis, and H. Kemps, St. Paul.

Christine Miller's appearance before the Min-

nesota Music Teachers' Association, June 24, at Winona, Minn., must have been one of the most pleasant occasions of her young life. Her tone test before the critical teachers was a marked success and elicited the unstinted approval of the entire assembly.

President Lucker, of the Minnesota Phonograph Co., declares that he will cease boasting of the popularity of the Edison instruments in the Northwest.

"We are doing greater business than at any time since we became an exclusive Edison house," he explained, "and that is a fact. Also we are shipping out stock so rapidly that we are unable to keep a full supply. In other words, the factories don't keep a full supply."

Frank K. Dolbeer, formerly with the Victor and Edison organizations, now with Willys-Overland, Inc., spent a week or more in the Twin Cities, and did not fail to look up his old trade friends, among them being Mr. Mairs, of W. J. Dyer & Bro., and Laurence H. Lucker.

### CLEVER PLAN OF PUBLICITY

Distinctiveness in advertising is well presented in the accompanying photograph. The



### How the Score Board Advertises House

Crescent-Hill Music Co., 7725 Third avenue, Brooklyn, N. Y., exclusive Victor dealers, donated the score-board to one of the neighborhood baseball clubs, and in addition to the use of their name on the board proper, stenciled the firm name on all the seats in the field. This may well be called seasonable and timely publicity.

### NEW INCORPORATION

A certificate of incorporation was issued last week to Bluebird Phonographs, Inc., of Wilmington, Del., for the purpose of manufacturing talking machines and other musical instruments. The capitalization is \$100,000, the incorporators being Wm. A. Brown, Walter M. Wilgus, Sr., and Walter M. Wilgus, Jr.



## The SCHUBERT Is Booming

SCHUBERT  
-the magnetic-  
PHONOGRAPH

By July 1st our advance orders equaled the entire output of last season. But we have doubled our capacity so that

All orders received on or before Sept. 1st will be filled promptly

There will be no disappointment about getting machines for holiday orders provided dealers are reasonable in notifying us in advance what their requirements will be.

Retail Prices \$60 to \$200

Information for state distribution and local dealers 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

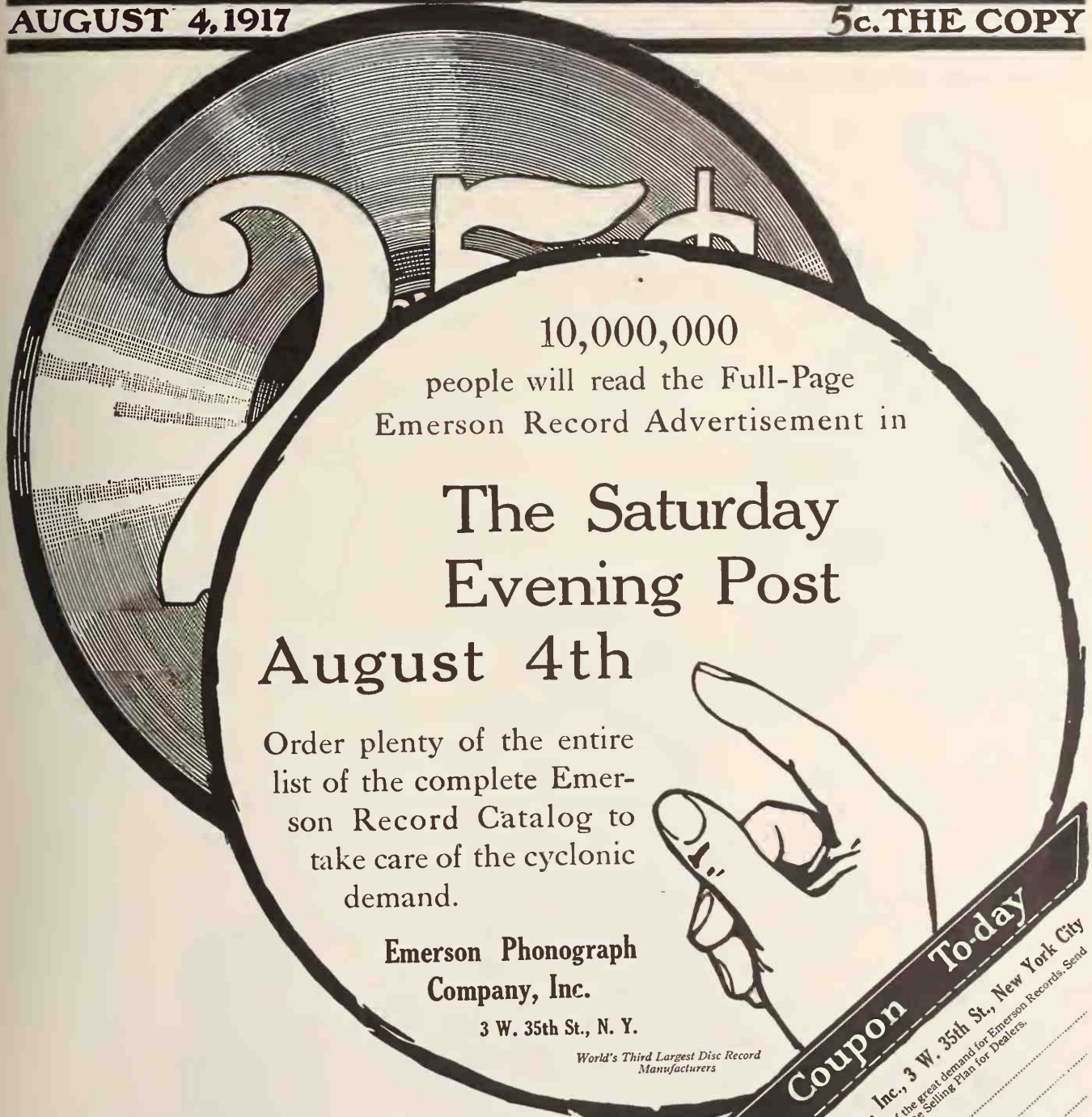
Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.  
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo.

# THE SATURDAY EVENING POST

An Illustrated Weekly  
Founded A. D. 1728 by Benj. Franklin

AUGUST 4, 1917

5c. THE COPY



10,000,000  
people will read the Full-Page  
Emerson Record Advertisement in

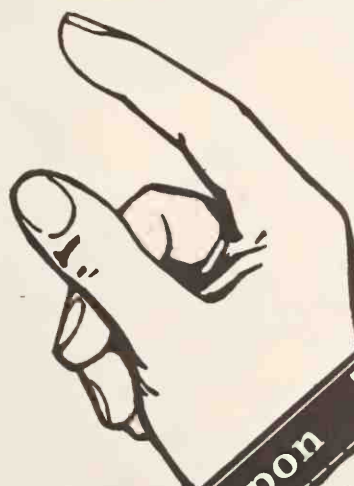
## The Saturday Evening Post August 4th

Order plenty of the entire  
list of the complete Emerson  
Record Catalog to  
take care of the cyclonic  
demand.

Emerson Phonograph  
Company, Inc.

3 W. 35th St., N. Y.

World's Third Largest Disc Record  
Manufacturers



**Mail Coupon To-day**

Emerson Phonograph Co., Inc., 3 W. 35th St., New York City  
I want to take immediate advantage of the great demand for Emerson Records. Send  
me complete catalog and your Definite Selling Plan for Dealers.  
Name.....  
City.....  
State.....

*If you haven't our Definite Selling  
Plan for Dealers, send for it Today*



**The demand itself is the most unmistakable indication that Columbia Grafonolas and Columbia Double Disc Records are the product that the public wants.**

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

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

### FUTURE SUPPLIES THE IMPORTANT PROBLEM IN ST. LOUIS

Business at Present Better Than Normal and Both Dealers and Jobbers Are Busy Placing Orders for Fall Delivery—Outing of Silverstone Employees—Recent Visitors

St. Louis, Mo., July 3.—There are no complaints as to the talking machine business in the downtown stores in St. Louis. Business, say the dealers, has held up wonderfully well, and if the needed supplies were only available there would be more business. However, stocks are improving and there has been a better percentage of order filling, both with jobbers and retailers, during the last month than for a long time. Some dealers are encouraged to believe that they will be able to accumulate some stock for the after summer trade that they expect.

Since the first of the year there have been some marked changes in the jobbing locations. The Koerber-Brenner Music Co., Victor jobbers, have moved to 1720 Washington avenue, the jobbing department of the Columbia Co. has moved to 1129 Pine street, and the jobbing department of the Pathé has been taken from the Olive street Pathephone Shop to the Hellrung & Grimm Furniture Co. There has been talk of the Silverstone Music Co., Edison jobbers, moving, but Mr. Silverstone does not admit that he contemplates immediate removal. All of these moves have been preparations for handling an increased trade and apparently all are satisfied with results.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., says: "Our trade is such that

we are not trying to extend our service nor solicit new accounts for the present. We are hard pressed to give the service that Koerber-Brenner is proud of to our old customers in our immediate territory. We are maintaining our standard in this, however."

Irby W. Reid, of the Columbia Co., says: "Our trade is excellent. The advance orders are very large, and a good many of the dealers are asking immediate delivery on what should be fall delivery orders. We are now giving them excellent service, thanks to our increased facilities. Especially is this working out to the advantage of our city dealers. We now have our entire wholesale stock all in one building and we can get at any part of it without the loss of a moment. Formerly, it frequently happened that a messenger must wait until some one went to the wareroom. Now we are giving instant service."

Ben Phillips, retail manager for the Columbia, who is holding forth at the old stand with eight demonstration rooms, says: "We never knew how much trade we were losing here because we were crowded until the wholesale department moved out. Now we can take care of the customers without confusion and the retail customers do not become confused with the wholesale customers. Also we have plenty of

room for the storage of records so that we can get at them. Before much time was lost going to the balcony after certain records, especially the foreign language records, which were kept there. There is a big demand for these and the loss of time by conditions forced on us by crowding was a handicap."

Mr. Phillips offered to loan a Grafonola to each regularly established recruiting office and was called upon for a large number of machines, but kept up with the offer. These machines were supplied with patriotic records and contributed much to the attractiveness of the offices. Another result was that as the Missouri Guard regiments went into camp and the companies formed funds, they bought a number of Columbia graphophones and a large selection of records. Some very good sales were made to the soldiers.

A rather interesting result was that after buying a machine, one of the companies asked its friends to send some records. The results of the appeal can be guessed from another request made public a week later. The second request was: "Please send us some records, we are tired of hearing 'Poor Butterfly.'" This is significant.

The Silverstone Music Co. employees spent the last Sunday in June on the Meramec river. About 25 went and they had an exciting time. The delivery truck, which was carrying the provisions and camping outfit, was arrested by the high sheriff of St. Louis County for speeding and the chauffeur was fined \$7 and costs. Miss Cartwright, a saleswoman, sank twice while bathing and was rescued with difficulties. But she soon recovered, and joined in the fun. No authentic report has been made as to how many fish were caught.

Recent visitors to the Silverstone warerooms include E. H. Phillips, credit manager for the Edison Co., and G. A. Taylor, sales engineer, who will remain in this district for some time. Louis Nachman returned the first of the month from a recital and concert trip. His last stand was at Wellsville, Mo.

## The Sun Needle—For Every Talking Machine



Every owner of a talking machine is waiting for the perfect needle. Here it is at last. The playing point is made of a wood product harder than ebony, bamboo or other hard woods. Will play from 25 to 200 records. Brings out every musical tone. No harsh discordant sounds. No scraping as the needle travels over the record.

The Sun Needle is the marvel of every one who has heard it. No one can appreciate phonograph music until played with a Sun Needle. Price 50 cents per box of ten.

**Dealers:** — We want you to know all about Sun Needles and to sell them. Write today on your letter-head for free samples and discounts.

**SUN NEEDLE COMPANY**

1628 Blue Rock Street

CINCINNATI, OHIO

We have four factories in which we make cabinets for wholesale dealers and assemblers. Can take on a few more contracts. No shipments less than one hundred at a time.



Model 95

Grand Rapids Cabinet Furniture Co.  
GRAND RAPIDS, MICHIGAN

Grand Rapids Cabinet Furniture Co.  
GRAND RAPIDS, MICHIGAN

**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

Illey'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.  
 (Ask the manufacturer who uses it.)  
 MANUFACTURED BY  
**ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York**  
 Established 1853

Mr. Silverstone was instrumental in getting the Better Business Bureau of the Advertising Club to give its attention to a residence district dealer who advertised each Sunday to sell a used Edison machine and then sought to turn the customer from this machine to one bearing his own name. Two of the Silverstone employes went at different times to investigate the offer and each sought to buy the machine, but there always was "an option" on it. A local Edison dealer also tried and then the manager of the Better Business Bureau called. Finally all four called together and the dealer confessed that he would not sell the machine, a model No. 250, for less than \$240, and that his previous price had been a blind. He admitted many offers and that he had evaded them all. On appeal of the Better Business Bureau the two strongest daily papers in town investigated and then refused to take more advertising for the man. Later the ad appeared again, differently worded and with a box number. This ad was immediately spotted and at this writing an effort is being made to get the man to use the mails for some of the untrue statements he made in person previously.

Manager Guttenberger of the Vocalion department at Aeolian Hall reports excellent comparisons for the fiscal year which ended June 30 with previous years. "Added to that positive evidence of progress," he said, "we have every reason to believe that the Vocalion is making a reputation for itself that will mean more and easier business in years to come. We are not planning, of course, on slacking up to take advantage of this situation, but it will permit us to do more business in the efforts put forth."

The Vocalion department suffered a severe loss during the month, in the death of Miss Clara Getz, head of the record department. Miss Getz's death was entirely unexpected, as it resulted from an operation on her throat that ordinarily would not have been considered critical. Aeolian Hall was closed for the afternoon at the time of her funeral. While all held Miss Getz in the greatest esteem and had the highest respect for her ability, they did not realize until after her death just how much she meant to the business. Talking machine dealers from many cities who had visited the Vocalion department had praised the dispatch and accuracy with which she handled her customers.

Manager Cohn, of the Artophone Co., was absent from his office for a few days late in June. He said that he departed because it has been suggested that a few orders for August might be acceptable and that he had planned a somewhat extended trip but came back in three days because he had as much business as he cared to risk deliveries on. The fall delivery orders, he said, were coming without urging and without precedent as to totals. Recently, he said, the cabinet feature which has given much trouble in the past had been organized so that deliveries were coming evenly and in satisfactory numbers.

Julius Jonás, who has been a salesman with the Artophone Co., has severed that connection and is going elsewhere, he said.

An interesting visitor during the month was James L. Figg, of Bald Knob, Ark., who sells the Columbia line. Mrs. Figg accompanied her husband to St. Louis and it was their first visit to any town beyond their county, where Mr. Figg has extensive interests. Mr. Figg handles jewelry, drugs and some other lines, but as an evidence that he is not neglecting talking machines, he brought a recent number of the Talking Machine World with him as reading matter on the train. He said that he does not always have time to read all that he wants to at home, and besides he wanted to consult with the Columbia wholesale department here as to sev-

eral things he had read in the text and advertisements. C. R. Salmon, of the Columbia wholesale department, advised him. Among other things that greatly interested Mr. and Mrs. Figg in St. Louis were the elevators in the hotels and business buildings. Also, Mr. Figg said, they knew a great deal more about automobiles than street cars.

Manager John F. Ditzell, of the Famous & Barr talking machine department, is absent from the store this month, going East in quest of talking machine merchandise, ideas and for a vacation. During his absence, William Dane, assistant manager, is in charge. Mr. Dane came to St. Louis from Newark, N. J., where he was assistant sales manager for the Chalmers Co. Mr. Dane expresses surprise at the way business has been holding up into the hot weather in this city. He says that the recent record sales have been amazing and that the demand for patriotic records is surprising for the way it has been sustained.

The Famous & Barr Co. is now working on plans to add from fourteen to eighteen booths

for record demonstration to be completed by September 1. These booths probably will be built in what has been a wide corridor between the talking machine and piano departments. They will be smaller than the booths now in use, and will be designed only for record demonstrations. The present booths will be used chiefly for machine demonstrations.

The one big boom in machines, according to all dealers, is the sales of machines from \$25 down for camping parties. Several dealers are worried about supplies of machines from \$150 up. In the main, they have machines for current trade but they were wondering about the fall trade if they cannot accumulate stock now.

Every man is proud of what he does well, and no man is proud of that he does not do well. With the former his heart is in his work, and he will do twice as much of it with less fatigue; the latter he performs a little imperfectly, looks at it in disgust, turns from it, and imagines himself exceedingly tired—the little he has done comes to nothing for want of finishing.

# Insure Your Profits

on the big fall business that is coming by going over your cabinet requirements NOW.

Lay aside certain space to be devoted to cabinet sales and carefully select those styles which you should have on your floors.

## Here are two Tremendous Sellers



Cabinet No. 19  
 With Victor IX



No. 111 Cabinet  
 With Columbia  
 "Favorite"

The No. 111 Cabinet has always been a prime favorite with owners of the Columbia "Favorite" Model. Matches in design and finish and holds 96 records in felt-lined compartments.

The No. 19 has a built-up top so that the Victor IX matches it and is firmly held in place. The finish is the same and the combined unit is so harmonious that a showing of it always sends in a sale.

Felt-lined compartments hold 92 records.

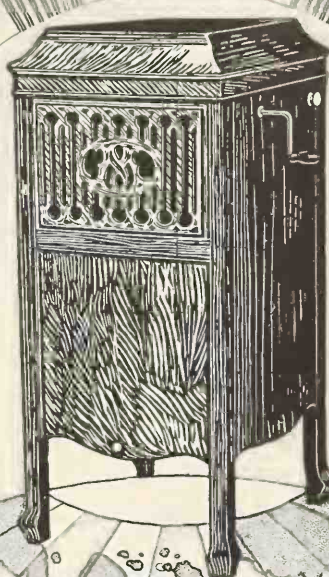
Send for catalogs and discounts.

# SALTER MFG. COMPANY

ORIGINATORS of the FELT-LINED COMPARTMENT

339 N. Oakley Blvd.

CHICAGO



## The Crowning Achievement of the Phonograph World

is at last attained in the creation of the Manophone, The Music Master of Phonographs—the superb instrument on which you can build a permanent, profitable business by virtue of its superior tone qualities, beauty of design and finish, and excellent refinements throughout. For you know the public are becoming more discriminating every day as to the standards of phonograph construction and performance.

# The Manophone

is rapidly gaining nationwide popularity. It has many exclusive features, including the uniquely designed "Music Hall," made of sensitive Adirondack Spruce, which is largely responsible for the magical tone of the Manophone. It contains every modern improvement. Plays all disc records

perfectly. There's a style and price for every home. We furnish you records on which you get repeat orders. We Help You Make Sales. We give you thorough and detailed assistance in the matter of advertising and selling to help you establish a lasting, profitable business.

### Get Our 1917 Dealers' Proposition

Judge for yourself whether it isn't the best opportunity in the talking machine field today. Just

say: "Send Dealer Proposition." No obligation involved. Write today.

## Manophone Corporation

*Address all communications to Executive Offices at Adrian, Mich.*

Detroit Display Parlor  
84 Broadway

**Adrian, Michigan**

New York Display Parlor  
60 Broadway

The Manophone Corporation is an outgrowth of the Clough & Warren Company, makers of the famous Clough & Warren pianos and organs. Their experience gained through 67 years of piano and organ building, and the acquirement of a perfect understanding of acoustics, naturally qualify them as the logical creators of a superior phonograph.

The completeness of the Columbia line; its rapidly growing popularity; the fair and solid policy of the Company—these are three good reasons why the Columbia line cannot safely be ignored.

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

Columbia Graphophone Co.  
Woolworth Building, New York



## MILWAUKEE ASSOCIATION WORKS FOR REFORMS IN TRADE

Charging of Interest on Time Sales the First Step—Fear a Shortage of Needles—Victor Dealer Commands Regiment—Jewelers Interested in Talking Machines—General Trade News

MILWAUKEE, Wis., July 7.—The local trade has completed a prosperous month of sales activity, and as the result of concentrated effort directed toward introducing to the public the fact of the indispensability of the talking machine in the daily life of the American people, much has been done to establish it more firmly as a national institution.

The war revenue tax of 5 per cent. on all musical instruments being removed through co-operative hard work on the part of talking machine men from all parts of the country, trade members breathe easier.

Through the Milwaukee Association of Music Industries and the collateral endeavor of leaders in the talking machine lines, a big reform doubtless will be wrought in regard to the purchase of talking machines on time payments. The idea is the institution of charging a fair amount of interest on amounts due in the process of settlement on the instalment plan. Under the present system, aside from an arbitrary discount, there is no special inducement to the public to pay the dealer the amount of the purchase in cash.

Local talking machine men fear a shortage of needles, due to the rumor that the Government is to confine needle output to textile steels.

The music world of Milwaukee is greatly interested in the \$1,000 Sonora, now on exhibition at the establishment of Charles J. Orth. Special arrangements are being made by Mr. Orth to introduce the instrument through the inauguration of invitation concerts, which will be under the supervision of W. H. Heise, in charge of the phonograph department of this business.

A Victor dealer who may play as important a part at the war front as at the business front is Col. Peter F. Piasecki, of this city, who will command the new Fifth Regiment. Col. Piasecki joined the National Guard in 1896 and has remained with it ever since. During the Spanish-American war he served as a first lieutenant with the First Regiment. Later he became captain of Company K, and about nine years ago was made a major. He became lieutenant-colonel in 1913. "One of the most progressive retailers in Wisconsin," is the trade opinion of Col. Piasecki.

"The talking machine lines are the coming subsidiaries of the jewelry business," recently

remarked Thomas I. Kidd, manager of the Brunswick-Balke-Collender Co., who has placed agencies for the Brunswick machine in three jewelry stores in Milwaukee. Mr. Kidd makes the lucid point that since department stores and other establishments are infringing, so to speak, on the jewelry business by handling jewelry of all kinds, it is only economically legitimate that the jewelers supplement their lines with some good standard article with a future, in the choice of which they can make no better selection than the phonograph.

The Stewart phonograph will cheer the soldiers of the U. S. A. in training camp and at the war front. Through the courtesy of the Stad-Payson Piano Co., Chippewa Falls, one of the military companies including Chippewa Falls boys in its ranks recently was presented with a Stewart reproducer of music and song. A program of records accompanied the gift.

Music with one's meals has long been a national American weakness, but getting a shoc shine with a talking machine playing orchestral accompaniment is the latest fad in Milwaukee. This syncopation with each oil finish, it has been declared by a factious observer of the serious aspect of life, may enthrone the "talker" as the national American musical instrument, just as the harp of Ireland, the bagpipes of Scotland, and the ukulele of Hawaii.

According to Milwaukee experience, patrons are lured into the shine rooms by the strains of dreamy Hawaiian music, which gradually slurs itself into soothing light opera. While the paste is being rubbed in, lullabies lull, and croony melodies caress the ear. With the wielding of the rag in putting on the mirror effect, "jazz" strains emanating from the miniature music factory keep the foot artists doing a lively mazurka. Russian dancers have nothing on an inspired Greek.

When the whisk broom has been sufficiently whisked, and the patron has paid in full for yielding to the spells of the music, a lively march struck up by Sousa's aggregation entrances his feet and he struts forth into the sunlight with a jaunty air that bespeaks confidence and optimism.

A. G. Kunde, jobber and retailer of the Columbia, 516 Grand avenue, is looking forward to the biggest fall in the history of the business.

The various dealers in this part depending upon the Kunde establishment for their Columbia supplies are keeping Mr. Kunde busy in their persistent demands for machines and records. He remarked: "Our business is bigger this year than it was a year ago during the same period."

The Edison Shop, 213-215 Second street, is just rounding out a big campaign launched some time ago for the purpose of promoting the sales of the Edison in the farming communities of the State. According to current speculations on big treats, Anna Case, the famous Edison artist, will soon appear in Milwaukee in an Edison recital.

Continued good Victor sales is the report from the Badger Talking Machine Co., Victor distributors, 13 Second street, of this city. Talking machines of medium price are featured.

The Badger Talking Machine Shop, 425 Grand avenue, promotes interest in the Victor through concerts played in the entrance to the establishment and enjoyed by pedestrians who stand enchanted at the curb. The Badger Shop is using the present day theme of patriotism to good advantage, especially in the promotion of record sales. Both its display windows are combinations of gay colors and national vigor. The "Spirit of '76" is prominently displayed and a gilded American eagle spreads its wings over a big collection of patriotic records.

Paul A. Seeger, the Aeolian-Vocalion man with the Edmund Gram Music House, is highly enthusiastic over the prospects of continued sales activity. Mr. Seeger is of the opinion that although war may put a damper on some lines of business activity, the fact that talking machines are being recognized in the light of necessities will keep them a staple article.

## DOING WELL WITH PATHEPHONE

B. O. Leitte is a progressive Pathé dealer in Benson, Minn., who has been very successful



B. O. Leitte Ready for Business with the Pathé line. In addition to developing an extensive following for Pathephones he has been able to build up a big trade in Pathé records. He is impatiently awaiting the issuance of the new Scandinavian records for which he has a large demand. In the accompanying photograph Mr. Leitte is shown leaning against a \$75 Pathephone which is going to be delivered to a recent purchaser. His new delivery car has enabled this successful dealer to give his clients splendid service.

## 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



## MISS PROSPERITY STILL IN BUFFALO

General Business Activity and Large War Orders Serve to Enliven the Talking Machine Trade in That City—Patriotic Speeches to Be Recorded—Music Teachers' Association Discusses Use of Talking Machine—Other News

BUFFALO, N. Y., July 5.—Miss Prosperity continues to be a guest of the Queen City of the Lakes and local talking machine dealers believe she will remain here for a long time. A Buffalo concern has accepted an order to manufacture \$20,000,000 worth of aeroplanes and motors. Many other factories are working night and day. The department stores, which always have a strong hand on the pulse of business, are drawing the crowds without resorting to many bargain sales, "tremendous price cutting" and other "tricks of the trade." These and many other signs are arousing optimism among the talking machine dealers not only for the present month but for the remainder of the year.

That the human voice and the machines that faithfully reproduce it will exercise a power during the nation's crisis is indicated in many ways. There will be a national training camp for speakers at Chautauqua July 2-7. Notable persons will address the conference on patriotic themes. It is predicted that the cream of these speeches will later be reproduced on talking machine records and given a national distribution.

Most of the stores will close Saturday afternoons in July and August. The William Hengerer Co., Victrola dealers, will close all day Saturday during these months.

Frequent rains cut down the number of campers at the nearby summer resorts in June and gave the talking machine business there a handicap. It is predicted, however, that during the next two months the machines will be more popular than ever at many points along Lake Erie and Niagara river.

Alfred O. Bald, a Columbia dealer at West Ferry and Grant streets, was recently called to Stratford, Ont., on account of the serious illness of his mother.

S. Roland Hall, advertising manager of the Victor Talking Machine Co., was a recent visitor. His stay here was brief, as his itinerary included many of the important cities of the country.

The influence of the talking machine in cultivating a love for good music was discussed at the annual convention of the New York State Music Teachers' Association at Niagara Falls. Frank Wright of Brooklyn was elected president. Hereafter the members of the association will insist on 50 per cent. of the music on programs being American. They say that in the past, foreign music composed from 80 to 90 per cent. of recital programs. At his Niagara Falls branch Robert L. Loud sold tickets for the various concerts at the convention and treated many of the visitors to Victrola music.

## WE MAKE NOTHING BUT

We have secured control of some of the largest regular supplies of finest domestic and imported

**India Diaphragm Mica**

in the United States. This enables us to give efficient service and fair prices. We refer to scores of satisfied customers.

The PHONOGRAPH APPLIANCE CO., 109 West Broadway NEW YORK

CRYSTAL EDGE

**MICA**

DIAPHRAGMS

Bach Utley is attending the officers' training camp at Madison Barracks. A few months ago he returned from the Mexican border with Troop I of this city. The young man formerly had charge of the New Edison department at the piano store of his father, C. H. Utley.

The son of F. Cordes, president of the Kurtzmann Piano Co., Victrola dealers, and the son of George Moessinger, treasurer of the firm, are being trained as officers at Madison Barracks.

A revision of their accounting systems so as to eliminate delinquent customers is being practised by some of the dealers who say that the slow-paying class includes people with automobiles and substantial bank accounts.

Frank W. McKee, musical director and owner of McKee's Orchestra and McKee's Trio, which make records exclusively for the Victor Talking Machine Co., recently visited C. N. Andrews. Mr. McKee was accompanied by Mrs. McKee and her father and mother, Mr. and Mrs. F. E. Beeman of Boston. Mr. and Mrs. Andrews gave the visitors an automobile trip to Niagara Falls, Lewiston and the officers' training camp at Fort Niagara. Mr. Andrews has been serving as a juror in the criminal division of the Supreme Court. A member of his inside staff, F. P. Besser, has joined the Third Artillery, National Guard.

W. D. & C. N. Andrews reported as follows: "The wholesale business has been extra good. It appears from all information we can gather that the retail trade has been rather quiet in the past month but we think no more than could be expected at this time of the year, regardless of the war."

A piano and talking machine display in which was featured the sign "A gift for the June bride or the girl graduate," was shown by J. N. Adam & Co. A diploma, a bridal veil and a shipping tag each carried its own suggestion in the display.

A thief recently broke a showcase and stole some merchandise at Walbridge's, Victor dealers.

Charles M. Wall, assistant manager of the Buffalo branch of the Columbia Graphophone Co., was married to Miss Louise Strong of Brooklyn. They have returned from their honeymoon and taken up their residence in this city.

"All indications point to a very large fall business," said O. M. Kiess, manager of the Columbia branch. "Many of our dealers have placed substantial orders for machines."

The Retail Merchants' Association of the Buffalo Chamber of Commerce, of which several of the dealers are members, intends to take

concerted action in favor of curtailing delivery systems in accordance with the wishes of the Government. The purpose is to release men and vehicles for military service.

"Land of Liberty" is the title of a new march song. The words and music were written by E. H. Scott, advertising manager of Denton, Cottier & Daniels.

The employes of Walbridge & Co., Victrola dealers, recently had a half holiday and held their annual outing at Erie Beach.

Local talking machine and piano dealers are wondering how their trade will be affected when young men in their employ will be drafted into the Federal service. The problem of filling their places will have to be considered so that the service and efficiency of the firms will not be impaired.

A branch store has been opened at Williams-ville, N. Y., by the Verbeck Musical Sales Co., of 435 William street, Buffalo. Williams-ville is a suburb of this city and is noted for its many attractive summer homes. R. L. Hollinshead, vice-president of the company, spent a week in organizing the branch. The lines featured include the Delpheon phonograph and the Operolla phonograph.

A. Victor & Co., of this city, who handle the Pathephone line as a distributor, have been holding a "War Economy" sale throughout their store which has been remarkably successful. In connection with this sale the company issued 100,000 catalogs for distribution in Buffalo, and each catalog had one page devoted exclusively to the Pathephone.

In a chat with The World, Arthur Victor, of this company, stated that their Pathephone department had been remarkably successful, and that in addition to a splendid retail business a large number of dealers had been established. Mr. Victor is enthusiastic in his praises of the Pathephone, stating that the distinctive qualities of this machine are winning the praises of discriminating musicians and music lovers everywhere. A. Victor & Co., who are aggressive and consistent advertisers, attribute a considerable measure of their Pathephone success to their publicity.

## REPAIR SHOP IN NEW QUARTERS

The Talking Machine Repair and Sales Corp., of which Andrew H. Dodin is president, has removed from 25 East Fourteenth street to new quarters at 176 Sixth avenue, between Twelfth and Thirteenth streets, where the company's excellent facilities for the repairing of all makes of machines will be at the command of the trade. The removal was completed July 1.

# Business As "Unusual"

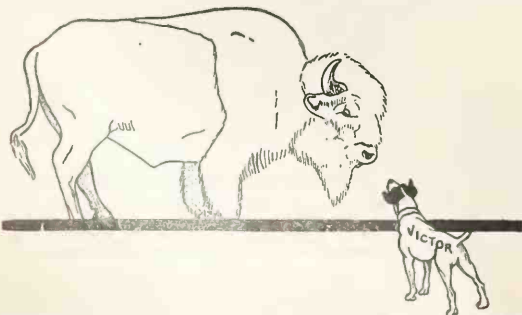
**\$10,000,000,000.00**

a year spent for clothing, shoes, munitions, machinery, material, food and supplies means an unusual circulation of money—

## Are You Prepared To Catch Your Share?

We have *Steel Needles*, Fibre and Tungs-tone in large supply. Our record and machine stock in both Victor and Edison Cylinders is unexcelled. Have you ever tried our service?

**W. D. and C. N. ANDREWS, BUFFALO, N. Y.**





# Victor



## "HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

# Victor Supremacy

Victor Supremacy is the supremacy of real, tangible achievements—of great things actually accomplished.

That is why the Victor is accorded a place of honor in the best homes the country over. That is why the Victor and Victrola are the instruments for the dealer to handle. That is why Victor dealers everywhere are enjoying an ever-increasing prosperity.





Victor

VICTOR

"HIS MASTER'S VOICE"  
RECORDS

# The greatest artists make records for the

Every one of these great artists represents an additional evidence of Victor supremacy.

The fact that every one of them has chosen the Victrola as the one instrument able to reproduce their art with absolute fidelity, is conclusive evidence of Victor supremacy.

# Victor S

Paderewski

Schur

Gluck

Elman

Geoff

Martini

Tek

Carus

Scotti

Mishkin

Gade

Williams

Garrison

Pow

Werre



"VOICE"  
OFF.

# of all the world Victor exclusively

The choice of these famous artists is quite naturally the choice of the music-loving public—and the choice of wide-awake dealers everywhere who are reaping the benefits which come with Victor supremacy.

# supremacy





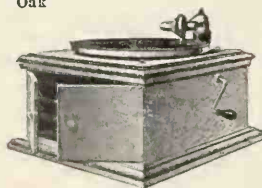
Victrola IV  
Oak



Victrola IX  
Mahogany or oak



Victrola VIII  
Oak



Victrola VI  
Oak



Victrola X  
Mahogany or oak

# Victor Supremacy

The universal recognition of Victor supremacy is appreciated by Victor dealers everywhere.

They know that makes it easy for them to get business.

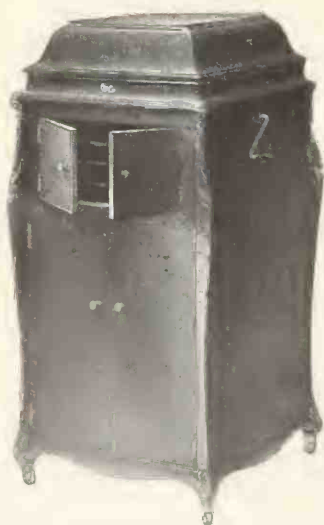
And with genuine Victors and Victrolas from \$10 to \$400, Victor dealers meet the needs of every customer—and do a volume of business which is in keeping with Victor supremacy.



Victrola XI  
Mahogany or oak



Victrola XIV  
Mahogany or oak



Victrola XVI  
Victrola XVI, Electric  
Mahogany or oak



Victrola XVII  
Victrola XVII, Electric  
Mahogany or oak



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

# Eleventh Annual Convention of the National Association of Talking Machine Jobbers Atlantic City, July 9th, 10th and 11th, 1917

ATLANTIC CITY, N. J., July 10.—The eleventh annual convention of the National Association of Talking Machine Jobbers, which has been in session at the Hotel Traymore here for the past two days, has measured up to expectations and predictions in the matter of importance. There have been many interesting developments in the trade during the past year, both legislative and economic, and the entrance of the country into the great war has brought with it business problems of vital importance which the jobbers were called upon to discuss among themselves and with the factory officials. The members of the association, in the meetings, not only reviewed the accomplishments of the past year but laid active plans, so far as was practical, to handle questions of supplies, freights, etc., that may come up in the near future.

Also, as was promised, the convention can boast of what was probably the largest attendance of any similar meeting in the history of the association, and there were many reasons why this should be so. There were many arrivals during the closing days of last week and with the arrival of the Western delegations on Sunday there were enough officers and members on the ground to start business at once if necessary. Not only did the association business serve to attract a really large proportion of members but the concert announced by the Victor Talking Machine Co. for Wednesday night, at which Galli-Curci and other noted artists are to appear, acted as a lodestone on its own account.

The executive committee of the association, headed by E. C. Rauth, the president, went into session early on Sunday morning and passed on the reports, completed remaining details of the program and thereby cleared the decks, for the Monday meeting in order that things might run along smoothly and that there be no delays.

At the opening session of the convention, held on Monday afternoon, the various officers and committees made their reports on the year's work, the first report being, naturally, that of President Rauth, which was as follows:

#### PRESIDENT RAUTH'S REPORT

My first thought in addressing you is one of gratitude and appreciation for the many honors you have conferred upon me during the past years. I want to thank each one of the members for his loyalty and co-operation. Also the chairmen and members of the various committees. Your vice-president and treasurer were able assistants, and, I assure you, come in for a large share of my appreciation.

The secretary has been very thorough, as he always is, in the performance of his duties. He ably assisted me during the past year, thereby lessening the official burdens. For this I feel very grateful to him as all of our members should.

The one committee to which special mention should be made is the arrangement committee, upon which, of all committees, the burden falls the heaviest, particularly upon its chairman, and I will be glad to entertain a motion, at the proper time, for a vote of thanks to be tendered to Mr. Trostler and his colleagues by this association.

The past year has been a very busy one for the executive committee. Two regular meetings were held, one in the fall and one in the spring. On four different occasions I found it advisable, and to the best interests of our association, to call the executive committee to the East. On three of these occasions it was necessary for us to go to Washington, twice on matters pertaining to the Stephens bill, and once to fight your battles before the Finance Committee of the Senate on war tax. On two



Retiring President E. C. Rauth  
of these occasions those members of the legislative committee who were not on the executive board were with us.

The vast amount of work performed during the year and the many benefits derived is difficult for you to understand, unless you are an active member of one of the committees. I

#### Officers of the National Association of Talking Machine Jobbers for 1917-1918.

President, J. Newcomb Blackman, the Blackman Talking Machine Co., New York.

Vice-President, I. Son Cohen, Cohen & Hughes, Baltimore, Md.

Treasurer, Arthur A. Trostler, Schmelzer Arms Co., Kansas City, Mo.

Secretary, J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.

would like to tell you of their unselfish and untiring labors in your behalf, but to go into details would be presuming too much upon your time.

If I failed in speaking a word of praise for your national councilor, Mr. J. N. Blackman, I would feel that I had been neglectful in my duty to you and to him. He attended all of

**Next Convention City  
Atlantic City**

our meetings—both legislative and executive, also all of the meetings of the United States Chamber of Commerce. He made two very able addresses, one before the Interstate and Foreign Commerce Commission, in the interest of the Stephens bill, and the other before the Finance Committee of the Senate, arguing the unjustness of the excise war tax.

For the good work accomplished by your Stephens committee, I have nothing but praise. The details of this I will leave to its chairman, George E. Mickel, and I am sure his report will speak for itself.

I do not wish to intrude upon the report of our traffic committee, but I want to touch lightly upon that subject. This has become a very important question in our industry and, at the proper time, I would like to hear serious discussion as to the advisability of employing a traffic lawyer. If we employ counsel of this sort we should get the best to be had, since each increase in freight rates means a loss of thousands of dollars to our membership. Each year the railroads seem to make more of an effort to bring these increases about. They are of the opinion that we are very prosperous and that the commodity will stand it.

It has been suggested that I request the following of our members: When ordering records from the Victor factory, make up your orders in units of twenty-five. This will only apply whenever you order twenty-five or more records of a number. Please make a note of this, as it would assist the factory very materially.

We are all to be congratulated for the splendid and prosperous business enjoyed during the past year.

Owing to recent developments, due to the war and other circumstances, business of our country is inclined to become unsettled. This is particularly due to the pessimistic turn of mind of some people. We can offset this by our continued co-operation and the spirit of harmony we have always shown in the past. Let each individual make "Co-operation" his watchword.

The next report was that of the secretary, L. C. Wiswell, whose capable work for the year was outlined as follows:

#### REPORT OF SECRETARY WISWELL

As is customary at all annual meetings and conventions of associations, particularly ours, it is incumbent upon the officers, especially the secretary, to make a written detailed report of his stewardship. I was not amiss in the remarks made at the time you elected me to this important office in stating that the office of secretary was fraught with responsibilities and much work.

The year just closing has been a busy one from the association standpoint, one of progress. Your officers as far as it has come to my notice, especially your president, have been ever alert and enthusiastic in the execution of the duties which they were obliged to perform.

Undoubtedly it is needless to call your attention to the fact that during the year our industry has had reason to be concerned over judicial decisions as well as enactments of legislation, namely the 5 per cent. excise war tax which was proposed by Congress at Wash-

*(Continued on page 60)*

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 59)

ington and later eliminated, and justly so, by the Committee of the Senate, whose duty it was to investigate and revise war revenue as proposed by Congress.

Without doubt during the next few years, or at least for the duration of the war, we will be obliged to face situations that will be of vital moment to the talking machine industry. It is well that we should be ever on the alert and be careful in all our deliberations and actions that we make no mistakes.

At the close of last year's convention the association totaled seventy-eight and ten regular branch members. Since that time we have received applications from and elected into membership on the unanimous approval of the executive committee, six new members:

Bergstrom Music Co., Honolulu, Hawaii.  
Biener Co., Guatemala City, Guatemala, C. A.  
John Elliott Clark Co., Salt Lake City, Utah.  
Cohen & Hughes, Inc., Washington, D. C. (Branch).

Phillips & Crew, Atlanta, Ga.

Frederick Loeser & Co., Brooklyn, N. Y.

With these new members we now have a total membership of eighty-three regular and eleven branch members.

Am happy to report that all members paid their dues promptly. There was collected for membership dues and turned over to the treasurer through the secretary's office \$2,110.

The executive committee held one meeting since our last convention, their regular mid-winter meeting, at Hotel Raleigh, Washington, D. C., January 7 and 8, 1917. This meeting was well attended by the executive committee as well as by numerous members of the association. The work of the special Stephens bill committee has been strenuous as well as fruitful. The details of the vast amount of work done by this committee will be given by the chairman and secretary of the committee.

The matter referred at our last convention to the executive committee, that of the resolution

passed at the 1915 convention regarding the proposed organization of allied music trades to be known as the Music Trade Industries Chamber of Commerce, was duly considered at the January meeting of the executive committee and after discussion it was the sense of the committee that it be reported back to the association at its regular meeting that it was the recommendation of the executive com-



L. C. Wiswell

mittee that the association do not affiliate with this proposed organization.

Your executive committee after the January meeting visited with the Victor Co. for the purpose of consulting with them on matters which they deemed pertinent to distributors in general.

Since our last convention the Grim Reaper of Death has visited among our members, taking from us John B. Miller, of Penn Phono. Co., Philadelphia, Pa.; Wm. H. Beck, of Eastern Talking Machine Co., Boston, Mass.; and

Philip Werlein, of Philip Werlein, Ltd., New Orleans, La. At this time, Mr. President, I move that the convention rise and remain in silence for the period of one minute out of respect to our departed associates.

There is no provision made in our by-laws for the reinstatement of members whose names have been stricken from the membership list by reason of non-payment of dues or by resignation. The resolution committee should present for your consideration an amendment or addition to the by-laws covering this point.

The Chamber of Commerce, U. S. A., requested of the association through its secretary, a vote on four referendums, Nos. 17, 18, 19 and 20. Referendum No. 17 having to do with the report of the special committee on Combination as related to National Resources. No. 18 on proposal for amendment to the Federal Constitution to permit the President to veto separate items of provisions in appropriation bills. No. 19 on the report of the railway committee on prevention of strikes, lockouts, etc.

Regret to report that there was on the part of the majority of our members a seeming feeling of apathy towards these referendums, for approximately one-third, or thirty members as an average, sent in their votes. The majority of votes were cast in the affirmative on the various questions.

As to Referendum No. 20, report of the special committee on financing war, the members displayed greater interest, the entire membership with the exception of nineteen casting their vote on the various questions.

It is to be noted that with a few exceptions the members have been prompt in the handling of delinquent reports. Aside from those of our members who do not do wholesale business, and are not interested in the delinquent report, there are only about six who failed entirely throughout the year to send in their delinquent reports while others, about twenty,

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

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

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 60)

were in a measure remissful, sending in their report one month and failing to do so the next. On the whole, however, the members showed deep interest in this important work of our organization and I want to thank them for their co-operation.

**Treasurer Reynalds' Report**

The treasurer, W. H. Reynalds, also presented his annual report, which indicated that the finances of the association were in excellent shape, after which the various committees were called upon for statements of their accomplishments.

**Arrangement Committee Reports**

Among the committee reports was that of the arrangement committee, of which A. A. Trostler was chairman, and which outlined the program of the convention as follows:

Your chairman of this committee takes great pleasure in informing you that he more than appreciated the honor bestowed upon him by President Rauth, naming him head of this most important committee, and this is to express his thanks to the fellow members on this committee who have worked with him admirably on all matters that came before us.

I also wish to thank each and every one of our members for the help given when asked for: the Victor Talking Machine Co. and both Mr. Henry C. Brown and Mr. C. G. Childs are entitled to a vote of thanks by this association for their untiring efforts in our behalf covering this convention.

I wish to call to the attention of our members that to-morrow night at our banquet we have some very great surprises in store for them.

For Wednesday, the Victor Talking Machine Co. has absolutely stretched every point to make this day a most wonderful finale to our convention. The program they have made up is second to none, and we know after you have witnessed it you will agree with me that no one but the Victor Talking Machine Co. could bring together an array of artists such as will be presented to entertain us.

The members do not want to overlook the golf tournament to-morrow at the Country Club. T. H. Towell, who is looking after same, will be glad to give you any information you desire. Indications show that this should prove the most wonderful convention held by this association.

**The Traffic Committee's Report**

In view of recent and probably future changes in freight rates and classifications and in view of the danger of more or less rigid embargoes upon freight shipments, one of the most important of the committee reports was that of the Traffic Committee, which was presented by L. C. Wiswell, the chairman, who had taken a most active and effective interest in the work. The report read in full as follows:

**TRAFFIC COMMITTEE'S REPORT**

Since our last convention your traffic committee has been confronted with numerous contemplated changes in the classification and rates on talking machines and records as proposed by the various classification committees.

The railroads in their desire to increase their earnings are working from two angles, one through the legislative channel of asking a direct flat increase in freight rates on all commodities; secondly, through their various classification committees, these committees at their meeting changing wherever possible and where

they are not sufficiently opposed by protests, the classification and rating on commodities which they think would stand for a change, all changes looking toward increase of revenue. The industry in which we are engaged has not escaped.

The official classification committee, in their docket No. 30, hearings on which were held at New York city, September 12, 1916, suggested a change in C. L. minimum rating on talking machines, reducing the minimum from 24,000 pounds on machines and records to 16,000 pounds on machines only and changing the rating from third to second class. Your committee, together with Mr. Fulghum, of the Victor Co., Mr. Rogers, of the Edison Co., and Mr. French, of the Columbia Co., appeared at this meeting. While the representatives of the Edison and Columbia companies in a measure favored the suggested change, for the reason that they have no large record movements to speak of, yet, like the Victor, they are unable to load more than 15,000 to 16,000 pounds of machines in a regular thirty-six-foot car. The classification committee reached no decision on this docket.

In order to thrash the question out further, the official classification committee suggested in their next docket, No. 31, hearings on which were held in New York on November 8, 1916, a proposed change in C. L. rating on talking machine records from third to second class, with prevailing minimum weight of 24,000 pounds. As this suggested change meant a flat increase of approximately 23 per cent. in freight charges on records shipped in C. L. lots, your committee sent out a letter to the members of the association located within the confines of the official classification committee jurisdiction, making them cognizant of the proposed change and asking in reply a letter protesting against this change. Fortified with these letters your committee chairman and Mr. R. H. Morris, together with the representatives of the Victor, Edison and Columbia companies, appeared before the committee and vigorously protested against the suggested change. Our combined efforts were in a way successful, the committee eliminating the combination rating on machines and records with a C. L. minimum weight of 24,000 pounds, putting through a new classification for machines reading as follows: "Talking machines in boxes or crates L. C. L. first class, C. L. minimum weight of 16,000 pounds second class. Records in barrels or boxes L. C. L. first class, C. L. minimum weight 24,000 pounds third class."

This change works to the advantage of all our members with the exception of those located in Chicago. Mr. Fulghum of the Victor Co. advises me that under the new rating they have been able to ship distributors other than those located in Chicago over seven or eight times as many solid carloads of talking machines as they were previously able to ship under the 24,000 pounds minimum. Prior to the adoption of the 16,000 pounds minimum distributors outside of Chicago were practically receiving no benefit of the C. L. rate. Further, this new minimum besides making it possible for more distributors to receive the benefit of the C. L. rate expedites shipments by reason of the fact that C. L. shipments are moved through to destination more expeditiously than L. C. L. shipments.

The Southern classification committee held a meeting in Chicago on September 18, 1916, on their docket No. 89, wherein they proposed a

C. L. rate on talking machines exclusively, minimum weight 20,000 pounds. Your committee together with the representatives of the Victor, Edison, Columbia and Brunswick companies appeared at this meeting and presented arguments as to why this suggested change of 20,000 pounds minimum was not in order, though they would be satisfied with a 16,000 pounds minimum. The conclusion of the committee after considering our arguments was that they would make no change in the classification.

The Western classification committee, ever watchful of what the official classification committee was doing, suggested in their docket No. 863 a change in the C. L. rating on talking machines and records, the change reading on talking machines exclusively, the minimum being reduced to 16,000 pounds with second class rating instead of 24,000 pounds minimum with third class rating. Again the various representatives of the talking machine manufacturers, Victor, Edison and Columbia, together with your committee and Mr. F. T. Randall, of Lyon & Healy, Chicago, appeared before this committee on October 20, 1916, for a hearing. As at the previous meetings it was argued that we were interested and wanted a reduction of the C. L. minimum, as it was impossible to pack 24,000 pounds of machines in a 36 foot car, still we felt that the proposed change should include records as well as machines, also that the third class rating prevail. It was assumed that the Western Classification Committee would follow the action of the Official Classification Committee, which later proved correct.

One or two concerns (your committee has not been able to definitely learn the names), manufacturers of talking machines and pianos, petitioned the Western Classification Committee, also the Trans-Continental Committee, suggesting a classification allowing C. L. combinations of talking machines and pianos. Your committee, through its chairman, was in attendance at the hearing of the Western Classification Committee on this subject as were the representatives of the Victor, Edison and Columbia companies. It was asked that this petition be denied, for the reason that if it was granted it would give the manufacturers of pianos and talking machines an advantage over the exclusive talking machine manufacturers in that they could move their talking machines at a lesser cost by reason of including them in with pianos in making up a C. L. shipment.

Recently your committee sent out a letter to the entire membership calling their attention to the request of the railroads of the Interstate Commerce Commission for a flat increase in freight rates of 15 per cent. It was pointed out in this letter that the principal arguments advanced by the railroads in support of their request for this 15 per cent. increase was that their expenses had increased enormously on account of the Adamson law and that according to statistics the Adamson law would mean an increase in the wages of the railroad employees of approximately fifty million dollars per year. On the other hand this argument was offset by the fact that the volume of business done by the railroads during the year 1916 was the largest in their history and even if they did just the same amount for the year 1917 and received thereon an additional income of 15 per cent., it would mean increase in revenue of approximately \$406,000,000.

It was also suggested that those members who were not in sympathy with the request

(Continued on page 63)

ESTABLISHED 1811

**H. R. EISENBRANDT SONS, Inc.**

"All Things Musical"

**ORIGINAL** Representative of the **Victor Talking Machine Co.**

**306-308 N. HOWARD ST.**

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RECORDS & SUPPLIES

**97 CHAMBERS ST.**  
NEW YORK,



ENLIST NOW.

To the Trade:

Now that the Atlantic City Convention is over, let the real situation mature in our minds. Our Country calls us to defend the Cause of Liberty. We have a duty to perform. Each and every true American Citizen can and must do his part.

We can Fight, Farm, or Finance, and should do that for which we are best fitted. This industry must not be among the slackers. Every Soldier, and Government Official needs the support and help of the Business Man.

Problems confront this Country and our industry, and if our training or experience can help solve them, let us enlist fearlessly and unselfishly. At no time has it been more important for every member of the trade to show his true colors.

Let's all get together to WIN this war QUICKLY, by convincing each other, as well as the enemy, that OUR business NOW is to do OUR part. It is this spirit we pledge ourselves to support among our employees, customers, competitors, and the trade in general.

Make VICTORY and VICTOR triumphant.

Very sincerely,

BLACKMAN TALKING MACHINE COMPANY.

*J. Newcomb Blackman*

President.

JNB/EMK



## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 61)

made by the railroads write their Senators and Congressmen as well as the Commerce Commission, advising them that they were not in favor of the increase.

In concluding their report your committee suggests that the new administration be ever mindful and watchful of the traffic situation as it affects our industry.

**Fighting the Excise Tax**

The fight of the association in favor of the passage of the Stephens bill and the more recent action against the special 5 per cent. excise tax provision of the War Revenue bill were set forth in detail in the following report by Geo. E. Mickel, chairman of the legislative committee, which read:

**LEGISLATIVE COMMITTEE'S REPORT**

During the past year there has been but one item of interest, aside from the prosecution of the Stephens bill, that has come up for our committee, and that is a matter of such recent history that you are all familiar with the action taken and with the results. We refer to the movement to place a 5 per cent. tax on talking machines. We took immediate action on this and you will recall having received a telegram from our president, E. C. Rauth, asking that you request your dealers to wire and write their Representatives and Senators. We understand that this was practically done by every distributor.

When public hearings on the proposed tax were held before the Senate Finance Committee, our association was represented by Blackman, Roush, Rauth and Whitsit, who effectively presented our side of the case in connection with other talking machine interests. It seemed that the whole talking machine industry united in opposition to the proposed tax and we, of course, are pleased to note the committee's decision to cut out the tax on "musical instruments, mechanically operated."

The work on the Stephens bill has been a continuance of our last year's program and as stated to you a year ago, we again refer you to the detailed report as compiled by the young lady that the committee has employed during the year under the direction of E. C. Rauth. This report is open for the inspection of our membership, and can be found here on the president's desk. We urge on the members of our association who are not familiar with what has been done that you take some time and look over the report that is here for you to see. It will give you some conception of what has been accomplished by your committee, and I again say to you that the thanks of this association are due the individual members of the committee for their continued and persistent effort on this work. The committee confidently expects and hopes that the blood of every member will become inoculated with the "Stephens bill bug" during this convention. We are gratified to know that our efficient arrangement committee has secured Honorable Dan V. Stephens to talk to us on the Stephens bill at our banquet, and

we trust that his address will stimulate every member to renewed interest and activity.

The Stephens bill was up for hearing before the Interstate and Foreign Commerce Committee in December, at which time at the request of Mr. Whittier, your committee at great inconvenience made a trip to Washington, only to find that the matter was postponed until some time in January, at which time it came up, and your committee again went to Washington and were there during the hearings before the Interstate and Foreign Commerce Committee. At that time J. Newcomb Blackman appeared before the committee in behalf of our association and made a very able and interesting argument, with which you are undoubtedly all familiar, as it was published in *The Talking Machine World*.

You are all no doubt familiar with the fact that no report has ever been made by the Interstate and Foreign Commerce Committee on



George E. Mickel, Chairman

the Stephens bill because of other legislation that has come before Congress.

We believe, however, that the issue presented by the Stephens bill cannot be sidetracked, but must be squarely met by Congress in the near future. The hearings before the committee have demonstrated that the reputable manufacturers are all interested in the enactment of the principle of the Stephens bill into a law. It has just as clearly demonstrated that the price cutters are the only ones opposed to it.

Quoting from a letter received from Edmund A. Whittier, he states that, "It will doubtless interest your members to know that standard price sentiment is now generally conceded to be sufficiently strong in Congress to secure prompt consideration as soon as general legislative mat-

ters shall be taken up. At this time it is uncertain whether anything but war legislation will receive attention at this special session.

"Please express to the members of the National Talking Machine Jobbers' Association appreciation of the American Fair Trade League for their helpful co-operation in furthering the principle of standard prices represented in the Stephens bill and best wishes for success of their convention. The cause of honest merchandising will be greatly helped by a strong reaffirmation of approval by your convention and by the material support which we hope the National Talking Machine Jobbers will continue to give the league in its fight for honest advertising and honest merchandising. Until the fight is finally won, we shall hope for your constant aid."

The committee strongly recommends that the association's efforts on the Stephens bill be continued during the coming year, and that every effort be put forth to bring about the desired legislation, and that sufficient funds be provided to pay the expenses that may be incurred by the committee in the prosecution of this work,

**Praise for the Trade Papers**

Fred P. Oliver, chairman of the press committee of the association, presented the following report in which he particularly commended the assistance to the association given by *The Talking Machine World* and *The Music Trade Review*. The report read:

**PRESS COMMITTEE'S REPORT**

As chairman of the press committee of the National Association I wish to report that all of the trade papers have given us good publicity, concerning the coming convention. While the details were very slow in coming to us, we believe that the papers have done exceptionally well to cover as much space as they have in their late issues.

In particular, the *Talking Machine World* donated a full-page advertisement in their June 15 issue and have also given us quite a lot of reading matter in both *The World* and *The Music Trade Review*.

We are also very grateful to the other publications, who have helped us out considerably.

Your committee also wish to make mention of the assistance rendered them by both Mr. Trostler and Mr. Wiswell in compiling the necessary information for the different papers.

**RESOLUTION COMMITTEE'S REPORT**

The resolutions committee, of which Fred A. Siemon was chairman, made the following report:

We, your committee on resolutions, appointed at the last annual meeting, beg leave to offer this, our report:

Since we met last year, three valued members have been called from the busy world to their eternal appointments beyond the grave—Philip Werlein, of Philip Werlein, Limited, New Orleans, La.; John B. Miller, of the Penn Phonograph Co., Philadelphia, Pa., and William Beck, of the Eastern Talking Machine Co., Boston, Mass., and now,

Whereas, Philip Werlein, John B. Miller and William Beck, three of our associates, having been called from us, we wish to express the very high esteem and regard in which they were held.

During their association with us, they stood for the very highest and best ethics in merchandising. For years since entering our trade, with modest, unassuming nature, they have ever firmly stood for the right and the truth. Therefore: be it

Resolved: By the members of the National Association of Talking Machine Jobbers, that a permanent record of our high regard for their stainless and upright character and intrinsic worth be made, and be it further

Resolved: That to their families we extend these expressions of sorrow and condolence that we all sincerely feel; to their associates in

(Continued on page 64)

**Safest—Most Convenient—  
Best Way to Keep Records**

Safest—Does your album spill your records upon the floor and break them? You cannot slip them from a "Crip-N" Record File.

Most Convenient—A touch of your finger instantly gets your record in your hand ready to play. No hunting through or handling of other records.

Best—A demonstration will convince your customers that the "Crip-N" File fills their real need for an easy and quick method of handling records sensibly—economically—safely.

Adapted for all standard records. Fits any standard machine.

The "Crip-N" is sure to satisfy your customers. Write now for our catalog and dealers' special proposition.

**CRIPPEN-RASE CO., Inc.,** 77 South Avenue, ROCHESTER, N.Y.

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 63)

business that sympathy that they must know we hold for them. Of them it can be truthfully said: "They made the world better for having lived in it." And no higher tribute can be paid any man; and be it further

Resolved: That these resolutions be entered upon our records and a copy be sent to the families of our departed associates.

In addition to receiving the various reports from officers and committee chairmen the association at its first meeting also took up a number of questions of general importance.

It was agreed unanimously that the various activities of the association, including the continuance of the Traffic Bureau, a most important feature at this time and in the near future, and the further earnest support of the Stephens bill for the maintenance of resale prices on trade-marked articles, should be continued.

This work, requiring considerable traveling on the part of the committeemen and much correspondence, telegraphing and clerical work, has proved quite expensive, and all the costs have

in the past been met by assessments from the members in excess of their yearly dues of \$25.

In order to equalize the financial burden and to provide funds for the future work of the association it was voted to change the by-laws of the association and raise the annual dues to \$100. It was also provided that the dues of the branch members be fixed at \$25 annually. It is expected that the increased dues will make unnecessary any further assessments on members to carry on special work.

In view of the steadily increasing scope of the association activities and the additional burdens thus placed on the officers it was also voted to increase the size of the executive committee from seven members, as at present, to fifteen members, including the four officers and eleven elected members. In the past the four officers and the three junior ex-presidents have constituted the executive committee.

The Stephens bill, the War Revenue bill and the freight situation all came up for discussion at the session, but no further action was taken than as set forth above.

was Mr. Hall's first appearance before the jobber's association in session and his talk impressed his hearers greatly.

#### H. J. Shartle's Talk on Credits

H. J. Shartle, credit manager of the Victor Co., spoke at some length on the subject of credits generally and in his opening remarks mentioned the losses that distributors could suffer through the poor judgment or carelessness of one of their employes in ordering slow selling records, but the danger of which was largely overcome by the use of the record ordering system evolved by the Victor Co., at considerable expense in 1914, revised about the first of this year and which is now being used by

## Tuesday Afternoon Session

The chief matter of interest at the final meeting on Tuesday was the election of officers for the coming year and the report of the nominating committee appointed the day before was accepted by unanimous vote with the result that the following were elected:

President, J. Newcomb Blackman, Blackman Talking Machine Co., New York.

Vice-President, I. Son Cohen, Cohen & Hughes, Baltimore.

Treasurer, A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.

Secretary, J. C. Roush, Standard Talking Machine Co., Pittsburgh.

The new executive committee of fifteen members will consist of the four officers and the following elected members: W. D. Andrews, Syracuse; Rudolph Wurlitzer, Cincinnati, O.; A. A. Grinnell, Detroit; James F. Bowers, Chicago; Perry B. Whitsit, Columbus; Andrew J. McCarthy, San Francisco; E. F. Taft, Boston; George E. Mickel, Des Moines, Ia.; E. C. Rauth, St. Louis; C. A. Wagner, New York, and W. H. Reynolds, Mobile, Ala.

Being president of the association will not be a new experience for Mr. Blackman, for he served two years in that capacity during 1911-12 and 1912-13. His election at this time indicated a cementing of association interests and was a tribute to Mr. Blackman's indefatigable efforts in behalf of the association, particularly as a member of the committee on the Stephens bill.

#### Atlantic City in 1918

When it came time to select a convention city for next year there was considerable dis-



I. Son Cohen, Vice-President

cussion regarding the relative advantage of New York and Atlantic City. New York made a strong play for the meeting and a member of the Merchants' Association of New York ad-

ressed the meeting. The argument was finally ended by the selection of Atlantic City for the 1918 meeting place.

During the course of the meeting the amendment to the by-laws raising the dues from \$25 to \$100 annually, in order to carry on the broader work of the association, was adopted.

There were also several discussions on matters of direct interest to the members of the



J. Newcomb Blackman, President

association in the conduct of their particular business.

#### Mrs. Frances E. Clark Speaks

At the end of the business session, Mrs. Frances E. Clark, head of the Educational Department of the Victor Co., gave a brief address outlining the plans regarding educational work for the near future and summarizing the results that had been accomplished to date and particularly within the year since the last convention. Mrs. Clark's display of facts astonished even those who are co-operating actively in the educational campaign.

In closing Mrs. Clark urged the continued and active co-operation in the educational work of the Victor Co. by the jobbers and dealers in their respective territories and suggested that they really take as much of the local work as possible on their own shoulders.

#### S. R. Hall Talks on Advertising

S. Roland Hall, the new advertising manager of the Victor Co., also spoke briefly on his chosen work and urged that the distributors and the dealers get behind the factory advertising more earnestly than ever. He asked that these local campaigns be hooked up with the national advertising so effectively that the slogan "take home a record on Saturday night" should become familiar in every community. It



A. A. Trostler, Treasurer

about seventy-five per cent. of the distributors. He also dwelt at some length upon the various phases of the exchange proposition and what it meant to both the distributors and the company.

On credits generally Mr. Shartle pointed out the fact that credit associations in all sections of the country were working to bring about a strict observance of credit terms on the part of merchants. "If your terms permit a two per cent. cash discount for goods purchased in the current month, providing they are paid on or before the tenth of the following month, you have every right to insist that the dealer have his remittance in the mail on or before the last day of cash discount period, in order to avail himself of the concession you are granting for



J. C. Roush, Secretary

cash. Furthermore, if he settles on net terms, his settlement should rightly be in the mails on or before the last day of the month following the one in which his purchases were made.

"I believe the interchange of credit information between distributors is essential to-day, and if more of this were done a spirit of

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 64)

friendly co-operation would exist in all credit as well as other matters, thus eliminating many losses."

## Those Present at the Convention

Those who attended the convention included: Andrews Music House, Bangor, Me., H. Andrews and W. G. Jordan; American Talking Machine Co., Brooklyn, N. Y., R. H. Morris, W. H. Barker, W. D. Andrews Co., Syracuse, N. Y., W. D. Andrews; W. D. and C. N. Andrews, Buffalo, Mr. and Mrs. C. N. Andrews; Louis Buehn Co., Inc., Philadelphia, Pa., Mr. and Mrs. Louis Buehn, Mr. and Mrs. F. B. Reineck, Mr. and Mrs. Chas. W. Miller, Miss Elsie Buehn, Miss Adeline Buehn, L. D. Callahan; Emanuel Blout, New York, Mr. and Mrs. Emanuel Blout, Mr. and Mrs. C. B. Riddle; W. H. Buescher & Sons Co., Cleveland, O., W. H. and A. H. Buescher; Badger Talking Machine Co., Milwaukee, Wis., Harry and S. W. Goldsmith; Beckwith-O'Neill Co., Minneapolis, Minn., E. F. O'Neill; C. Bruno & Son, Inc., New York, C. F. Bruno, Henry Stadlmair, Miss Gertrude L. Stadlmair, Mrs. I. M. Benjamin, Miss I. E. Benjamin, E. G. Evans; Blackman Talking Machine Co., New York, Mr. and Mrs. J. N. Blackman, Albert N. Blackman, Mr. and Mrs. Fred P. Oliver, John L. Spillane, James F. Ashby; John Elliott Clark Co., Salt Lake City, Utah, John E. Clark; Ross P. Curtice Co., Lincoln, Neb., C. P. Moores; Cohen & Hughes, Inc., Washington, D. C., Mr. and Mrs. F. S. Harris; Cohen & Hughes, Baltimore, Md., Mr. and Mrs. I. Son Cohen, Miss Evelyn Cohen, Miss Elizabeth Cohen, Miss Elizabeth Kohn, E. J. Chapman, Rochester, N. Y., E. J. Walsh; Chicago Talking Machine Co., Dan A. Creed; Collister & Sayle, Cleveland, O., T. C. Karter, Phil H. Dorn; The Corley Co., Richmond, Va., F. W. Corley, Mr. and Mrs. J. G. Corley, A. Vivian, Mr. and Mrs. Kirk Matthews; Cressey & Allen; Portland, Me., C. B. Snow, Mrs. Butterfield, Miss Matthews; I. Davega, Jr., Inc., New York, Mr. and Mrs. I. Davega, Mr. and Mrs. B. R. Forster; S. B. Davega, New York, S. B. Davega, Lipman Kaiser; Chas. H. Ditson, Co., New York, P. E. W. Carlson; Oliver Ditson Co., Boston, Mr. and Mrs. H. A. Winkelman; E. F. Droop & Sons Co., Washington, D. C., E. H. Droop; E. F. Droop & Sons Co., Baltimore, W. C. Roberts; W. J. Dyer & Bro., St. Paul, George A. Mairs; Eastern Talking Machine Co., Boston, E. F. Taft, E. C. Taft; Eclipse Musical Co., Cleveland, O., P. J. and T. H. Towell, C. K. Bennett; H. R. Eisenbrandt Sons, Baltimore, C. H. Eisenbrandt; W. F. Frederick Piano Co., Pittsburgh, Geo. S. Hards, Geo. H. Rewbridge; Thos. Goggan & Bro., Houston, Tex., Geo. N. Copley; Gately-Haire Co., Albany, N. Y., Mr. and Mrs. John L. Gately; Grinnell Bros., Detroit, Mich., Mr. and Mrs. A. A. Grinnell, Miss L. Grinnell, C. H. Grinnell, C. F. Martin; Greenhut Co., New York, Mr. and Mrs. N. Goldfinger; A. Hospe Co., Omaha, Neb., A. Hospe; C. J. Heppe & Son, Philadelphia, W. J. Elwell; Henry Horton, New Haven, Conn.; O. K. Houck Piano Co., Memphis, Tenn., J. F. Houck; O. K. Houck Piano Co., Nashville, Tenn., Mr. and Mrs. A. Welford; J. W. Jenkins' Sons Music Co., Kansas City, Mr. and Mrs. B. J. Pierce; Knight-Campbell Music Co., Denver, C. G. Campbell; Koerber-Brenner Co., St. Louis, Mo., Mr. and Mrs. E. C. Rauth; Landay Bros., New York, Mr. and Mrs. Max Landay, Mr. and Mrs. James Landay; Lyon & Healy, Chicago, Mr. and Mrs. James F. Bowers, L. C. Wiswell, Mr. and Mrs. Walter, D. M. Banes, Mr. and Mrs. B. F. Banes, M. A. Healy, James Bowers, Jr.; Frederick Loeser & Co., Brooklyn, Mr. and Mrs. E. P. Hamilton, Roger Hamilton; Musical Instrument Sales Co., New York, Mr. and Mrs. C. Alfred Wagner; Mickel Bros. Co., Des Moines, Ia., Mr. and Mrs. Geo. E. Mickel; C. C. Mellor Co., Pittsburgh, Mr. and Mrs. W. C. Dierks, Mr. and Mrs. Jack Fisher; Nebraska Cycle Co., Omaha, Mr. and Mrs. W. P. Deal; New York Talking Machine Co., New York, A. D. Geissler, Roy J. Keith; Neal, Clark & Neal Co., Buffalo, Mr. and Mrs.

B. E. Neal, Mr. and Mrs. V. W. Moody, O. A. Neal, Miss May Forrestel; Ormes, Inc., New York, C. L. Price; Penn Phonograph Co., Philadelphia, Mr. and Mrs. T. W. Barnhill; Putnam-Page, Inc., Peoria, Ill., Mr. and Mrs. Fred H. Putnam; Phillips & Crew Co., Atlanta, Ga., Harvey T. Phillips, Ernest Urchs; S. E. Pearsall Co., New York, Mr. and Mrs. Thos. F. Green; Reynolds Music Co., Mobile, Ala., W. H. Reynolds; Sanger Bros., Dallas, Tex., Alex Sanger, Lester Burchfield; Schmelzer Arms Co., Kansas City, Mo., Arthur A. Trostler; Sherman, Clay & Co., San Francisco, A. G. McCarthy; Standard Talking Machine Co., Pittsburgh, J. C. Roush, Mr. and Mrs. French Nestor, M. A. Lightner, Wallace Russell; M. Steintert & Sons, Boston, Russell Steintert, Robert Steintert; Talk-

Philip Werlein, Ltd., New Orleans, Parham Werlein; H. A. Weymann & Son, Philadelphia, Mr. and Mrs. H. A. Weymann, Mr. and Mrs. W. A. Weymann, Mr. and Mrs. A. C. Weymann, Mr. and Mrs. G. W. Carroll; P. B. Whitsit Co., Columbus O., Mr. and Mrs. Perry B. Whitsit, Miss Margaret Murphy, Miss Kate Smith; Whitney & Currier Co., Toledo, O., Mr. and Mrs. W. L. Kellogg, W. H. Parmenter; G. T. Williams, Brooklyn, N. Y., G. T. Williams; R. Wurlitzer Co., Chicago, Fred Siemon, E. H. Uhl; R. Wurlitzer Co., Cincinnati, Rudolph Wurlitzer, Thomas Clancy.

Representing the Victor Talking Machine Co. there were present at the convention: Louis F. Geissler, Henry C. Brown, W. B. Fulghum, L. W. Collings, Ernest John, W. T. Haddon, A.



The Traymore at Atlantic City, Where the Conventioneers Met

ing Machine Co., Birmingham, Ala., Mr. and Mrs. A. R. Boone; Talking Machine Co., Philadelphia, Mr. and Mrs. Harry Ellis, Mr. and Mrs. E. M. Stern, Mr. and Mrs. Horace Stern; John Wanamaker, Philadelphia, A. H. Bates;

G. Green, Mrs. Francis E. Clarke, J. E. Corneal, H. A. Beach, H. J. Shartle, B. J. Royal, W. Le Roy Marshall, Geo. D. Ornstein, Elmer J. Walz, E. J. Dingley, H. Smith, W. J. Staats, G. Lyons, and others.

## The Banquet on Tuesday Evening

ATLANTIC CITY, N. J., July 10.—The annual banquet of the National Association of Talking Machine Jobbers held at the Traymore Hotel to-night was noteworthy not alone for the excellence of the menu provided and surprises in the matter of entertainment, but for the opportunity that it afforded Louis F. Geissler, general manager of the Victor Co., to make a public and definite announcement regarding certain policies of his company regarding which there had been some question, not among the jobbers themselves, who are most vitally interested, but from outside factors.

During the dinner itself there was the usual amount of revelry that is a part of every jobbers' banquet, but when toastmaster Bowers, who might be said to have grown gray on that job, sounded his gavel there was little room for much humor except as it was raised in between more serious thoughts.

### Banquet Arrangements Perfect

The banquet was one of the best attended in the history of the organization, and all the details of the affair as worked out by Arthur A. Trostler, chairman of the arrangements committee, were carried out without a hitch. Mr. Trostler saw to it that each ticket was numbered to correspond with the table at which the holder was to be seated, and the result was a total absence of the confusion that is often so apparent in seating guests at such an affair. When things were started properly the Angel Chorus began to tune up under the leadership of L. C. Wiswell and paid the usual vocal compliment to the various celebrities present.

There were also small rubber balloons thrown about in profusion, and which caused exciting shrieks from the ladies when punctured with the end of a cigar. An excellent orchestra and a pair of bagpipers furnished the music.

When the time came for the flow of soul and feast of reason, E. C. Rauth, the retiring president, arose and in a few brief words expressed his thanks to the officers, committee members and members of the association generally, for the support they had given him during his term of office.

### James F. Bowers Acts as Toastmaster

Mr. Rauth then introduced as the toastmaster of the evening that veteran in the office, James F. Bowers, who was accorded a rousing reception, and for probably the first time in his life seemed a trifle embarrassed at the enthusiasm. Mr. Bowers' natural wit soon took control of the situation, and he emphasized the fact that the association was not only in convention at Atlantic City but had decided to convene here again next year despite the hard fight put up in favor of New York City. He stated that Atlantic City was the "city destined by the Almighty for the convention of the National Association of Talking Machine Jobbers."

### Rising Toast to Eldridge R. Johnson

Before calling upon any of the speakers the toastmaster proposed a rising toast to Eldridge R. Johnson, president of the Victor Co., who was compelled through force of circumstances to be absent and the toast was drunk with a will.

### Louis F. Geissler's Inspiring Address

Louis F. Geissler, general manager of the Victor Co., was next introduced and his address served as a really genuine inspiration to his hearers, for he dwelt upon matters of vital importance to the industry in the most comprehensive and far-sighted manner. Mr. Geissler's address, which was illuminative and interesting, appears in full on another page.

(Continued on page 66)



Members of the National Association of Talking Machine Jobbers

### CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 65)

At this point messages were read from J. C. English and Chas. K. Haddon, of the Victor Co., regretting their inability to accept the invitation of the jobbers to be present at their banquet.

#### The New President Introduced

The toastmaster next introduced the new president, J. Newcomb Blackman, as a first-class fighting man, and declared that he was of the type that always fought in the open. Mr. Blackman opened his remarks with some humorous stories regarding his experiences in Washington and other cities and towns in getting after Congressmen to secure their support for the Stephens bill and to defeat the proposed 5 per cent. excise tax on talking machines incorporated in the original draft of the war revenue bill.

He then launched into a serious talk and declared that while he was an optimist, the trade must realize that it must be equipped for unusual tests in many ways during the coming year and must be prepared to meet those tests. He declared that the majority of legislators were getting close to business and beginning to appreciate some of the problems of the business man, and that the business men should back up the Congressmen when they were doing good work. He declared that business men could accomplish real good by acting like human beings when they were in Washington in connection with legislative matters.

In closing Mr. Blackman emphasized the fact that it was a free country and that in his opinion liberty of country carried with it liberty of contract. He declared that the talking machine men could best get together by minding their own business, for with their own houses in order they had legitimate excuse for taking stock of outside interests.

#### Congressman Dan V. Stephens Speaks

The special guest of the evening was introduced in the person of Hon. Dan V. Stephens, Congressman from Nebraska and father of the Stephens Bill, who explained at some length the theory of retail price maintenance that had prompted him to introduce the measure into Congress seeking to establish the principle of retail price maintenance on trade-marked goods. In introducing him toastmaster Bowers stated that he stood as the advocate of one of the most honest measures that ever came before Congress.

In opening his address Mr. Stephens congratulated the Victor organization upon its successful practice of the price maintenance idea, and stated that he had particular regard for the company's policy in view of some statements that were made to him last winter by prominent retailers who were opposed to any price maintenance measure. He spoke of the problems developing out of war conditions, and stated that they had upset every pet theory about business. He went to some trouble to prove his theory that the trouble in the business world to-day was in the field of distribution and offered as evidence of that fact the chaos that has existed during the past month in many lines of business and particularly in the distribution of foodstuffs.

#### The Problem of Distribution

He stated that in the old days the question of distribution was a simple one, for the farmer or the manufacturer sold his products direct to the consumer who was practically his next door neighbor, and the question of distribution did not enter. With the expansion of the country, due largely to the development of the railroads, the question of distribution became more complex and he declared the solution of that problem would be found also in the solution of the problem of inflated prices that exist at present.

#### The Basis of Price Maintenance

On the question of price maintenance Mr. Stephens stated that it was the inherent right of every man to sell his services at a price he, himself, should fix, and it was just as logical to assume that he had a right to fix a price at which the product of his services or labor should be sold. He emphasized the fact that if products are not sold at a profit, then the distributor must go out of business. He cited the recent agitation for Government control of food products as proof of the fact that price maintenance had a place not only in the realm of the manufacturer but in the realm of the farmer, and stated that the public was human in that it cried for price fixing when the price was high and when corn, for instance, was selling for \$1.50 a bushel, but was rather opposed to fixed prices when the same corn was bringing 10 cents a bushel at the farm.

Mr. Stephens read a double page advertisement of a wholesale grocery house in which the attention of the public was called to the fact

that because the wholesaler refused to demand a higher price from his customers for the product of a prominent soap manufacturer, he had been refused further supplies of that particular soap on the plea that he was not a desirable customer. The speaker upheld the standard of the manufacturer and stated that there was no law to make a man do business with anyone with whom he does not want to do business. He offered some graphic illustrations of the effect of price cutting and as one of the illustrations stated that a certain manufacturer of a trade-marked brand of talcum powder had seen his customers drop from 7,000 to 50 when a price cutting house got hold of a good supply of his product.

The speaker also pointed out that the reason the average farmer or cattle man could not get a fair price for his product was because the farmers and cattle raisers were unorganized and therefore at the mercy of the distributing interests.

#### Feasibility of Price Maintenance

As to the feasibility of the price maintenance law, Mr. Stephens referred to the fact that the railroads some years ago had been given to the practice of granting various rebates to favored shippers and to those with special influence, but that now the railroads were compelled by law to observe uniform freight rates. The basis of the Congressman's argument was largely that the absence of any form of price maintenance and the prevalence of price cutting tended to reduce rather than increase output, and by that process brought about an era of higher prices.

In bringing his address to a close, Mr. Stephens dwelt briefly upon the war situation, and the record for fairness made by the United States in previous wars. He stated that America was in the fight largely to pay back the debt of gratitude we owe France for her assistance in defeating the British in the Revolutionary War.

Mr. Stephens' address was listened to by the assembled jobbers with much interest and attention, and they gained therefrom many valuable points in defense of the price maintenance idea which could be used to advantage in their every-day business.

At the conclusion of Mr. Stephens' address the annual banquet, and incidentally the official convention, was brought to a close.



Their Friends Who Attended the Convention at Atlantic City

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 66)

## Louis F. Geissler Defines Policy of the Victor Co.

Arouses Enthusiasm of Jobbers at Banquet By Declaring That the Company's Distributing Policy Will Remain Unchanged—An Able and Important Address

Louis F. Geissler's interesting address at the banquet of the association was as follows:

While here, looking into the faces of the members of this successful and harmonious national body, the value of this privilege of expressing to you all, collectively, the warmth of our business esteem, and regard, was brought home to me all the more impressively—all too short, perfunctory, and businesslike seem the greetings we are able to extend you at our offices by reason of the many and pressing daily and momentary duties, and, to meet you, thus, engenders an inspiration that runs through the year and delights us in the thought of the recurrence of the annual event that will throw us together in that atmosphere of social friendship and entertainment which does so much towards divorcing the idea that "business is business" and, of necessity, coldblooded. Thank the Lord our business—although a business enterprise that encircles the earth—is built upon music, literature, education, romance and imagination. You are merchandising in the lore of the ages, importing and distributing the world's greatest voices; vending the education of children and grownups; renewing the folksongs to the emigrant; dancing away the hours of youth—yes, even to illustrate your tremendous versatility, you make them "Wear Them Higher in Hawaii" and deliver the most terrible profanity which ever issued from the horn of a Victor in the so-called music of the "Jass Band"—surely your cup of combined "business and pleasure" is full.

To quote from an admirable article written some time ago by our president, Mr. Johnson—The Victor Talking Machine Co. is in reality a civic institution, and one of the few that pays its own way. This is a very commendable feature and in strong contrast to other enterprises of instruction and entertainment, such as colleges, symphony orchestras, grand opera companies, etc., most of which are supported to a very considerable extent by subscriptions in addition to the tuition fees and prices of admission, yet the before-mentioned beneficial en-

terprises reach only a small percentage of the number of people reached by the Victor enterprise. The Victor Company is doing a new and important work for the world and people who live outside the circles that happen to be in touch with lecture halls, concert houses and the opera appreciate this work.

Departing for a few moments from our specific business let us take up those recent affairs of our country which have such an important bearing upon the future business of all of us. The first great and significant event of the past month was the registration, in an orderly manner, of 10,000,000 men in the country's service as they may be selected, and, second, the subscription by the people of the country to more than \$3,000,000,000 worth of Liberty Loan Bonds upon a call for but \$2,000,000,000.

The registration and loan were each a splendid success, the willing registration disposing of the idea that the order would be met by a rebellious mood, and, the answer from over 3,000,000 people who subscribed to the loan decisively proclaimed their patriotism; no foreign first war loan ever equaled those results, either in money or subscribers, and this demonstration of the homogeneity of our people and the degree to which they possess the power of organization and co-operation augurs well for the success of future efforts made necessary by this war. It is gratifying and reassuring to note that our foreign-born citizens suffered none by comparison with our native-born in their efforts for the general success and that German communities generally equaled others in their showing.

### The Influence of War

While only a start has been made, war's influence on business is already in evidence. Government contracts, of which you are now reading, are an indication of the tremendous activity in many lines that are to follow; the wave of economy and frugality which swept across the country a few weeks since, agitated and assisted by ill-advised articles on silly economies that were to help foreign allies in a trice has, to

a great extent, disappeared after the more sober realization that the economies that may be directed in certain directions are trifling when compared to the demands which will soon be made upon all producers and distributors of necessary goods. To be sure, it is essential that you and we watch the various elements that affect us, such as taxation, Government control and requirements, freight priority, prohibition and other new or radical movements, but there are no indications of dull trade while the war is in progress.

### What Will Peace Bring?

I happened to be in London for a few weeks before and a few weeks after war was declared. I would not have missed that opportunity for observation of the gathering war clouds from that point for anything. Each night when the world was waiting for England's decision as to its entry or not I trod the streets of London from the Strand through Trafalgar square up through Oxford street, virtually feeling the pulse of the crowds gathered everywhere in anticipation of pending war news, retracing my steps frequently to my hotel, The Carlton, in mid-London, to get special news from Paris or Berlin, never getting to bed until I had read the papers at 2 or 3 o'clock in the morning that gave the day's continental news and proceedings of English diplomacy. The memorable day when England cast her lot with her allies came and that night London was quiet as a village, the streets were practically depleted, the buses empty, the citizens seemed to have gone home in the full realization of the fearful cataclysm that hung over them and the world. The next night brought them back again, sullen, thoughtful, only slightly enthusiastic for the fray. Another day and night and patriotic demonstrations and crowds and flags filled Trafalgar square, and troops—young men, slight, intelligent looking youths—were already marching through London's streets to somewhere in preparation for the slaughter. I came home and expressed the opinion that the war would last

(Continued on page 68)

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 67)

anywhere from two to twenty years. I predicated my prophecy upon the belief that the whole world could not starve out Germany in less than two years and that it might take twenty before the succeeding entanglements could be straightened out by diplomacy. I think there is not a man or woman in this room but who joins me in the expression that he would sacrifice all he may have made, or may make, by reason of the war, to have it stopped to-morrow—but we must look at things as they are—whether peace comes early or late, this country is at least committed to a policy of armament—navy and mercantile development—such as, in my humble opinion, it should have entered upon twenty years ago and peace might still have reigned to-day. In view of this it is impossible for me to see anything but great business activity and economic advancement in the United States for several years to come—how a nation, comparatively newly born, with the extravagances engendered by youth and success and by billions of newly possessed wealth, with the lately assumed position of principal purveyor to the world, of both commodities and capital, can be other than prosperous until such time as the inevitable inflation, attendant upon such prosperity, brings about its own readjustment and cure—all of which must, surely, be at least a few years off—is beyond my ken.

The exact bearing which the foregoing condition has upon our own talking machine trade and how the distributor and dealer should benefit by it, in view of the difficulties in labor and materials which are thereby presented to the manufacturer, are of paramount importance and an anomalous situation is produced for us and our representatives. "Conservatism" rather than "Expansion" is earnestly advised. Just such times as these will enable both distributor and dealer to put his house in order and strengthen himself for the inevitable slump that follows boom times. Wise companies are paying off their bonds, taking up redeemable stock, putting aside surpluses to guarantee future dividends, etc., etc., and selecting, with the utmost care, those old and reliable customers for preference in the distribution of their easily versold output.

#### Our Distributors May Well Emulate Them

The distributor can educate his dealer to the advantages and real profits of cash discounting with him. The dealer can and should demand large cash payments and liberal instalments on goods so sold; interest on deferred payments can and should invariably be exacted—anything else is bad business, and, furthermore, is not expected by the purchaser except where such is foolishly advertised by the dealer. A certain independence on the dealer's part will profit him before the year is out.

The dealer can feel well assured that just so long as Victor quality is maintained, so long as the Victor Co. maintains its wonderful catalog and its coterie of world renowned artists, they need not fear the inroads of the fast appearing, as well as disappearing, competition.

No doubt a number of my auditors would have me say something regarding recent Supreme Court decisions, the annulment of our license agreement, etc.—well, there is a whole lot I would like to say about that and much that you would like to hear, but you all remember the celebrated "Gary Dinners" and how they were reported and twisted so that everybody had soup on top of ice cream and fish bones mixed with cigars—it doesn't take much for the evilly disposed to twist you into a German spy nowadays, so I must ask you to wait, and see, what you will see. I would carefully avoid any statements at the moment that might directly or indirectly prejudice your interests or ours.

Large manufacturers are being much maligned just now and none know better than Victor distributors of the numerous allegations of a sensational nature which are afloat regarding large corporations, the effect of which is to impair

confidence and create dissension. Immense profits are referred to, without reference to the immense capital invested, or immense turnover involved; Senators themselves from their desks spread statements regarding what they "understand to be the case" when the real information is easily accessible, and, in one notably advertised case, net profits were exaggerated five times.

The first step in dealing with a condition is to learn the facts about it.

I feel quite sure that if the Victor case and situation or some one similar in all its phases were put squarely and completely before the Supreme Court of the United States and the operation and results of every action under such fair and fixed price system carefully calculated, that the right of a manufacturer to make fair and reasonable contracts with merchants for the resale of their wares, and to maintain the integrity of such a system, so long as there was no restraint of trade or actual monopoly, would be



Louis F. Geissler

upheld as a matter of equity, wisdom and expediency.

Concerns like the Victor Co. are far from ordinary manufacturing propositions, the distribution of its wares presents a problem of the highest commercial order. We cannot be classed with, nor can our methods be, those of the manufacturer of ordinary commodities. Our goods are followed through to the user with a service and responsibility akin to that of a parent. I doubt if a single distributor or dealer appreciates how far Victor service permeates and facilitates their work—it is the Victor policy to continue its interest in Victor product, so far as possible, to the end that all product of our manufacture bearing our well-known trademarks shall give entire satisfaction to the consumer; hence, our perfectly justifiable presumption that our distributors and dealers will cooperate in the extension of the service we so freely offer, to the advantage and satisfaction of the consumer as well as themselves.

I have had compiled a list of some, perhaps most of the things comprised under the title of "Victor Service" and I shall plead your indulgence while I read it to you, that you may try to imagine the labor attending its compilation and execution as well as the probable annual expense of such an undertaking, but, most of all, that you may appreciate the handicap that the trade generally would suffer were the company less liberal in their trade promotion schemes.

Victor service consists, among other things, of the following items:

National advertising in various periodical publications including standard and literary magazines and weeklies, agricultural publications, educational publications, opera house and concert programs and other publications of like character—all such advertising directing the

consuming public to the stores of the local dealers.

Local advertising in various daily newspapers throughout the United States, such advertising directing the consuming public to the stores of the local dealers.

Record catalogs—two editions each year.

With space for dealers' individual imprint.

Foreign record catalogs—two editions each year.

With space for dealers' individual imprint.

Supplements of new records—issued each month.

With space for dealers' individual imprint.

Supplements of special records—issued periodically.

With space for dealers' individual imprint.

Supplements of records in foreign languages—issued each month.

With space for dealers' individual imprint.

Bulletins of new records—issued each month.

With space for dealers' individual imprint.

Bulletins of special records—issued periodically.

With space for dealers' individual imprint.

Bulletins of records in foreign languages—issued each month.

With space for dealers' individual imprint.

Electrotypes of ready-made advertisements—large assortment which is added to each month—due notice of such additions are mailed regularly to the trade.

With space for dealers' individual imprint.

Free subscription to the Voice of the Victor, the house publication of the Victor Talking Machine Co., edited by advertising and selling experts and devoted to the interests of distributors and dealers in developing store efficiency and thereby promoting their interest in, and the sale of, Victor product, to the mutual benefit of the trade and public.

Equal and impartial participation in the free distribution of all and such other printed and lithographed advertising matter, including circulars, folders, catalogs, booklets, etc., for developing consumer demand by mail; as well as all advertising cards, cut-outs, signs, window trims, etc., generally used for store and window display.

Free advice and assistance of Victor advertising department, consisting of expert guidance in the preparation, buying and use of distributors' and dealers' circular letters, circulars, show cards, special announcements, electric and painted signs and billboards, window dressing, and other diversified service that enters into the development of advertising and selling of Victor product.

Free advice and assistance of Victor traveling department, consisting of a well trained force of traveling representatives competent to advise and assist distributors and dealers in ordering, displaying, advertising, and selling Victor product, and other diversified service for which they are trained under competent authorities.

Free advice and assistance of Victor educational department, consisting of a specially trained force of traveling representatives, whose duties are to advise and assist distributors and dealers, and to lecture and demonstrate before educational institutions in the correlation of music with all the various studies taken up in the schools, colleges, universities, Y. M. C. A.'s, churches, music and other clubs, etc.; to advise distributors and dealers how to best approach and demonstrate to the various educational institutions and provide ways and means of financing the installation of instruments and records.

The unlimited service of the Victor factory repair department, where Victrolas damaged in transportation, or by fire or floods, or by inherent and undiscoverable defects in materials or workmanship, or other ways may be repaired or rebuilt free or at nominal cost.

Equal and impartial participation in any and all record exchanges, when, as, and if made, which have been extended to our trade at an annual expense of hundreds of thousands of dol-

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 68)

lars for the purpose of clearing the stocks of distributors and dealers of unsalable records and replacing them with new records.

Do you wonder, after this listing of "Victor Service," at my previous remark that "the first step in dealing with a condition is to learn the facts about it," and that our legislators would find it difficult indeed to devise a sweeping law to fit, with any degree of justice, such businesses as ours alongside that of a common carrier, oil producer or coal merchant?

The trend of thought is swinging rapidly about the Sherman Law, the Clayton Law—the country is reversing itself frequently in acts, interpretations and decisions; war emergencies have illustrated to commissions the inequality, injustice and inexpediency of many rulings made in violation of the common sense of business men; price fixing, at which the Government may buy, and force you to sell, is advocated as just—then wherein lies the injustice of price fixing at which the maker may sell, or not, as he can? Out of the maelstrom and maze into which lawyer—lawmakers have led business men during the past twenty-five years by assuming to understand business better than

they, we will gradually emerge through the energy displayed and enlightenment furnished by business men, provided only the educational labor is kept going. There must be no let up in the efforts you have made—and you have done your share, and it is appreciated—but it takes on an average of five years to put a law through Congress, hence, no discouragement nor abatement of effort must be permitted.

I cannot refrain from expressing my pleasure and the appreciation of our company for the flood of assuring telegrams and letters received from you distributors and hosts of our dealers on the occasion of our cancellation of license agreement; the inconsistency of retaining a license agreement which tied up the use of our goods, when the courts had invalidated the tying clauses as expressed on the label attached to the goods, must have been apparent to you all.

I am well qualified by past experience to appreciate exactly the feelings that swept through some of you when you thought your jobberships were menaced and that perhaps the Victor Co. might now decide, perforce, to adopt the chain store idea. What more logical, thought some, no doubt—visions of greater profit to the com-

pany, greater economy, more detailed control of development and all those theories that could so plausibly be presented in favor of a new distributing plan. Gentlemen, the Victor Co. is not built that way. Do you think we can forget fifteen or more years of your service; do you think we can repudiate all the efforts, the promises and the impressions we have tried to make that we are with you to the last ditch and are almost willing to plunge into the abyss with you? No, sir! The connection is indissoluble—half our good will is yours—all your efforts are ours. We trust your honor; we trust your instinct for fairness and justice and we trust to your business acumen to meet any condition and to help us defeat the foe.

The Victor Co. will announce as speedily as possible a new selling system which will include extending to its distributors who purchase goods hereafter, and to retail dealers, either through them or direct, the benefit of the extensive and valuable "Victor Service," heretofore enumerated, enabling such to announce and market the goods to the public.

With a final handclasp for the future, I thank you for your indulgence.

## Victor Co.'s Elaborate Entertainment for Jobbers

Artists of International Repute Sing and Play for Benefit of Association Members—  
Galli-Curci Heads the List—Supper and Dance at Shelburne Grill Follow Concert

ATLANTIC CITY, N. J., July 12.—The outstanding feature of the convention program, the feature which was looked forward to by the jobbers for several weeks, and from the time of the first announcement by the Victor Co. was the elaborate Red Seal concert given under the auspices of the Victor Co. at Casino Hall, of the New Brighton Casino last night. The concert was not only unique for the standing of the artists who participated in the program, but it afforded to the jobbers and their friends an opportunity for hearing at first hand the voices of world-famous artists such as Mme. Galli-Curci, and others whose records they have been selling with such success.

The guests were welcomed at the concert by C. G. Childs, head of the recording department of the Victor Co., who was in direct charge of the affair and who, when the time came, introduced the various artists who had volunteered to entertain and delight the members of the National Association of Talking Machine Job-

bers. The musical program was opened with Rossini's Overture from "William Tell," rendered most impressively by the Victor orchestra under the baton of Josef A. Pasternack, it being the first time the jobbers had seen the new Victor orchestra director in action.

Following the overture the artists appeared in rapid succession, the first being Giuseppe

DeLuca, the noted baritone, who sang as his first number Largo al Factotum, from "The Barber of Seville," with a full appreciation for this humorous bit of opera. His second number was Si Provenza il Mar, from "Traviata." So enthusiastic was the audience that Mr. DeLuca was finally forced to render a delightful encore.

The third feature of the program was Fritz Kreisler, the master violinist. His first selection was the Caprice Viennoise, which is one

of Mr. Kreisler's own compositions. The second number by Mr. Kreisler was the Ballet Music, from "Rosamunde," and this was received so warmly that he was called back, and for an encore played the popular "Old Refrain."

Mme. Louise Homer next graced the stage, and sang the "Largo," by Handel, and followed this by "Mon Coeur S'Ouvre at ta Voix," from Samson et Delila, by Saint Saens. The applause which followed this induced Mme. Homer to return and favor her admirers with "Old Black Joe," which, needless to say, made a decided hit.

The Victor orchestra followed Mme. Homer and played the Valse, entitled "The Joy of Life," and before the program could continue the audience demanded several encore selections.

The next artist to appear on the rostrum was Mme. Amelita Galli-Curci, the sensational coloratura soprano, who has captured Chicago and other cities so completely and whom New York is so eager to hear. Her first contribu-

tion was "La Partida," by F. M. Alvarez, and after this the famous operatic soprano sang the Bell Song from Lakmé, which selection gave a wonderful opportunity to listen to the supreme talents which make Galli-Curci so sensational. Needless to say the assemblage clamored for Galli-Curci's return, which was finally granted in the form of an encore of that old classic "The Last Rose of Summer." Little wonder there is such a demand for Galli-Curci records.

"La Gioconda," Dance of the Hours, by Ponchielli, by the Victor orchestra, followed, and it was well received.

G. Martinelli, the popular operatic tenor, next sang in his inimitable style "My Ideal," by Tosti, and as a second number sang in a most delightful manner the Flower Song from "Car-



Giuseppe DeLuca, Baritone



Mme. Amelita Galli-Curci, Soprano

men," which was rendered so brilliantly that the audience would not let Mr. Martinelli off without a final selection.

Schumann's "Träumerei" was the next selection played by the Victor orchestra, and after it came Pienne's "Serenade," which struck a most responsive chord in the audience.

As the last number on the program, "The

(Continued on page 70)



Fritz Kreisler, Violinist

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(Continued on page 70)

## VICTOR CO.'S ELABORATE ENTERTAINMENT FOR JOBBERS—(Continued from page 69)

Star Spangled Banner" was sung by Mme. Louise Homer, accompanied by Miss Klein, Miss Dunlap, Mr. MacDonough and Mr. Werrenrath. Mme. Homer, it might be mentioned at this point, had the honor of singing the national anthem at the Metropolitan Opera House at the time when it was visited by Gen. Joffre and Gov. Whitman. The singing of the national anthem at the conclusion of the program at the entertainment by the Victor artists was, of course, very apropos, and in the final verse the entire audience joined most heartily.

When the musical part of the entertainment had been completed, the opportunity was afforded to those present to meet the famous artists in person, of which honor the Victor

Co. and its officials have come to think so highly.

The toast was responded to by J. Newcomb Blackman, the newly-elected president of the Jobbers' Association, who proposed a toast in the name of the Victor jobbers to the Victor Talking Machine Co. and its well liked officials. The response was of a most enthusiastic sort.

With this the party broke up, some lingering for friendly conversation, some proceeding along the boardwalk to points where the strains of the dance still continued and others wending their way back to the Traymore.

This affair ended the convention, and there



Josef A. Pasternack, Conductor

all had taken their place and the picture had been snapped, the garçons began bringing in the supper, which was of a most palate-pleasing variety—nothing but the choicest dishes were included, and the champagne supply appeared to be continuous.

The orchestra, clothed in Russian costumes of red and green, struck up dance music of a most inspiring sort, and soon everybody devoted themselves to a combination of supper and dance of the kind which made those present happy and gay. The good fellowship and the good dancing continued until well on into the morning.

About closing time, just before the finale, Louis F. Geissler, general manager of the Victor Talking Machine Co., stepped out into the center of the dancing floor, with a champagne glass in his hand, and offered a toast to the talking machine jobbers of whom the Victor



G. Martinelli, Tenor

was heard but one comment on all sides, namely that the 1917 convention was the best ever, and that the Victor Co. had climaxed it with an entertainment of an almost unsurpassable sort. The slogan of everybody as they retired for the rest of the night was: "Believe me, I am going to be back for the convention next year."

manager of I. Davega, Jr., Inc., and he succeeded in filling it for the trip.

Those who traveled to the convention city in the New York special included Mr. and Mrs. E. Blout, Mr. and Mrs. J. N. Blackman and Albert Blackman, Mr. and Mrs. I. Davega, Mr. and Mrs. F. P. Oliver, Mr. and Mrs. N. Goldfinger, Mr. and Mrs. Thos. F. Green, Mr. and Mrs. E. Paul Hamilton, Mr. and Mrs. Max Landay, Mr. and Mrs. B. R. Forster, Mr. and Mrs. B. B. Wilson, Clarence Price, Paul E. W. Carlson and R. H. Morris.

The Western jobbers also followed their usual custom of coming to the convention on special cars and this time selected the Broadway Limited over the Pennsylvania lines for the journey. The train was an hour late getting to Philadelphia and the party did not, therefore, reach the Traymore until nearly noon on Sunday. The fact that the railroad was compelled to pay a rebate of a dollar to each passenger for the hour's delay helped to make things more cheerful.

Those who made up the party from the West included Mr. and Mrs. F. Putnam, Putnam-Page Co., Peoria, Ill., Mr. and Mrs. S. O. Wade, Wade & Wade, Chicago, Ill.; William F. Larkin, Chicago, Ill.; H. E. Weisert, Bissell-Weisert Co., Chicago, Ill.; Mr. and Mrs. B. J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; W. H. Reynolds, Mobile, Ala.; S. W. and Harry Goldsmith, Badger Talking Machine Co., Milwaukee, Wis.; Fred. Semon, Rudolph Wurllitzer Co., Chicago, Ill.; George Mairs, W. J. Dyer & Bro., St. Paul, Minn.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; C. G. Campbell, Knight-Campbell Music Co., Denver, Col., and A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.



Mme. Louise Homer, Contralto

jobbers and their wives took good occasion to avail themselves.

The entire assembly then deserted Casino Hall and strolled down the boardwalk to the Shelbourne, where the famous Shelbourne Grill was found to be waiting their coming. In the center of each table was a most exquisite selection

## ENTERTAINMENT FOR THE LADIES

Feminine Contingent at the Convention Enjoy Automobile Trip and Roller Chair Parade While Men Folk Are in Business Sessions

ATLANTIC CITY, N. J., July 11.—There were an unusually large number of ladies present at the convention and those in charge of the arrangements had made special plans for the benefit of the fair sex during the afternoons when the men folk were in the sessions and could not act as entertainers and guides. The fact that it rained practically all day on Sunday served to put some damper on the enjoyment of those who had arrived early with a view to getting in an extra day without convention business to interfere. In the evenings, however, there was plenty to be seen at the various piers and other boardwalk resorts and time did not hang heavy.

For the special benefit of the ladies and as part of the regular convention program, they were taken on a pleasant automobile ride into the country back of Atlantic City on Monday afternoon under the capable direction of Lester Burchfield, who brought a good supply of the well-known Southern chivalry with him from Texas. Commodious touring cars were provided for the ride, and Mr. Burchfield had several very willing volunteer assistants.

On Tuesday afternoon the ladies were treated to a parade along the boardwalk in roller chairs with Louis Buehn as guide and chaperon, and it was an imposing sight.

Among the ladies present at the gathering were: Mrs. I. Davega, Mrs. C. N. Andrews, Miss Adaline Andrews, Mrs. I. Miller, Mrs. Louis Buehn, Miss Elsie Buehn, Mrs. E. Blout, Mrs. C. B. Riddle, Miss Gertrude Stadlmair,

Mrs. I. M. Benjamin, Mrs. J. N. Blackman, Mrs. Fred P. Oliver, Mrs. F. S. Harris, Miss Evelyn Cohen, Miss Elizabeth Kohn, Mrs. I. Son Cohen, Mrs. J. G. Corley, Mrs. Kirk Matthews, Mrs. Butterfield, Mrs. B. R. Forster, Mrs. H. A. Winkelman, Mrs. E. Paul Hamilton, Mrs. C. Alfred Wagner, Mrs. George E. Mickel, Mrs. W. C. Dierks, Mrs. Jack Fischer, Mrs. W. P. Deal, Mrs. B. E. Neal, Miss May Forrestell, Mrs. F. H. Putnam, Mrs. Thos. F. Green, Mrs. French Nestor, Mrs. A. R. Boone, Mrs. Harry Ellis, Mrs. E. M. Stern, Mrs. Horace Stern, Mrs. H. W. Weymann, Mrs. G. W. Carroll, Mrs. Perry B. Whitsit, Miss Margaret Murphy, Miss Kate Smith, Mrs. W. L. Kellogg, Mrs. John L. Gately, Mrs. A. A. Grinnell, Miss L. Grinnell, Mrs. N. Goldfinger, Mrs. A. Welford, Mrs. B. J. Pierce, Mrs. E. C. Rauth, Mrs. B. B. Wilson, Mrs. Max Landay, Mrs. James Landay, Mrs. James F. Bowers, Mrs. Walter Baynes, and Mrs. B. F. Baynes.

## SPECIAL CARS TO CONVENTION

Both New York and Chicago Delegations Travel to Convention City in Parties

ATLANTIC CITY, N. J., July 9.—The eleventh annual convention of the National Association of Talking Machine Jobbers may be said to have started officially with the arrival here on Saturday of the special car bearing the advance guard of the delegates from New York. Although for several years past the jobbers from the West have traveled to the convention in special cars it was the first time that the New Yorkers had followed suit and the experiment proved a success. The arrangements for the car were in charge of B. R. Forster, general



# GRIST FROM THE JOBBERS' CONVENTION MILL

As is well known, James F. Bowers in the role of toastmaster has a penchant for quoting the words of poets and seers, but he met his match at this year's banquet. He saw E. H. Droop, of Washington, seated in the corner and called across to him: "Ah, Edward, a book of verses underneath the bough," to which Mr. Droop instantly replied: "A loaf of bread, a jug of wine and thou, beside me in the wilderness," which in turn brought from the toastmaster the final line: "Ah, wilderness were Paradise enow," and sotto voce: "Is there anything the vinter buys?" All of which may be

disposal serves to lighten materially the more or less arduous work of convention reporting. Incidentally Brother Kerr, as part of his pub-

when the thirsty talking machine man could get about any little drink that his heart desired, with the proper information at hand, despite the fact that Atlantic City is dry on Sunday. And there was a whole bathtub full of it, too.

R. B. Forster made a hit among the jobbers with a new design for the "His Master's Voice" trade-mark. At last reports the design had not yet been officially adopted by the Victor Co.

The idea of adopting dark coat and white trousers as their official uniform for the banquet proved exceedingly popular, and the "soup



Geo. D. Ornstein Surrounded by Jobbers  
licity work, perhaps, sees to it that the lady guests are well taken care of—and he can do it.

Although the talking machine men are not to be classed as pikers in any sense, the fact remains that none of them, so far as is known, took advantage of the opportunity to see Atlantic City from the clouds from the seat of the hydroplane. The fact that a fifteen minute



President Blackman With Palm Beach Scenery  
ride costs \$15 may have had something to do with it.

It was the first convention for one of the jobbers' representatives and when asked regarding his opinion of Atlantic City he remarked feelingly: "It's a high class place, especially in the matter of prices. As I figure it they estimate the highest price an article will bring and just put double that amount on the sales ticket."

That a live entertainment committee can



The Andrews Brothers  
C. N. of Buffalo, and W. D. of Syracuse  
make itself useful outside the accepted channels of convention work was proven on Sunday,



The Live Boys Who Ran the Convention  
L. C. Wiswell and Arthur A. Trostler  
and fish" outfits were confined chiefly to those who are termed in usual banquet lingo "the wax works."

A. A. Trostler was heartily congratulated upon the success of the convention arrangements and particularly upon the selection of the excellent menu. It is generally the case that no matter how excellent the arrangements, there are still one or two to complain, but after



Just Rolling Along  
V. W. Moody, B. E. Neal and Thos. F. Green  
in Chair With C. K. Bennett at the Right  
the affair on Tuesday night, there was not a yelp to be heard.

One conventioner got tired of paying ten cents for checking his \$2 straw hat at the dining room door three times a day, and proposed to the maid that she render the service free during the convention period and then keep the hat after the last meal. The girl looked at the hat and said: "No, because it wouldn't fit my husband."

Several prominent piano men were at the Traymore during the convention of the talking machine men and displayed much interest in the proceedings. They included Ernest Urchs, general wholesale representative of Steinway & Sons; Charles F. Burden, of the same house;

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Mrs. and Mr. W. C. D'erks of Pittsburgh  
taken to indicate that both gentlemen know their little Rubaiyat.

Several members of the association reached the convention headquarters too late to attend the meetings, but in plenty of time for the banquet, and the sociability that went with it. The late arrivals included Parham Werlein, of Philip Werlein, Ltd., New Orleans, and E. H. Droop, of E. F. Droop & Sons Co., Washington, D. C.

Although the hotel lobby was a busy place during the day when the convention was in session, it took on a deserted look right after din-



P. E. W. Carlson and Fred Siemon  
ner when the majority of the talking machine men and their wives adjourned to the various piers and cabarets and enjoyed some of the fun for which Atlantic City is famous. The result was that many of the conventioners got very little sleep between Saturday and Wednesday and took home a fair burden of fatigue as a memento of the occasion.

Geo. C. Kerr, the publicity manager of the Traymore, is certainly one kind friend of the newspaper boys, and the fact that his entire office equipment is always there at their

## GRIST FROM THE JOBBERS' CONVENTION MILL—(Continued from page 71)

J. H. Williams, of the American Piano Co., who left Sunday night for the West; E. H. Uhl, of the Rudolph Wurlitzer Co., Chicago, who came East with Fred Siemon, manager of the talking machine department of that company, and Herbert Simpson, vice-president of the Kohler & Campbell, Inc.

An old gent from the West, not a talking machine man, was heard to remark to the chairman at the entrance to the Traymore who urged him to hire a chair for a tour of the Boardwalk, "No, sirree. I ain't rode in a baby carriage since I was two years old."

Last year the timid conventionists kept out of the briny in fear of the sharks that were infesting the coast at that time. This year cold weather and lack of sunlight kept the visitors on shore. "Bet the ocean dries up before next year," declared one disappointed man from the South.

That the coming talking machine men are fast approaching maturity was indicated by the fact that the sons of two of the association



Chas. F. Bruno in Good Company  
The Ladies in the Picture Are: Miss Stadlmair and Miss Benjamin

members were privileged this year to enjoy their first convention. The two young men were Albert Blackman, son of J. Newcomb Blackman, and Roger Hamilton, son of E. Paul Hamilton. Both were so interested in Atlantic City's attractions that they showed up at the hotel only to sleep and to eat.

Both E. C. Rauth, president of the association, and H. J. Shartle, of the Victor Co., had the pleasure of introducing their brides to the jobbers and the ladies of the party for the first



Three Live Wires From Detroit  
A. A. Grinnell, C. F. Martin and C. H. Grinnell  
time and giving said brides an idea of what a real convention means to their husbands in the matter of work.

It was noticeable that for several evenings committee meetings proved very popular with various members of the association, particularly the married ones. All went well and they were getting away with it until one busy "committee-

man" carelessly joshed one of his fellows regarding the manner in which he had played a promising hand. After that the committee meetings had to be bona fide.

The big entertainment feature of the convention was, naturally, the concert on Wednesday



C. K. Bennett Proving it to Burchfield day night, given by and under the auspices of the Victor Co. There was much advance interest displayed in the personal appearance of the prominent artists whose records the jobbers had been handling so successfully and practically the entire convention stayed over to enjoy the big event.

An unexpected but very welcome visitor to the convention was W. G. Gaston, formerly representative in the New York territory for the Victor Talking Machine Co., and who enlisted on May 15 in the Naval Reserve Corps. Mr. Gaston has been in the active service since June 15, being stationed at League Island Navy Yard, Philadelphia, and took advantage of a



J. C. Roush Thinking of Victrola XI's  
furlough on Tuesday to run down to Atlantic City and meet his friends.

Charles F. Bruno and Henry Stadlmair, of C. Bruno & Son, New York, traveled to the convention city on Sunday via automobile, bringing with them a party of ladies, including Miss Gertrude L. Stadlmair, Mrs. I. M. Benjamin and Miss I. E. Benjamin.

Edwin G. Schloss and Myron Schloss, of Schloss Bros., the cabinet manufacturers, also traveled from New York to the convention in their automobile on Sunday and returned to New York in the same manner on Tuesday afternoon.

Both the youngest and the oldest established jobbing houses were represented at the convention, they being the John Elliott Clark Co., of Salt Lake City, Utah, of which John E.

Clark, son of Mrs. Frances E. Clark, is the head, and Lyon & Healy, Chicago, which was represented by James F. Bowers, L. C. Wiswell and others.

The Unit Construction Co., of Philadelphia, manufacturers of the Unico booths for talking machine stores, had an interesting exhibit installed at the Traymore during the convention. Two complete booths in different styles of finishes were shown, as well as the Unico record filing racks, special partitions and counters for talking machine stores. H. A. Dalley and Rayburn C. Smith, of the Unit Construction Co., were in attendance.

There were also other accessory manufacturers in evidence including Clement Beecroft, Edwin G. and Myron Schloss, of Schloss Bros.,



From Maine and Texas  
C. B. Snow of Portland, L. Burchfield of Dallas and J. J. Kavanaugh, all manufacturers or suppliers of cabinets; D. Tauber, of the Progressive Phonograph Supply Co., distributors of Wall-Kane needles, and others.

The famous proxy question, which was so prominent in the association elections a few years ago, again cropped up this year, but not directly in connection with association affairs. It was an interesting situation, but the proxy holder did not get into the meeting.

Although there were many amusements, al-



Fred P. Oliver With One of the Married Ladies  
ways accepted as part of Atlantic City life, provided for in the official program, it was noticeable that the delegates for the most part appeared to feel that, although there was plenty of fun to be had, there was, nevertheless, much serious business to be attended to and they

were therefore not only willing but anxious to attend to it. The result was that the meetings proper were well attended and much of real value was accomplished.

The official uniform for the banquet in the evening was blue coat and white trousers, that is, it was the official uniform for the men. Quite a number of the members kept those same white pants carefully under cover and away from the dirt until the banquet hour and thereby offered some pleasant surprises to their fellow members.

J. Pluvius apparently had no mercy on the talking machine men and their wives, for there were only a few sunshiny hours between Saturday and Wednesday. The wind kept from the East, which was a bad omen to the weatherwise, and the result was that some of the pleasures of this popular resort were dampened.

It was to be remarked that the jobbers and their representatives, coming from every section of these great United States, were practically as one in taking an optimistic view of the trade situation for the fall. One jobber remarked that he had enough orders on hand to take up all the goods he would receive from the factory in two years at the present rate, and several others were in an almost similar condition.

I. Son Cohen, of Cohen & Hughes, Baltimore, had an edge on the rest of the jobbers, for he was not bothered with traveling expenses or hotel bills. Mr. Cohen has a cottage at Atlantic City for the summer and spends his week-ends with his family there. The convention simply meant that he spent a couple of extra days at the seashore.

**EXCHANGE BUREAU FOR T. M. MEN**

Irwin Kurtz Appointed Chairman of the Bureau to Arrange for Exchanges of Excess Stock Among Members of Talking Machine Men, Inc.—Also Plans to Trade Lost and Stolen Machines

In accordance with the resolution passed at a regular meeting of the Talking Machine Men, Inc., it is announced that Irwin Kurtz has been appointed chairman of the Exchange Bureau of the association, which has been designed to act as a clearing house for excess stock of records and to keep a record of machines that have been stolen or have been removed by installment customers.

Members of the association are requested to keep Mr. Kurtz advised regarding surplus stocks which they seek to dispose of to other dealers. This information will be forwarded to all other dealers in the association, and the member desiring to trade his surplus will be placed in direct touch with the dealer who desires such records. It is suggested that lists be plainly written or typewritten, contain the name and telephone number of the dealer and the name of the employe who has the matter in charge.

In the case of lost and stolen machines the numbers will be sent to all members of the association, and they are requested to notify Mr. Kurtz if any of the machines are traced.

All mail in reference to the exchanges should be sent to Irwin Kurtz, care Terminal Ticket Co., Hudson Tubes Concourse, Thirty-third street and Broadway, New York, who will look after matters for the trade.

**A. B. SMITH PIANO CO. FIRE VICTIM**

AKRON, O., July 11.—The A. B. Smith Piano Co., the prominent music house of this city, was wiped out by fire yesterday. The stock of pianos and talking machines valued at \$75,000, and the building also owned by A. B. Smith, and valued at \$50,000, were a total loss. There has been no announcement of the future plans of the company.

**JOBBERS ENJOY THEIR FIRST REAL GOLF TOURNAMENT**

C. G. Campbell Carries Away Gross Score Prize With a Record of 92 Against a Field of Twenty-four Players—Two Other Prizes Awarded—May Become Annual Event

ATLANTIC CITY, N. J., July 10.—Notwithstanding the fact that the day dawned rainy and dreary with the wind from the East promising that the weather conditions would remain the same throughout the day, the golfers among the association members, to the number of twenty-four, would not be denied and started out for the links of the Atlantic City Country Club for the tournament that had been promised.

Although the morning remained cloudy the golfers managed to get over the course in ex-

cellent shape and although no existing records were broken some excellent scores were made. The play consisted of eighteen holes and some of the players, whose status as golfers was in doubt, were given handicaps.

The gross score was made by C. G. Campbell with 92 and he was awarded as prize a handsome sterling silver loving cup presented by the Eclipse Musical Co., and known as the Eclipse Trophy.

The net score prize was captured by G. W. Carroll, whose gross score of 94 was subject to a handicap of 24, making 70 net. He received a fine golf bag donated by the Schmelzer Arms Co. Lipman Kaiser won the prize for the most pars with three up and was awarded a white golf bag donated out of the general golf fund. So successful was this first tournament that it was decided to form a sort of golf association from among the members of the jobbers' organization and make the tournament an annual affair. Three prizes have already been offered for next year's tournament, the offers



Ready to Start for the Golf Tournament

Left to Right: Fred P. Oliver, C. G. Campbell, Louis Buehn, L. C. Wiswell, H. A. Winkelman, L. W. Collings, Rudolph Wurlitzer, Robert Steinert, C. A. Wagner, C. B. Carroll, Ernest Urehs, E. P. Hamilton, W. C. Dierks, Elmer Walz and Lipman Kaiser. Seated: Russell Steinert and E. H. Uhl.

cellent shape and although no existing records were broken some excellent scores were made.

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being made by the Rudolph Wurlitzer Co., M. Steinert & Sons Co., and A. D. Geissler of the New York-Chicago Talking Machine Co.

Those who took part in the tournament included: Louis Buehn, G. W. Carroll, Dan Creed, L. Collings, W. C. Dierks, A. D. Geissler, Roy J. Keith, F. B. Middleton, George F. Ruez, Walter Staats, H. H. Murray, S. Roland Hall, T. H. Towell, E. H. Uhl, C. A. Wagner, Lipman Kaiser, E. P. Hamilton, Elmer Walz, C. G. Campbell, R. Wurlitzer, F. J. Corley, Ernest Urehs and W. B. Fulghum.

**NEW APPOINTMENT FOR F. J. AMES**

Becomes Assistant Secretary and Treasurer of American Graphophone Co.—Has Advanced Rapidly During Connection With Company

At the last meeting of the Board of Directors of the American Graphophone Co., F. J. Ames was appointed assistant treasurer and assistant secretary of the Columbia Graphophone Co. and



F. J. Ames

the American Graphophone Co. He fills the vacancy at the executive offices left by T. E. Novakoski, also assistant treasurer and secretary of these two companies, who has been as-

signed to duties in the accounting department in Bridgeport.

Mr. Ames, who is one of the most popular members of the Columbia executive office staff, is a product of the farm, having joined the New York business world some eight years ago. After being associated for some time with W. L. Eckhardt, now a district manager for the Columbia Co., he joined the Columbia forces in 1910 as a bookkeeper in the export department. In 1912 he was promoted to the selling end of the export department and more recently he has been assisting vice-president Burns.

John J. Brands, who has been connected with the financial department of the Columbia Co. for some time, was also appointed assistant secretary and assistant treasurer of the two companies. Mr. Brands is well qualified to fill this position by reason of the invaluable experience he has gained through his association in the treasurer's office for a number of years.

**LUNDSTROM EXHIBIT IN NEW YORK**

The C. J. Lundstrom Mfg. Co., Little Falls, N. Y., are exhibiting their Concerto cabinet at the Furniture Exposition now being held at the Grand Central Palace. Several improvements are being shown, and the exhibit is usually the center of a host of interested spectators. The record cabinet put out by this house is also being shown, and both products have won much favor.

**VICTOR CO. BRINGS SUIT OVER NAME**

CHICAGO, ILL. July 11.—The Victor Talking Machine Co. has filed suit in the United States District Court here against Barney Olshansky asking that the defendant be restrained from using the name "Vitorolla" or marking talking machines with the same.

# MICKEL VICTOR SERVICE



Cabinet Meetings of Sales Managers, and Traveling Representatives—Regular “Get-Together” Councils—We hold them every once in awhile, and, whenever we DO, the VICTOR DEALERS in our territory benefit strongly.

The picture above shows a recent “combined” meeting of both our Omaha and Des Moines sales forces. What they said and did will soon be brought to the ears of our dealers. REMEMBER, if it's something that will please a Victor Dealer, or improve his business, it will surely be “thought out” at these “Get-Together” Councils of yours very truly.

**Mickel's Nebraska Cycle Co.**  
Omaha, Nebraska  
and  
**Mickel Brothers Co.**  
Des Moines, Iowa

*We expect to meet all dealers in our territory at the coming Nebraska and Iowa Victor Dealers' Conventions. We've a treat in store for them.*



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One of Wallace Brown's Demonstration Rooms



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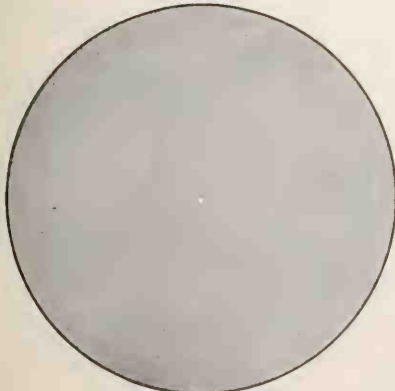
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Patented July 7, 1914

## Let Us Prove to You Why The Paddack Diaphragm Is "Better Than Mica"

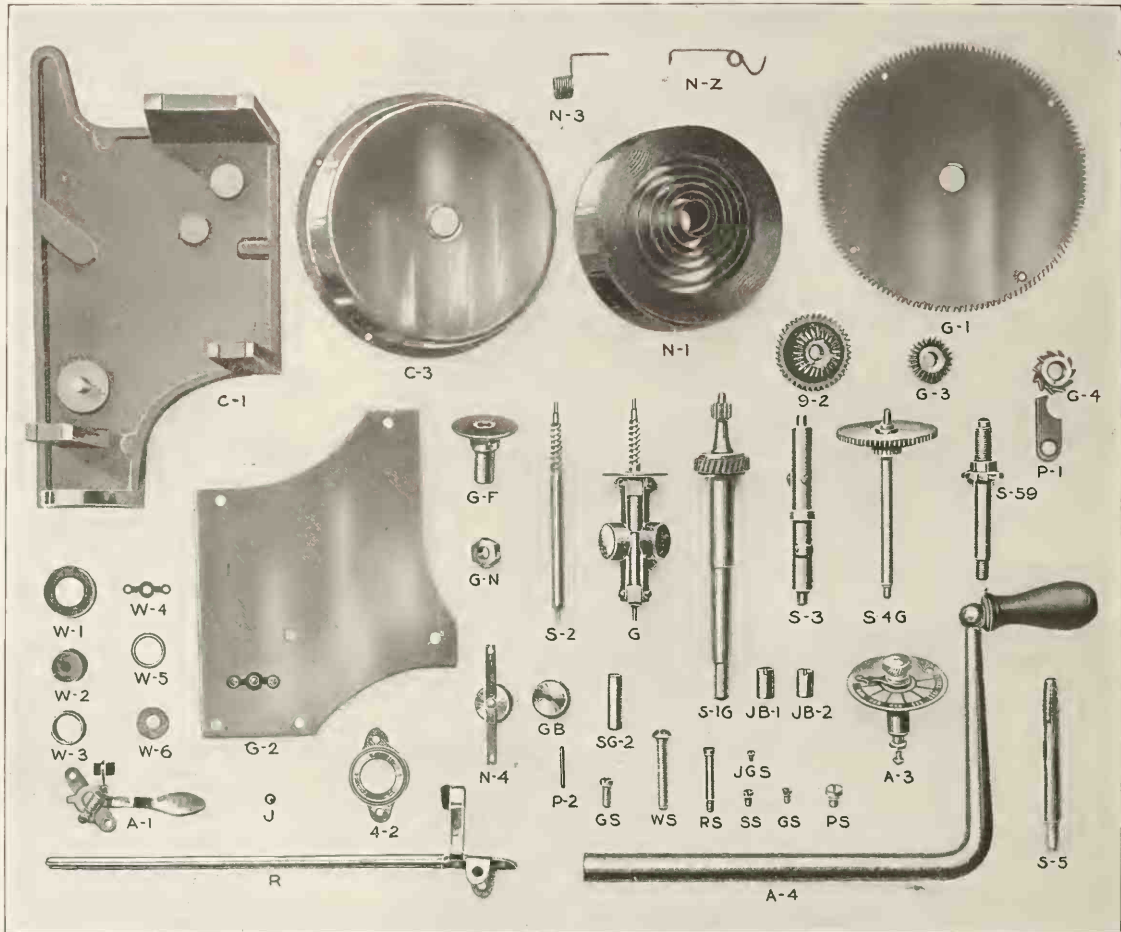
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Let us send you samples and prices

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# First Publication of the PARTS of the MARKELS Jewel-Bearing BUTTERFLY MOTOR

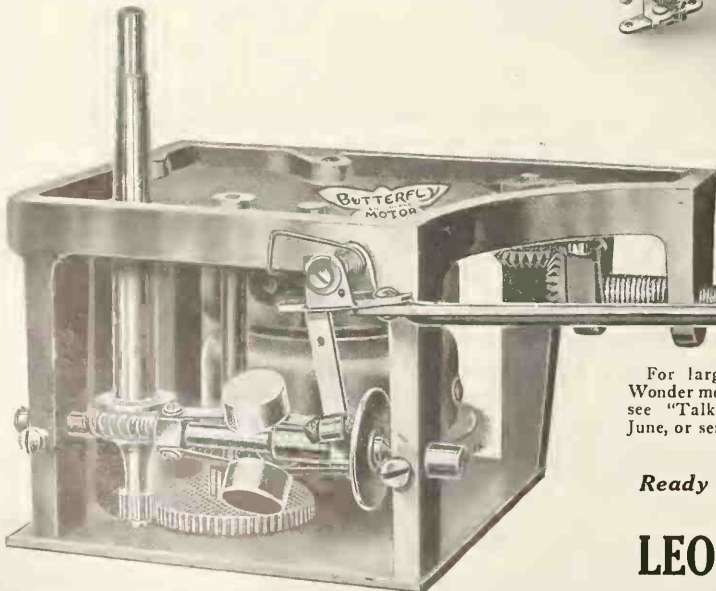
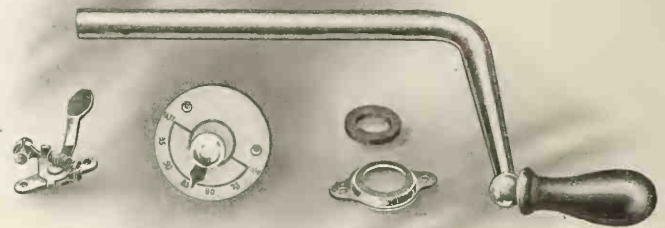
*The Sensation of the Phonograph World*



## The Perfection of Mechanical Genius As Applied to the Phonograph Motor

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For larger photograph of the new Wonder motor of the House of Markels, see "Talking Machine World" for June, or send for our bulletin.

Ready for delivery now—Orders filled in order of receipt

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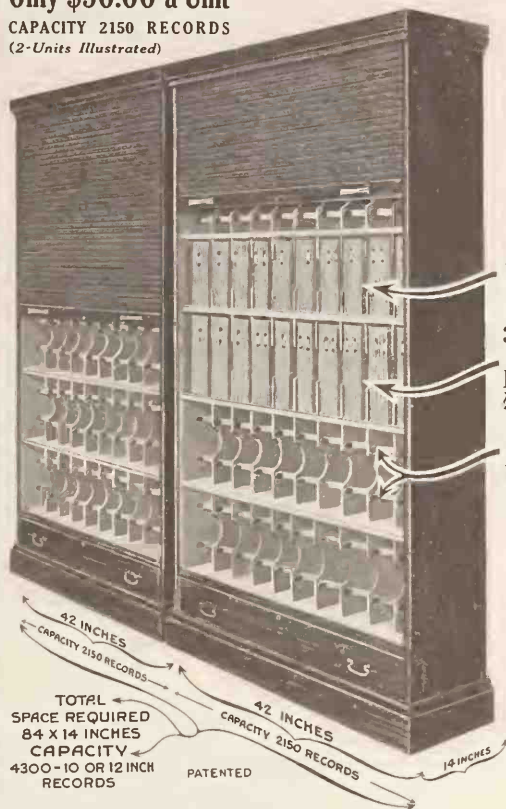
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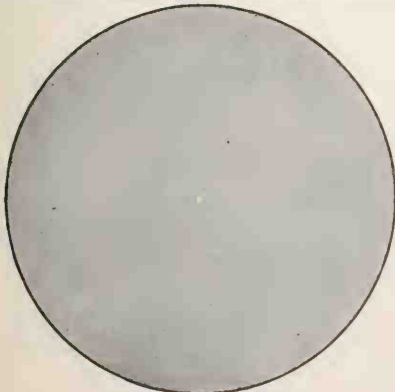
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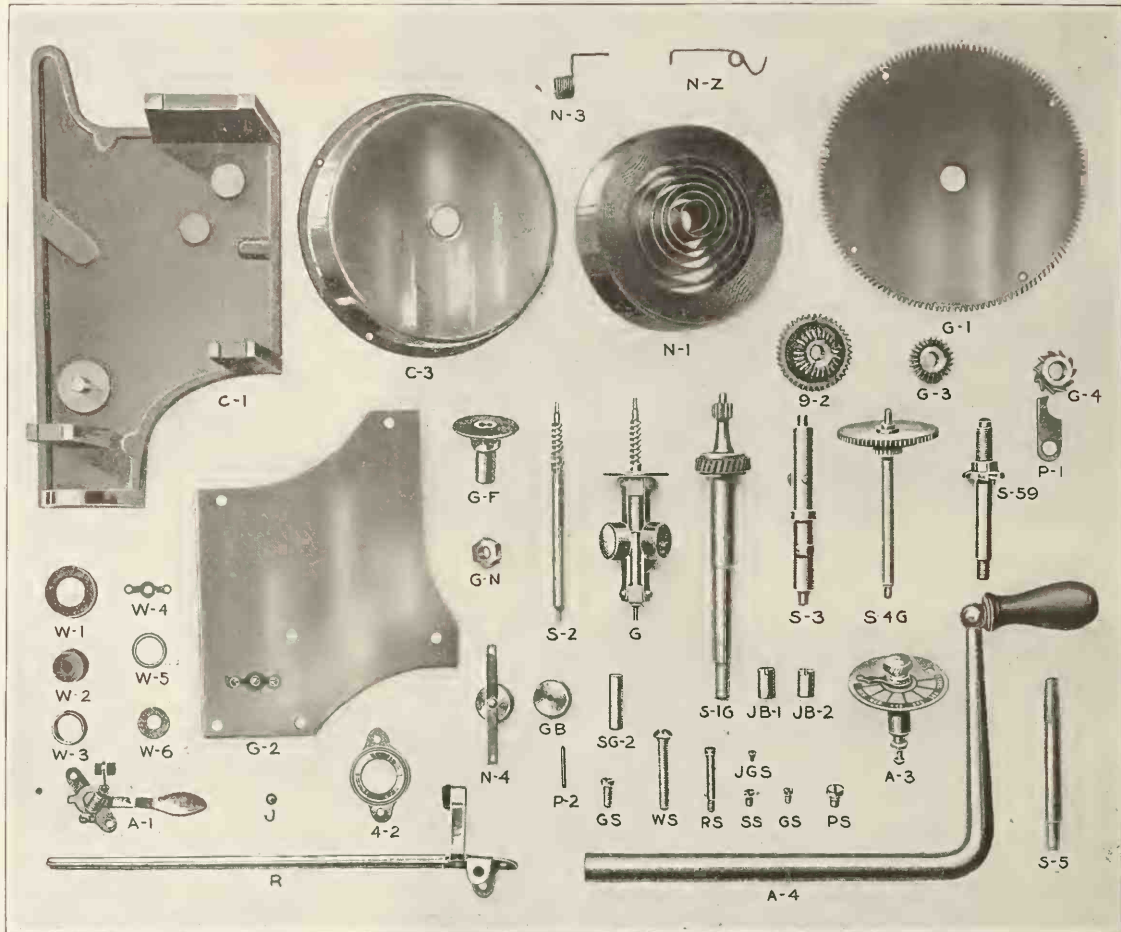
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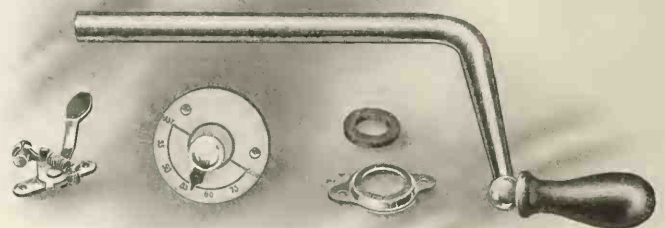
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# THE TRADE IN NEW YORK CITY AND VICINITY

Judging from the comments and reports of the members of the local talking machine trade, there is every reason to believe that this coming fall will be the banner season of the industry. In addition to closing a satisfactory June business, the majority of the dealers took time by the forelock during the first half of July and placed substantial advance orders for machines and records. The wisdom of this move is unquestioned, for there will undoubtedly be a shortage of product this fall that will easily equal, if not exceed, the shortage of previous fall and winter seasons.

## Record Business Ahead of Last Year

One of the noteworthy features of this summer's talking machine business has been the continued demand for records; a demand which is far ahead of any previous year. This increased record trade may be attributed in part to the quality of the summer lists issued by the different companies and to the fact that the dealers now realize the tremendous importance of their record departments. Many of the dealers have inaugurated novel ideas to stimulate their record trade, and the manufacturers and jobbers have co-operated with their representatives along practical lines. The results of this co-operation are evidenced in the splendid record-sales totals reported by the successful dealers in the metropolitan district.

## Small Machines in Demand

Every summer there is a demand for the smaller types of machines for camping and vacation purposes. Owing to the war this year, and the embarkation of American troops for service abroad, together with the formation of training camps, the call for small talking machines has been materially augmented. Recognizing the timeliness of publicity featuring this type of machine, quite a number of the local dealers have been using space to stimulate this class of business. They have also prepared circulars and other advertising matter, and their activities in this direction have been productive of very satisfactory results.

## Talking Machine Industry Prosperous

Although general business conditions in New York City have not been a source of gratification to many industries, the talking machine trade seems to have suffered in a lesser degree than practically any other industry. It is true that there has not been a boom or spurt to talking machine activities, but there has been a steady consistent demand for machines and records which has produced sales totals that are ahead of last year, and apparently there is no doubt but that the last half of 1917 will show a substantial gain over last year.

## An Optimistic Viewpoint

The Blackman Talking Machine Co., Victor distributor, started its new fiscal year on May 1, and in a chat with *The World*, J. Newcomb Blackman, president of the company, commented as follows regarding business conditions the past few months: "We are pleased to be able to say that our sales for May and June have shown an increase over the same months last year. This is gratifying because of the reports from many sources which would indicate a different condition in various industries. However, this also prompts me to believe that any feeling of depression has been fostered somewhat by pessimistic thoughts or even an indifferent attitude towards the proper stimulation of business, which is always in order at this time of the year. If our business is allowed to take its natural course I believe that the 'live' dealer and distributor will have every reason to congratulate themselves and the business upon the manner in which we will be able to surmount war conditions."

## Dealers Placing Advance Orders

"Our business has kept up very satisfactorily," said Lambert Friedl, manager of the New York wholesale division of the Columbia

Graphophone Co. "We have received substantial advance orders from our dealers in this territory, and judging from their optimism they have every confidence in the future. As a matter of fact, one of our chief concerns at the present time is our ability to take care of our fall trade adequately, and we are leaving nothing undone to render maximum service and co-operation to Columbia representatives in this territory. The demand for the higher priced machines continues to show a large increase over last year, and our record trade is excellent for this time of the year."

## Window Displays Produce Sales

The Edison Shop, 473 Fifth avenue, has been presenting a series of attractive window displays which have won considerable admiration from passersby on Fifth avenue. These displays have been both artistic and timely, and have

produced sales of Edison Diamond Disc phonographs and records. During the past few weeks the sales at this store have included quite a number of the moderate priced models of Edison Diamond Disc phonographs for use in the summer homes of the purchasers. Raymond Duncan, in charge of the retail warerooms, is at present away on an automobile trip through New York State.

## Co-operating With Its Dealers

The Pathephone Distributors Co., Inc., 95 Southern boulevard, New York, is making plans to co-operate with the Pathé dealers in this section. This concern has been very successful as a distributor of Pathé products in this territory, and has made it a point to carry a complete stock of Pathephones and Pathé records at all times. The company has established

(Continued on page 78)



**\$7,000,000,000**  
**To Spend**

**WHY SHOULDN'T WE  
HAVE GOOD TIMES?**

Our Government and our Allies will spend it here with the farmer, the manufacturer of food products, railroad equipment, steel products and apparel of all kinds.

This means more Victor business than ever and the dealers who place their orders now and stock up during the summer will profit by their foresight.

Those who fail to do so will experience the usual shortage.

**C. BRUNO & SON, Inc.**

(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

*We Do Not Retail*

# The Boys in Khaki



The Star Spangled Banner  
is waving proudly beside  
the tricolor of France and  
the meteor flag of England

Martial Music and patriotic  
songs are the order of the day

Check up your stock of these  
records - send us the order and  
see how promptly the ship-  
ments reach you from the  
two biggest wholesalers -

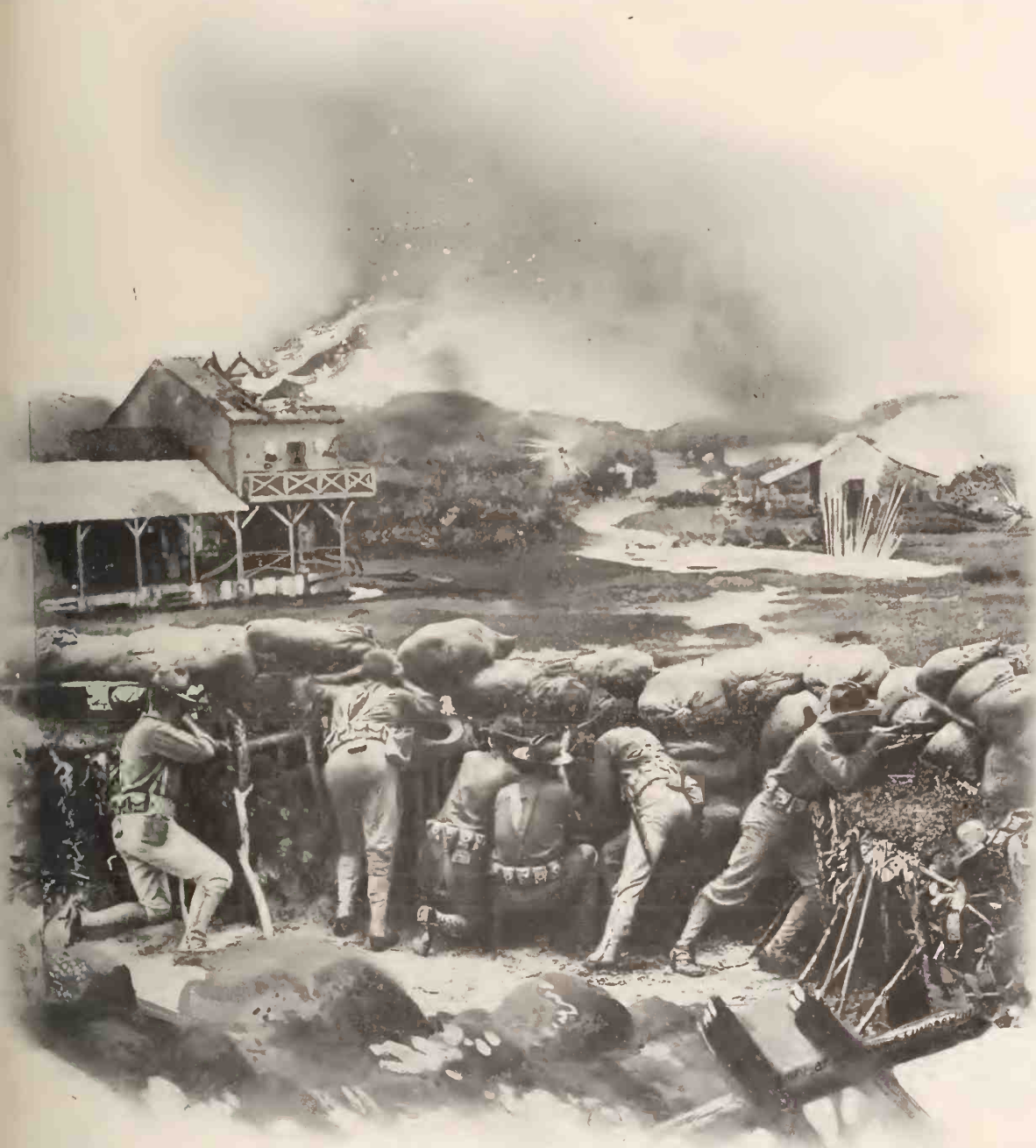


**New York Talking Machine Co.**

119 West 40<sup>th</sup> St.

**NEW YORK**

# are in the Trenches



**Chicago Talking Machine Co.**  
12 North Michigan Ave.  
**CHICAGO**

### TRADE IN NEW YORK CITY (Continued from page 75)

quite a number of Pathé dealers in New York and vicinity, all of whom are well pleased with the sales possibilities of the line, and the service which they are receiving from the Pathé Frères Phonograph Co. and the distributors.

#### A Visitor from Chicago

A. M. Gordon, owner of the Douglas Talking Machine Shop, Chicago, exclusive Victor dealer was a visitor this week to the headquarters of the New York Talking Machine Co., Victor distributor. Mr. Gordon visited New York in the course of a trip which he is taking to Eastern summer resorts, accompanied by Mrs. Gordon, to celebrate their twenty-fifth wedding anniversary. Mr. Gordon is one of the "veterans" of the Victor trade in the "Windy City," and has built up a large following in his section of the city.

#### Will Handle the Columbia Line

Herbert & Huesgen, 18 East Forty-second street, one of the city's leading optical and

photographic establishments, is now handling Columbia Grafonolas and records. A separate department is devoted to these products, and Donald Stuart, who has had several years' experience in merchandising the Columbia line, has been appointed manager. This concern caters to a high-class clientele, and its prestige in the retail world assures its success with the Columbia proposition.

#### Developing Profitable Pathé Trade

Jacob Doll & Sons, 146 Newark avenue, Jersey City, have been closing a very pleasing Pathé business. S. D. Metz, manager of the store, is an enthusiastic admirer of the Pathé line, and within the past month or two has supervised the construction of distinctive window displays, featuring Patephones and Pathé discs. These windows have proven valuable assets, and assisted materially in developing business.

#### A New Victor Dealer

The Manor Talking Machine Co., 1774 Eighty-sixth street, Brooklyn, N. Y., has taken over the stock of the Scalzo Corp. which formerly main-

tained Victor warerooms at 6720 New Utrecht avenue, Brooklyn. The Manor T. M. Co. will conduct an exclusive Victor establishment, and according to its present plans will have one of the most attractive stores in its section of the city.

#### Close Healthy Summer Business

The three local Sonora stores, located at 668 Fifth avenue, 279 Broadway and 50 Broadway have all been experiencing a healthy summer trade comparing very favorably with last year. Each store showed a gain over June, 1916, while the Fifth avenue warerooms closed the month with total sales twice as large as last June.

#### Joins the Ranks of Columbia Dealers

Stern & Co., Perth Amboy, N. J., one of the leading furniture houses in its section of the State, has arranged to handle a complete line of Columbia Grafonolas and records. A special department will feature these products, and plans have been made to institute an aggressive campaign featuring Columbia line.

#### INSTALLATION FOR MIELKE STORE

A. L. Van Veen & Co. Engaged to Equip the Handsome Store to Be Opened by This Well-Known Victor Dealer at Eighty-sixth Street and Second Avenue, New York

Arthur L. Van Veen & Co., New York, manufacturers of the "Van Veen" system of "bed-set" demonstration booths, have been awarded the contract for the installation of a battery of booths in the new store to be opened by Henry Mielke, Victor dealer at Eighty-sixth street and Second avenue, New York. Mr. Mielke, who is one of the best-known Victor dealers in New York, and a vice-president of the Talking Machine Men, Inc., has for many years been located at Second avenue and Eighty-seventh street, but leased more spacious quarters in order to accommodate the phenomenal growth of his business. He selected the Van Veen bid after looking at several of the company's recent installations.

According to the blue-prints there will be a battery of six booths, and the show windows will be enclosed with decorative wood paneling, to correspond with the booths. All of the booths will be finished in satin walnut with white holly inlay, and it is expected that it will be one of the most artistic installations in the upper part of the city.

During the past few months, Arthur L. Van Veen & Co. have secured contracts from some of the leading dealers in the metropolitan district. They have also secured many combination contracts calling for booths, record racks and store interiors.

#### NEW KIMBALL DEPARTMENT OPEN

The new talking machine department of the W. W. Kimball Co., Chicago, which is located in the first floor and basement of the new Kimball Building, has been practically completed and Manager Cullen is now getting to work utilizing the remarkable facilities which he has at his disposal.

#### THE PEPTIMIST A FAVORITE

"Printers' Ink," the popular magazine for advertisers, recently called attention to the new publication issued by the Columbia Graphophone Co. for its salesmen. This magazine, which is named the "Peptimist," is meeting with great success throughout the Columbia sales organization.

Never argue with a woman. Telling her you are wrong to begin with saves time.

## Cash In On

# Pathé

## Foreign Records

RIGHT here in this territory are millions of foreign-born Americans and of Americans with foreign-born parents. All of them are hungry for the music of their native land, for the old folk songs, lullabies and dance melodies.

Pathé Records can give them this music better than any other records. Why? Because Pathé has recording laboratories throughout Europe in charge of experts, who know how to get national spirit into their records.

These supreme foreign records will be featured in a big way in national advertising. When this advertising comes out there will be a mighty demand for Pathé Records in French, Spanish, Polish, Italian, German, Hebrew, Russian, Hungarian, right in your store.

#### COME TO US FOR SERVICE

We are the largest Pathé distributors in the East. Our shelves are filled with the newest Pathé Records. We can tell you just what selections will go best in your neighborhood and we know the value of time in a phonograph dealer's business, so you can bank on our speed in filling orders.

If you are not yet a Pathé dealer, don't let this profit-building opportunity go by. Get your share of the vast business in foreign records.

Get in touch with us to-day, if you want results *at once*. Write, or better still, phone MELROSE 9-2-3-4.

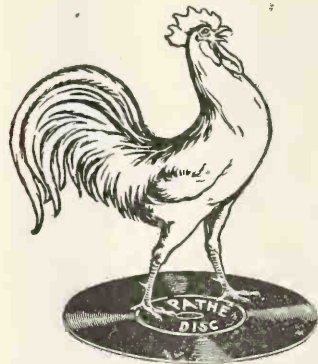
#### THE PATHÉ GUARANTEE

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone.

PATHÉ FRÈRES PHONOGRAPH COMPANY

## PATHEPHONE DISTRIBUTORS CO.

95 Southern Boulevard, Bronx, New York City



### STEEL NEEDLES ANY QUANTITY

10" (New) double-face Records. Play on any phonograph. Full line of machines.

ONEIDA IMPORTING CO.  
47 EAST 9th STREET NEW YORK



**The Personal Record Department of the Columbia Graphophone Company has opened up a field of profit for a great many live Columbia dealers. Full particulars may be obtained on request.**



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

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

**WHY DEALERS SHOULD PLACE THEIR ORDERS AT ONCE**

Unparalleled Condition to Be Faced by Manufacturers and the Trade as a Whole the Coming Fall in the Matter of Transportation and Scarcity of Materials and Labor

The present indications are that the difficulties that the talking machine dealers have experienced in the past in getting machines, and in some cases records, for the fall and holiday trade, will be as nothing compared to the problems they will have to overcome during the coming fall if they desire to keep their stocks in presentable shape or possibly keep any stock at all.

The advice to the dealer to place his orders for fall immediately and to place those orders up to the limit of his financial ability is not the advice of the alarmist, or of the manufacturer or jobber who seeks to overstock the retailer. It is advice that is designed to protect the dealer, to give him something to sell at a time when business is ripe.

The prospects just now are that there are three elements that will without doubt interfere not only with talking machine production, but with talking machine transportation in the fall. These three factors are scarcity of materials, particularly metals, scarcity of labor, due to the workings of the Selective Draft Law and to the migration of workmen to industries in which war wages are being paid and embargoes upon rail transportation of all but necessary freight which is taken to mean clothing, food, heating materials and supplies for the war.

The Council of National Defense is issuing a bulletin urging that manufacturers economize on steel wherever possible and predict that the use of the increasing amount of steel for Governmental purposes makes it practically impossible to secure that material for work not listed as absolutely necessary.

We all recognize that music is a war necessity and the talking machine makes or reproduces music, but if it comes to a question of whether a particular supply of steel be used for

making talking machine motors or shells for the army, we don't need second sight to guess to what use that particular steel will be put. So it will be with supplies of brass, etc.

The Federal authorities are quoted as having predicted that it will be necessary to place an embargo upon all railway freight shipments outside of the necessities of life and supplies for the maintenance of the army and navy, sometime in the fall. If an embargo is put into effect luxuries will not be transported on the railways until shipments of necessities have been taken care of. This is something else for the talking machine men to think about. As a matter of fact, the various railroads have already begun to curtail their number of passenger trains in order to leave the tracks clear for freight. The Pennsylvania system alone cut off 102 trains at one time, and other roads in the East and West have taken similar action, but it is predicted that even such methods will not serve to ease the freight situation to any considerable extent. The Pennsylvania, for instance, has reorganized its freight handling system to apply to Western carload consignments. The railroad will have special stations for receiving freight for certain territories and will despatch certain cars for particular territories only on certain days.

"The new arrangement," a statement by the railroad says, "will constitute probably the most far-reaching improvement ever attempted on a large scale in freight transportation. The present system of receiving less than carload freight indiscriminately at all stations, at any time of day, for all destinations, which has been followed since the early days of the railroad, will be abolished. In its place there will be substituted a carefully devised plan whereby the acceptance and loading of freight in less than

carload lots will be conducted according to a regularly established system, and such freight will be automatically concentrated into full loads at the point of shipment."

Important features of the new plan for handling less than carload lots are:

1. The inauguration of shipping days—substantially "sailing dates"—on which cars will depart from various points of origin to specified destinations; freight will be accepted on the proper shipping days only, and the cars will "sail" as specified.

2. The designation of particular stations at which freight will be exclusively received for specified destinations; freight for such points will be accepted at the stations named only.

The purposes of the new system are declared to be the elimination of delays incident to the handling of freight, the conservation of car supply by increasing the proportion of carload shipments, the reduction of the number of car and train movements necessary to transport a given amount of freight, and improving the regularity of freight trains. From the viewpoint of the railroad this is all very well, but for the piano merchant who buys less than carload lots it will without question mean a delay of a week or more in getting his goods.

Freight shipments from jobbers to dealers are in a great majority of cases in less than carload lots. If the plan adopted by the Pennsylvania road becomes general, it will mean serious delays in shipments even without an embargo. All things point to the fact that the talking machine dealer who wants to insure his being able to do business this fall must lay his plans right now. The only stock he will be sure of will be the stock on his floors or in his warehouses. He will do well to put all his available capital into stock without delay, even borrow some money from his bank if necessary. When things are busy in November and December he cannot afford to wait from one to three months for goods.

**"First of All—Reliability"**

WE LIVE UP TO THIS MOTTO

**Promptness Is Our Hobby**

OUR DEALERS RECEIVE RAPID AND EFFICIENT RECORD SERVICE

**THE WHITNEY & CURRIER CO.**

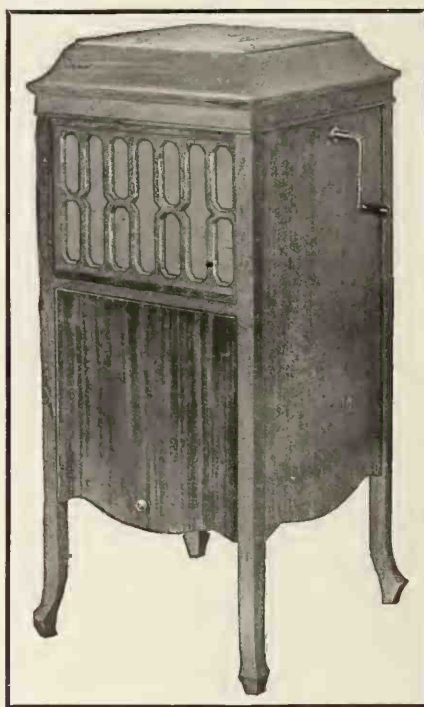
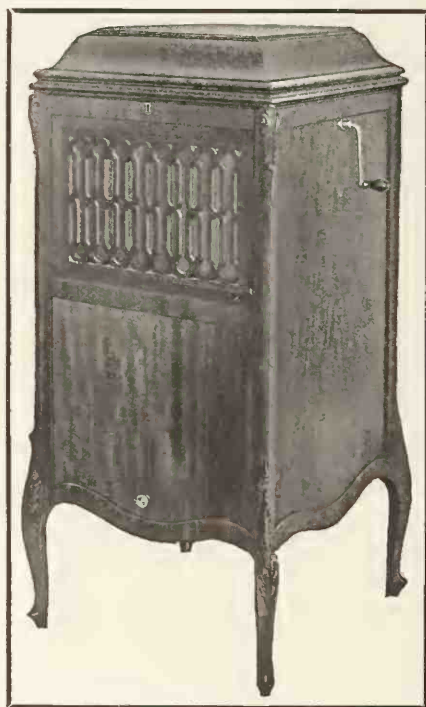
425 SUPERIOR STREET

Victor Distributors

TOLEDO, OHIO

Do You Realize the Importance of  
Furnishing Your Dealers With  
**ATTRACTIVE CABINETS?**

Sales are made and lost on the appearance of the cabinet, and it therefore pays the manufacturer to use the best that are made.



Two of our standard designs

# CENTURY CABINETS

Are made in a plant that for many years has specialized in phonograph cabinet manufacture and they are constructed with scientific accuracy.

We would call particular attention to our plan of furnishing a full line of complete instruments in quantities on a cost plus manufacturing profit basis.

*Write today for our quotations*

**Century Cabinet Co., 25 West 45th St., New York**

**OPTIMISM PREVAILS IN THE WEST**

Says President of Otto Heineman Phonograph Supply Co., Who Has Just Returned From a Visit to That Section—His Views Are Timely

"The talking machine trade in the West is developing far beyond expectations," said Otto



Otto Heineman

Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who recently returned from a trip through the Middle West. "The talking machine manufacturers in this section of the country seemed to be imbued with a spirit of optimism and confidence that is substantiated by the large number of orders they are placing for motors and other parts.

"During the past six months we have added to our list of clients many Western houses and without exception these concerns are progressing very satisfactorily. They are building up a profitable business which is noteworthy for its stability, and they are making plans whereby their dealers may receive maximum service and co-operation.

"Our factory at Elyria, O., is working to capacity and the new departments which we installed some time ago are helping us materially in our efforts to keep pace with the demands of the manufacturers. We expect to further enlarge several important departments in the very near future, so that our capacity may be increased in time for our fall trade."

Mr. Heineman, who was accompanied on this Western trip by Pliny Catucci, chief engineer of A. F. Meisselbach & Bro., also visited a number of the important retail trade centers, and he states that one of the noteworthy features of

of this portion of his trip was the remarkable strides in popularity being made by the Pathé records throughout the West.

Within the past fortnight Mr. Heineman has taken steps to enlarge considerably the Meisselbach plant at Newark, N. J., as the demand for these motors has far outdistanced the factory's capacity. This additional equipment will enable the company to adequately take care of the fast growing Meisselbach trade.

**E. A. WIDMANN'S GENEROSITY**

In Organizing Concert to Aid French and American Red Cross Appreciated—Pleasing Acknowledgment from Miss Maynard

As noted in The World recently, E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., was a guiding spirit in the presentation of a concert at the Brooklyn Academy of Music, at which several famous artists recording for the Pathé Frères Co. appeared. The proceeds from this concert were donated to the American Red Cross and L'Union des Arts. Due in a considerable measure to Mr. Widmann's indefatigable efforts and generosity this concert was a signal success, over \$4,000 being realized.

The other day Mr. Widmann received an interesting letter from L'Union des Arts, advising him that the president of this organization, Mme. Rachel Boyer, whose headquarters are in Paris, has received a check for \$1,000 from Lucien Muratore, the famous tenor, who had appeared at the concert. L'Union des Arts had been given this check from the proceeds of the concert, and Mr. Muratore represented Mr. Widmann in the presentation of this donation.

In acknowledging the check, Miss Martha Maynard, secretary of the New York branch of L'Union des Arts, expressed the society's deep appreciation of the gift, and forwarded to Mr. Widmann a souvenir bracelet, which is of more than passing interest, as it is the belt of a shell a "75 m/m" gun. This bracelet, which is



Bracelet Given to E. A. Widmann shown herewith, is well entitled to a front row position in Mr. Widmann's closet of curios.

**ANOTHER DOMESTIC DISTRIBUTOR**

Walter S. Gray, Pacific Coast sales agent for the Domestic Talking Machine Corp., has just concluded arrangements with Christophe's, the well-known musical instrument house of San Francisco, whereby they will act as one of the Domestic distributors on the Coast. They have placed a large order for machines.

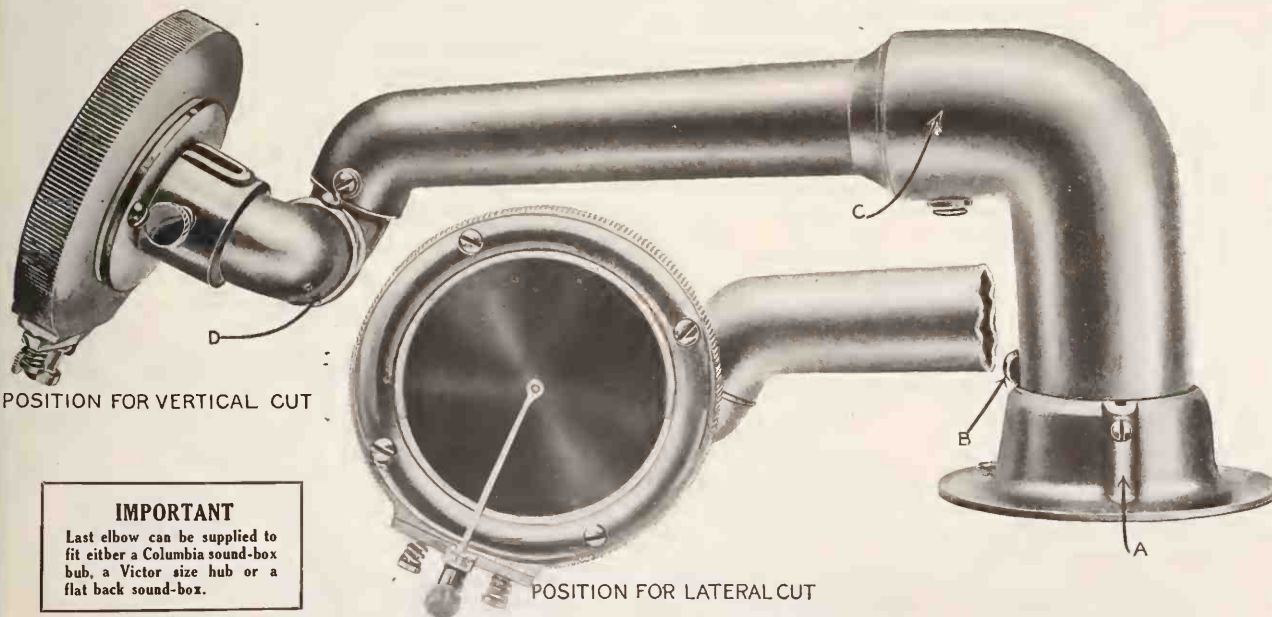
**NEW QUARTERS FOR CRYSTOLA CO.**

CINCINNATI, O., July 7.—The Crystola Talking Machine Co., which was recently incorporated in this city, has leased manufacturing quarters at 312 Elm street, this city, and will remove its equipment from the factory of Knabe Bros. Co. at once.

Service is the Golden Rule melted down into one golden word.

**THE TONE ARM YOU NEED!**

The price permits it on a \$15 machine. The quality will do more than justice to your \$75 machine.



POSITION FOR VERTICAL CUT

POSITION FOR LATERAL CUT

**OUR 1917 MODEL No. 2 TONE 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 are carrying twelve styles of motors, ranging from \$1.50 to \$13.00. We manufacture every part in the phonograph line, for manufacturers and trade in general.

**INDEPENDENT TALKING MACHINE CO., Inc.**

54 BLEECKER STREET, NEW YORK CITY

*Lyon & Healy*

## Our Rush Shipments Will Increase Your Sales

Service in Victor Records is the something which appeals to the trade more than any other one thing. It is the thing which most strikingly can make your store stand out in your community.

Assure your customers of this ideal service by ordering from our large, well assorted Victor Record stocks, which include practically every number.

Fibre Needles are meeting with greater favor every day. They are an economy to the user and invariably give the best kind of service. Order liberally and push them.

Fibre Needles are positively not injurious to the record.

L. & H. Fibre Needle Cutter. Here is an article which should accompany every Victrola. It is positive and accurate in its action, thus enabling one to use the same needle over and over again. Demonstrate this instrument to every fibre needle buyer.

# LYON & HEALY

*Victor Distributors*

## CHICAGO



Lyon & Healy Building



Lyon & Healy Factory

# 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., July 9.—Conditions in the Middle West, as viewed from the standpoint of the talking machine man, are much the same as in other lines of the general music trade and, in fact, many other industries. There is a tendency upon the part of dealers to be slightly conservative at the present time, although they are a unit in conceding that the fall will bring with it unprecedented business. Dealers from the rural districts confess that with the present high price of grains and livestock and farm produce generally, the tiller of the soil will be in a position to buy not only the biggest and most expensive machines, but also the very best class of records. They are, therefore, enlarging their establishments, planning advertising literature and "laying all their wires," but the undercurrent of conservatism that has been prevailing in commercial circles generally has been more or less in evidence and these dealers have postponed placing their orders for and stocking up goods. That this is a great mistake will probably soon be proven, for with the coming of the harvest season and the transportation stringency that will undoubtedly occur between the moving of crops and the activities of war will make it impossible for them to get as prompt deliveries as they would desire.

The same condition obtains to a certain extent in cities, but here the dealers are more cognizant of the fact that it is absolutely imperative to place their orders now and are acting accordingly.

The call seems to be for machines of the larger type and one of the big companies reports a 36 per cent. increase in business for the past thirty days as compared with the same period of last year and ascribes the increase to the tendency toward the more expensive instruments.

Records seem well distributed over all classes, and operatic, popular and ultra-popular are all getting their respective shares of attention. Distributors of parts and supplies are much in the same position as the machine manufacturers. They have been given to understand by the manufacturers that there will be big orders soon, but there have been delays because of the dealers' backwardness. This condition, however, is rapidly improving.

William Shire Heads Stewart Sales  
William Shire is now sales and office manager

of the Stewart Phonograph Corp., succeeding D. K. Hodson, who is now in another line of business for himself. Mr. Shire is a man of considerable training in the talking machine and allied trades and has already instituted a number of plans that should bring the Stewart Co. considerable business. Mr. Shire is assisted by F. A. Bringolf, who in addition will do considerable traveling, especially in the territory lying east of the Mississippi.

Mr. Shire is very enthusiastic over the reception given the company's entrance into the motor field and he is now busily at work bringing out the new Stewart two spring motor, which is to be known as type D. This new motor is remarkably simple and for one so light in weight is very strong. It plays five ten-inch records at one winding.

### Wade at Conventions

S. O. Wade, of Wade & Wade, and the inventor of the Wade fibre needle cutter, has had the habit for years past of attending the festivities incident to the National Talking Machine Jobbers' Association convention. Both he and Mrs. Wade are always welcome guests, and are always very popular with the conventioners. They left on Saturday for their usual summer outing with their many friends among the jobbers.

### Tonkin Bamboo for Fibre Needles

At the factory of the B. & H. Fibre Mfg. Co., President F. D. Hall reported that they are getting in an exceptional quality of bamboo from India, which exceeds in merit anything they have ever received hitherto. The resort to the India fibre was made because of the excessive freight rates on the Japanese bamboo, but they have found the condition in many ways a fortunate one as the first shipment runs considerably harder and coarser grain than the Japanese bamboo and is, therefore, better adapted for the fibre needle proposition. It is known as the Tonkin bamboo, and fibre needle enthusiasts will soon have an opportunity of testing its merits.

### Central West Buying Motors

S. A. Ribolla, Western manager of the Otto Heineman Phonograph Supply Co., is pleased with the manner in which the Central West is buying talking machine motors and parts. "Manufacturers are taking advantage of the opportunity offered during the past month for preparation for an excellent fall business. Transportation facilities are probably in as good shape at the present time as they will be for some time to come," remarked Mr. Ribolla. Otto Heineman was a visitor to the Chicago headquarters three days during the early part of the month.

### Report an Active Business

Harry B. Bibb, district sales manager of the Brunswick interests, confirms the report that so many wholesale men have made when he says that twenty-five travelers that are representing the Brunswick on the road almost all prophesy a big fall. "There is more or less tendency upon the part of dealers to delay placing their orders," said Mr. Bibb, "and it is in line with the general commercial trend, but at the same time they all expect a big fall and we advise these people that they place their orders early so that when the big season comes there will be no delay and losses of sales because of inability to deliver the goods fast enough."

### Order Now, Says Columbia Manager

C. F. Baer, local manager of the Columbia Graphophone Co., urges dealers to place their orders now in anticipation of a good fall business and doubtful transportation facilities. The fact that Chicago Columbia merchants are acting upon this advice is indicated in Mr. Baer's statement that the past month's business has been 34 per cent. in excess of the same month last year.

Ed. Blimbke, who covers one of Chicago's most thickly populated districts for Columbia, states that he is most pleased with the manner in which his dealers are ordering the better class of cabinet machines. Mr. Blimbke has found retail business quite as good as could be expected during the past month and holds a firm belief that as soon as the draft is over and people know who is going and who is not, business will mount enormously. "I know of a number of dealers who are holding orders for machines which they can deliver immediately after the draft," he said, "and I have no doubt but that there are a large number of people waiting for the same reason. Many of my dealers are selling machines now on easier terms"

(Continued on page 85)

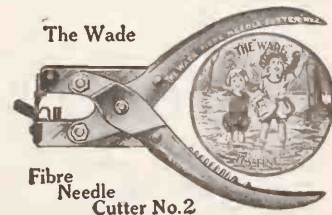
# WADE AND WADE



The Wade

Fibre Needle Cutter No. 1  
Price \$1.50

## FIBRE NEEDLE CUTTERS



The Wade

Fibre Needle Cutter No. 2  
Price \$2.00

When you sell a WADE FIBRE NEEDLE CUTTER you have given your customer maximum value. The satisfaction that goes with every WADE CUTTER comes back to you in other sales.

The same is true of WADE lubricating oil, gear grease, spring lubricant and cabinet polish.

We sell to jobbers exclusively

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

# A STRIKING OFFER

Owing to our greatly increased capacity we are  
now in position to make

## IMMEDIATE DELIVERY

on our noiseless

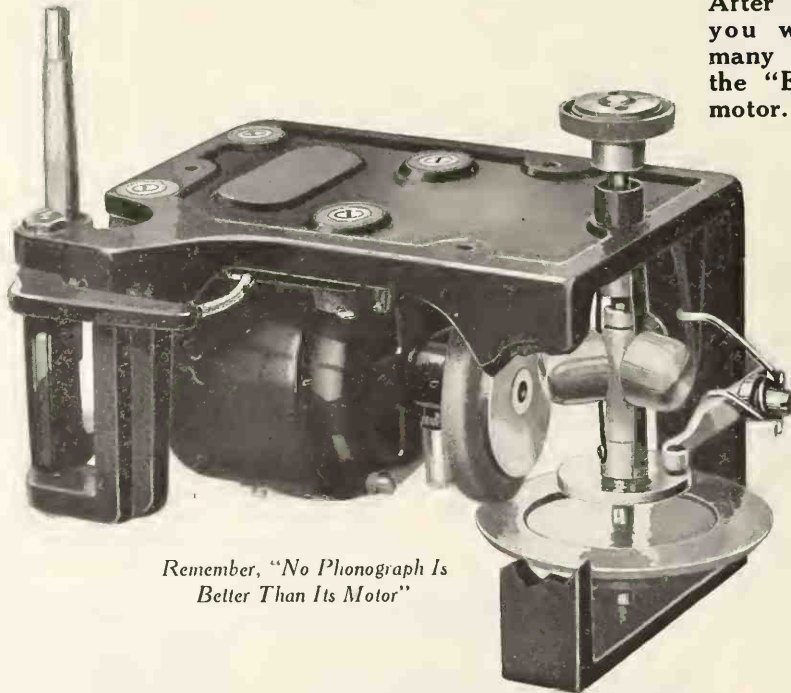
# ELECTROPHONE MOTOR

To those few who are not thoroughly familiar with this incomparable electric drive,—we say:

Let us send you at our expense an "ELECTROPHONE" motor. Use it for thirty days—compare it with other electric drives—give it the most severe test possible. If you find it is not all that we claim for it, or if it does not meet your requirements, return it at our expense. No obligation on your part.

Past performance tells the story. Our many satisfied customers justify us in making this offer. We KNOW the "ELECTROPHONE" will solve your motor troubles.

**After intimate inspection, you will appreciate the many exclusive features of the "ELECTROPHONE" motor.**



*Remember, "No Phonograph Is Better Than Its Motor"*

All gears eliminated, insuring noiseless operation at all times.

Complete absence of electrical noise.

All bearings automatically lubricated.

Installation same as spring motor.

The "ELECTROPHONE" has fewer parts than any other spring or electric motor.

**Prices based on quantity and equipment furnished.**

**Sold With a Guarantee That Protects You and Your Customers**

*For additional information address Motor Department*

## CHICAGO METAL PRODUCTS COMPANY

501-517 South Jefferson Street, CHICAGO

than they will be able to later on in the fall. This is an excellent sales argument and is having its effect. A dealer can afford to sell a machine now for \$5 down and \$5 a month whereas in the fall he might deem it necessary to ask \$10 down and \$10 per month."

H. A. Yerkes, district manager of the Columbia Co., has recently left for an extended trip to New Orleans and West to Texas. He has found business conditions in the Southwest quite good.

**Wurlitzer Co. Remodeling Wholesale**

F. E. Noble, of the Rudolph Wurlitzer Co.'s wholesale talking machine department, will soon be installed in his new quarters in the Wurlitzer wholesale offices and warerooms at 615 Wabash avenue. The Victor wholesale warerooms are now in process of remodeling and Mr. Noble and his entire force will be located there henceforth. Regarding business Mr. Noble remarked that business during the past month has showed an increase over the same period a year ago of 66.2-3 per cent.

**Chicago Victor Men Go to New York**

D. A. Creed, vice-president of the Chicago Talking Machine Co., and H. L. Woodworth, traveling representative, will both attend the Victor jobbers' convention at Atlantic City. Mr. Woodworth was recently married to Miss Edith Baldwin, of Osceola, Iowa, and will make the trip to the convention a part of his honeymoon. Wm. Nolan, who is now with the Chicago and New York Talking Machine Co., has been spending two weeks at the Chicago offices going over his new duties and familiarizing himself with his work. Mr. Nolan leaves the 9th for the East.

**Talking Machine Shop Adds Booths**

The Talking Machine Shop, Victor retailers of this city, has added nine more booths to the third floor of its building located on Wabash avenue. The store now has twenty-three booths located on the first, second and third floors. The nine new booths on the third floor will be used exclusively for the demonstration

of machines. The two lower floors will be used as record booths. The display window of the Talking Machine Shop again presents one of the most striking arrangements on Wabash avenue. Three life-sized wax figures representing the figures in the famous painting "The Spirit of '76" catch the attention of every passerby and call attention to the patriotic Victor records distributed about the window. The Talking Machine Shop show window, which is becoming a model of artistic displays, has been designed by Miss Pauline Tischler and Mrs. L. B. Glover. C. L. Davidson, manager of the store, states that he has lost five young men employes to Uncle Sam. Two of these, Frank Johnson and Wm. Vestal, have been in the employ of the shop for some time.

**Columbia in Wilson Store**

The big downtown store of Thos. E. Wilson & Co., which was recently opened at the corner of Wabash avenue and Monroe street, has taken on the complete Columbia line. The talking machine department of the new store is an elaborate one and offers a very good outlet for Columbia goods.

**Capital Stock Increased**

The Perkins Phonograph Co. has recently increased its capital stock from \$30,000 to \$200,000. The company plans to widely extend its activities during the next week or two.

**Mandel Bros. Adds to Line**

Mandel Bros., one of Chicago's biggest downtown department stores, has taken on the Pathé line of talking machines and records. In addition to this Mandel Bros. will henceforth retail the Nightingale talking machine made by the Nightingale Talking Machine Co., and the Arrow, an electrically operated machine. Misses Brown and Deutch now have charge of Mandel Bros. talking machine department. Both of the young ladies report satisfactory business transacted during the past month.

**R. A. Hicks, of Boston Store, Enlists**

R. A. Hicks, formerly manager of the talking machine department of Hillman's department

**RECORDS BY DR. W. F. LARKIN**

Popular Chicago Baritone, Well Known as Church and Oratorio Singer, Makes Records for Victor Co.—Has a Charming Voice

CHICAGO, ILL., July 9.—The latest addition to the long list of Chicagoans who swell the record catalogs of the leading talking machine companies is Dr. W. F. Larkin, who recently went to Camden and made a series of records for the Victor Co., two of which, "Oh, Take Me Back to Babyland" and "If I Were King of Ireland," made their appearance in the July bulletin.

Dr. Larkin's excellent baritone voice is well known to Chicago audiences and to most of the music trade. His singing was a feature of the musical program at the banquet of the Chicago Piano & Organ Association last year. Dr. Larkin is a leading dentist, but although he has not followed music as his sole profession, has for some years been soloist in one of the prominent churches and has won considerable recognition as an oratorio singer. He is a member of both the Mendelssohn Club and the Musical Art Society. He is a leading member of Chicago's famous Bohemian dinner organization, the Forty Club, and his vocal talents are always an acquisition at its functions. His voice is of unusually fine timbre and sympathetic to the highest degree. The Victor records are very faithful reproductions of his voice, and will be given a most hearty welcome, not only by his vast number of friends, but by people everywhere who appreciate good songs beautifully and intelligently interpreted.

store, last month offered his services to Uncle Sam and now wears the uniform of a U. S. Marine. Mr. Hicks is located at present at Port Royal, South Carolina.

**L. B. Glover's New Post**

L. B. Glover, who formerly was connected with the Lyon & Healy repair department, is (Continued on page 87)

A genuine full-size Magnola: not a "portable phonograph" or a toy!



"Magnola-Mobile" (style 75) in school

Two styles:   
 { Magnola-Mobile 75 sells at \$75   
 { Magnola-Mobile 95 sells at \$95

"Grasp the handles, tip back, and take Magnola-Mobile to where the Music is Wanted."

**MAGNOLA TALKING MACHINE CO.**

OTTO SCHULZ, President

Offices and Showrooms   
 711 MILWAUKEE AVE.   
 CHICAGO

Southern Wholesale   
 1539 CANDLER BLDG.   
 ATLANTA, GA.

**"MAGNOLA-MOBILE"**

"You take it with you"

Write for our Special Mobile folder fully describing this latest and most valuable improvement.

All regular MAGNOLA features, both acoustical and architectural.

The one model for Schools, Hospitals, Hotels and Summer Homes.



"Magnola-Mobile" (style 95) at the Country Club

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

now associated with the Brunswick-Balke-Collender Co. as head of the talking machine service and repair department. Mr. Glover is the husband of Mrs. Glover, manager of record sales at the Talking Machine Shop.

## New Empire Co. Travelers

A. R. Mitchell has been appointed salesman for the Empire line in the State of Pennsylvania. Mr. Mitchell was at the headquarters of the Empire Co. in Chicago recently at which time he went all over the line and expressed himself as being very enthusiastic over the prospects in the Keystone State for the coming fall and holiday season. Mr. Mitchell thinks that the remarkable industrial boom which Pennsylvania is enjoying should mean all kinds of sales for music men, and other travelers in that section bear out his statements.

W. O. Mankey, who is to travel Ohio for the Empire Co., will make his headquarters at Columbus. Mr. Mankey has also agreed that the fall will bring with it big business.

John H. Steinmetz, president of the company, has received the following letter from Miss Dorothy Saelzer, winner of the Empire machine that was raffled off at the National Music Show. Her letter reads as follows:

"Dear Sir:—I realize that I am somewhat tardy in writing to tell you that talking machine I was so fortunate to be the winner of at the recent musical festival held in Chicago, is a most beautiful instrument; I do not think it could be improved upon for the sweetness of its tone, and I will take every opportunity to recommend it to anyone I know who contemplates the purchase of a talking machine. You may be sure I am giving all of my friends an opportunity to hear it, and in this way give it publicity. Wishing you much success, Yours very truly, Dorothy Saelzer."

Mr. Steinmetz also reports that the Empire line of records is meeting with a very good reception. These records, which measure ten and twelve inches, retail at 75 cents, \$1.00 and \$1.25.

## William H. Nolan Makes Change

William H. Nolan, who for almost a year has been in charge of the retail record department of Lyon & Healy, has joined the New York Talking Machine Co. and has taken up his duties with the new house. Mr. Nolan's successor has not yet been announced and there will probably be none until some time in the fall.

## Lyon &amp; Healy in Move for Patriotism

Lyon & Healy as a firm is well aware of the prevalent blissful ignorance upon the part of the public of the words of our various national songs. This condition has been made the subject of much comment and cartoons, and Briggs, the cartoonist, has drawn some very laughable pictures of various characters trying to remember the words of "The Star Spangled Banner." Lyon & Healy, therefore, have issued a booklet giving the words of the national anthem and other patriotic songs. These songs are "The

Star Spangled Banner," "America," "The Battle Hymn of the Republic," "Columbia, the Gem of the Ocean," "Hall, Columbia" and "America, the Beautiful."

The talking machine department of Lyon & Healy has contributed to the rapidly growing armies of Uncle Sam and two of the latest to go are H. Royer Smith, Illinois traveler, who has joined the radio service, and W. P. Roche, who is now training with the naval reserve.

## New Cover Support on the Market

The American Phonograph Supply Co., which has offices at 843 First National Bank Building, is on the market with a new spring balance cover support. Some of the particular features claimed for it are that it can be applied to the body of the cabinet before the horn is placed in position, is adjustable and inexpensive. It is finished in gold and nickel-plate. When the top is in a raised position a lift of a fraction of an inch releases the catch and the cover is free and can be lowered.

The company is also doing a good business with its "Superior tone-arm," and which is based on the "echo method" of reproducing sound. This feature of the company's line is manufactured under the Scotford patents and is said to transmit tones with remarkable power and distinctness.

## Mazophone Co. Plans Big Things

The Mazophone Mfg. Co., which was recently incorporated under the laws of Delaware for \$500,000, is planning to expand its business to ten or fifteen of the larger cities throughout the country by means of a chain of stores and a centrally managed sales organization.

In discussing the company's plans, R. E. Parton, sales manager, says: "We are not attempting to invade the ranks of the dealers controlled by the older manufacturers, but are finding a market for our instruments direct to the home. It is our purpose very shortly, as soon as we can complete the necessary facilities, for taking care of a large volume of business, to extend our activities throughout the principal cities. We have been devoting the past year very largely to experiments and retailing our product in Chicago. We have now perfected our instruments, using cabinet work made in Chicago and using motors and other accessories from the leading manufacturers located throughout the country. We occupy our own building at 15-23 North Crawford avenue, and we expect shortly to have an output of at least fifteen to twenty thousand phonographs a year. We are standardizing our product with a view of manufacturing an instrument to retail around \$65."

The officers of the company are Virgil B. Mays, president; E. Griffith-Williams, vice-president, and James A. Harvey, secretary.

## Wizard T. M. Co. in Trade

The Wizard Talking Machine Co., 1526 Wabash avenue, has recently entered the field and is offering a line of machines ranging in price from \$16.50 to \$60. John Miller is president and William C. Brown, secretary and treas-

"OROTUND"  
Tone-Arm and Sound-Box

FOR HIGH GRADE TALKING MACHINES

Most perfect in construction, also having the best acoustic conditions and arrangement to control the various tones on all records.

The most uniform reproduction is obtained by the "Orotund" sound-box. A diagram of the proper construction of the tone chamber given with each sample tone-arm and sound-box.

We also have universal attachments for Victor, Edison and Columbia machines. Genuine diamond and sapphire points. Special wood mounted jewel points.

WRITE FOR PRICES

COMBINATION ATTACHMENT CO.

324 Republic Bldg., Chicago

## INTRODUCE ELECTROPHONE MOTOR

The Chicago Metal Products Co. Offering Immediate Deliveries of This New Product—Construction Is Interestingly Described

CHICAGO, ILL., July 6.—J. G. Roberts, of the Chicago Metal Products Co., is out this week with an announcement to the trade of the completion of work upon the company's new "Electrophone motor." This concern has been experimenting for the past two years upon electric drive as applied to talking machines and Mr. Roberts now feels that the company's engineers have evolved a motor that is completely trouble-proof. The motor is furnished to operate on all currents and is sold with one-year guarantee.

"When we first put out the Electrophone motor we found that there were several things about phonograph construction that necessitated some important changes," says Mr. Roberts. "We immediately went to work upon the problems we met with and feel that we at last occupy a position that is unassailable. One of the features that we are proud of in our improved motor is the fact that it is absolutely noiseless, due to the fact that it is hung on rubber, thus doing away with springs and giving the motor solid though resilient construction. This, in my opinion, is the only way to attain compactness together with freedom from noise. The peculiar construction of the drive is absolutely correct from a mechanical standpoint and it is working out favorably in every instance. This new motor weighs only slightly over seven pounds and is installed in the same way and as easily as an ordinary spring motor. We have made arrangements for the increase of our factory facilities and are now offering immediate deliveries."

urer of this new addition to the Chicago trade.

## Victor Ad Man Here

S. Rowland Hall, advertising manager of the Victor Talking Machine Co., was in Chicago recently for a short stop.

## AN UNBEATABLE COMBINATION

## and Empire Records

THE Empire line of Talking Machines has long been recognized as offering unusual advantages to the Dealer who desires to offer real values to his trade. With the addition of the splendid and complete line of 10 and 12 inch Empire Records, an Empire Agency is a valuable franchise for any progressive Dealer. Write today for catalogs and full information. Don't let your competitor beat you to it.

## EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 South Wabash Avenue

CHICAGO, ILL.

Model B  
\$100

*Empire*  
The Machine  
that Plays  
any Record

## EMPIRE RECORDS

Retail at 75c.,  
\$1.00 and \$1.25



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 86)

**Two of the Newest Brunswick Styles**

Here are the two newest creations of the Brunswick line. They are the new cabinet models No. 1,200, in Italian Renaissance, and a handsome Chippendale that retails at \$350.

The designs were originally produced for the

tion of Italian Renaissance and the work of reproduction has been very faithful to the school. In the effort from a furniture standpoint the tone of the machine has not been neglected and those who have heard it are very lavish in their praise of the musical qualities of the instrument.

The smaller cabinet in Chippendale is also highly graceful in design and as far as finish goes is equal to the best that has ever been turned out of the Brunswick factories—and that is saying a great deal.

**Six Best Sellers**

The six best sellers during the past month, as reported by Mrs. L. B. Trow, of the Edison Shop, are: "Sunshine Song" and "Young Tom O' Devon"; "Light Cavalry Overture" and "Tannhauser March"; "Kamehameha March" and "Waiata Medley"; "Blue Danube Waltz" and "Messenger Boy March"; "Keep Your Eye on the Girlie You Love" and "They're Wearing 'Em Higher in Hawaii"; and "That Funny Jass Band from Dixieland" and "When You Hear Jackson Moan on His Saxophone."

Miss Catherine Jones, of the record department of the W. W. Kimball Co., reports that

the six most popular Pathé records the past thirty days were: "White City" and "Port Arthur March"; "The Love Dance" and "Cupid's Garden"; "The Star Spangled Banner" and "Old Folks at Home"; "Dance and Grow Thin" and "Boogie Rag"; "Light Cavalry Overture, Part 1"



Brunswick Design in Chippendale

Brunswick display at the National Music Show. Although these two models have not yet been formally offered to the trade, so much interest has been shown in them and so many admiring comments have been made that the company will probably find it difficult to restrain the demand for any great length of time.

The larger design stands four feet seven inches in height and is the same in its width. Its pattern represents an excellent interpreta-



Brunswick No. 1,200 in Italian Renaissance

and "Light Cavalry Overture, Part 2"; and "Columbia, the Gem of the Ocean" and "Maryland, My Maryland."

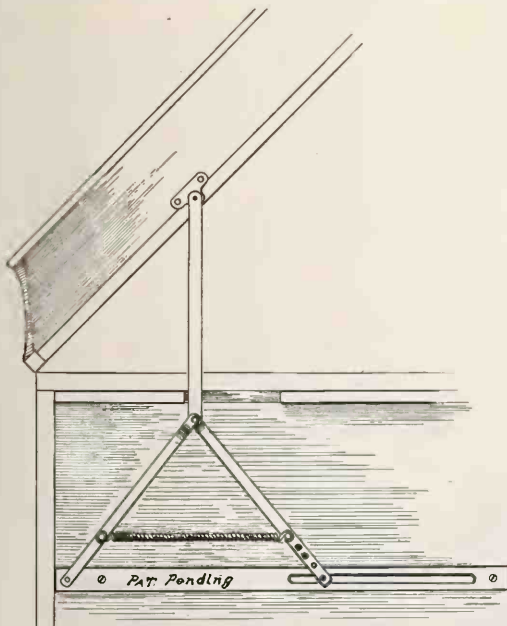
The six best Emerson sellers included: "President Wilson's War Message, Part 1 and 2"; "Lily of the Valley" and "Oh, Johnny! Oh, Johnny! Oh!"; "It Takes a Long Tall Brown Skin Gal" and "He's Just Like You"; "Every-

(Continued on page 89)

# THE MAJESTIC COVER SUPPORT

*Has Many Advantages*

1. It is entirely automatic.
2. Adaptable to any type of construction.
3. Cover cannot warp.
4. Hinges cannot loosen.
5. Can be reversed for either side of cabinet with no change of screws or rivets.

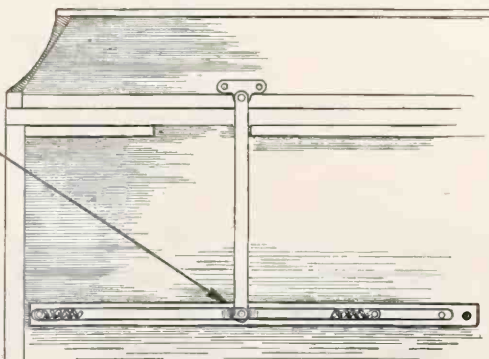


Notice position of spring when cover is up

THE MAJESTIC COVER SUPPORT is a high-grade support for high-grade machines. Sample 50 cents. Quantity prices upon application.

**MAJESTIC PHONO PARTS COMPANY,**

1326 REPUBLIC BUILDING  
CHICAGO, ILLINOIS



The "dead center" of spring when cover is down makes warping impossible

Send for complete information regarding our line of Tone-arms, Sound Boxes, etc., and especially our new Automatic Stop.

# Why Folks Are Turning To The Brunswick

## AND PATHE RECORDS

Dealers everywhere hear of the success of The Brunswick. It gained an instantaneous reception and now its popularity is sweeping the country. Real music lovers will have no other. Dealers who handle The Brunswick and Pathe Records are profiting. This advertisement accounts for The Brunswick's great success.

**S**INCE phonographs came on the market, music lovers have been restless. In each case, when they bought a leading machine, they were limited to one make of records. That meant that they were limited in musical selections. They could hear only the artists contracted for by one company. Few could hear Pathe records.

As all know, different companies have different stars. No company has them all. The public longed for a high grade phonograph which would play all records, thereby removing all limitations.

### A Great Sensation

Not until The Brunswick was produced was there a real all-record instrument. Some lesser machines had been built, but none which ranked among the leaders.

Probably the greatest appeal to phonograph buyers today is the fact that The Brunswick plays *all* records, as if on their own machines. One may hear any artist, any selection. The whole world of music is brought to a Brunswick owner.

Pathe records, for instance, long barred from many homes, are heard at their best on The Brunswick. Pathe has famous artists of both America and Europe. Muratore, the sensational tenor of the Chicago Grand Opera, sings only for Pathe. A Brunswick owner has all the world's greatest tenors at his command. Not merely one.

### An International Reputation

Another thing that won public confidence was the company behind The Brunswick. For 76 years, it has been famous for its fine cabinet work. For a number of years, it has been making pho-

nograph cabinets for others.

People esteem the House of Brunswick. They know that The Brunswick lives up to these expectations. It combines in one instrument all the wanted features—all the latest improvements.

### Faultless Renditions

Its tone is incomparable. This comes from an all-wood sound-box—built like a violin. No tin is used for the throat of the instrument, so all nasal and metallic sounds are absent.

Every Brunswick dealer is enthusiastic. The sales of instruments and Pathe Records are unusual and growing rapidly. Their customers are mighty pleased, and they are making new customers.

In a number of towns, we know of excellent openings for Brunswick dealers. Our proposition is very interesting. Write to us today and we will send it to you without obligation on your part.

## THE BRUNSWICK-BALKE-COLLENDER COMPANY

623-633 S. Wabash Ave., Chicago    29-35 W. 32nd Street, New York  
N. W. Cor. Seventh and Main Sts., Cincinnati, Ohio



\$150



\$90



\$70



\$110



\$125



\$175

FROM OUR CHICAGO HEADQUARTERS (Continued from page 87)

**AN ATTRACTIVE HAWAIIAN DISPLAY**

Talking Machine Shop, Chicago, Arranged Elaborate Window to Feature Records of the Popular Hit "Hawaiian Butterfly"

CHICAGO, ILL., July 9.—A particularly effective Hawaiian window display was that arranged recently by the Talking Machine Shop at 234 South Wabash avenue, for the purpose of fea-



Attractive Hawaiian Window Featuring Victor Records

body Loves a Girl Who's Modest" and "I Ain't Got Nobody Much"; "Hy-Sine" and "There's Some One More Lonesome Than You Medley"; and "Minuet in G" and "Sextette from Lucia." The six best sellers in Columbia records, as given by Miss Julie Schaulen, of Adam Schaaf, were: "Coppelic Ballet No. 2"; "The Triumphant Entry of the Bogaren," "Poor Butterfly"—"My Rosary for You," "Katinka"—"Girls, if You Ever Get Married," "For Me and My Gal"—"Cross My Heart and Hope to Die." "Hawaiian Butterfly"—"Would You Take Back the Love You Gave Me" and "Bull Frog Blues"—"Swanee

turing the Victor records of the popular hit "Hawaiian Butterfly," published by Leo Feist, Inc., New York. It is stated that the display cost several hundred dollars and resulted in the sale of a most satisfactory number of "Hawaiian Butterfly" records.

The window displays at the Talking Machine Shop received particular attention because, in addition to being in one of the live centers of Chicago, during the twilight hours the windows are kept illuminated every night until midnight, and thereby stand out prominently from others.

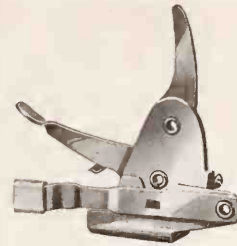
The Hawaiian scene was arranged true to life and great attention was given to the details in order that they might be correct. The advertising matter consisted of a number of records of "Hawaiian Butterfly" placed about the window and a sign calling attention to the number.

Ripples"—a sextet of popular favorites. The six best sellers in Victor records for the past thirty days, as given by Mrs. Glover, of the Talking Machine Shop, are as follows: "Hong Kong"—"Lookout Mountain," "Hawaiian Butterfly," "Bugle Calls," "Captain Betty," "Largo" and "Ballet Music."

**Wurlitzer Window Display**

A new and very attractive idea is incorporated in the latest Wurlitzer window display. A fountain of water splashes up from the center of an old cedar log and falls upon a glass dome, the diameter of which measures some twenty

**The Perfect Automatic Brake**



New Styles To Fit All Makes of Tone-Arms. Now Ready for Shipment.

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

to thirty inches. The log, which is formed with pieces of bark, is surrounded by sand and overhung by moss. To the left of this fountain is a small white veranda upon which stands a mahogany Victrola. To the right of the fountain is placed a rustic settee. An appropriate scenic background stands at the rear of the window, bordered by round columns which contain large bouquets of flowers. A number of ukuleles are distributed about the window.

**Increases Capital Stock**

The Combination Attachment Co., Republic Building, Chicago, maker of talking machine parts and accessories, has increased its capital stock from \$8,000 to \$15,000. W. A. Tures is manager of the company.

**New Phonograph Co. Organized**

The Reliance Phonograph Co. has been incorporated with a capital stock of \$10,000 by George Heidman, P. A. Florell and Winifred (Continued on page 90)

**Don't Wait to be Drafted! JOIN**

THE

**VITA-NOLA**

**Army of Successful Dealers**



Our New Number 150 Model July Deliveries

Line up with the Vita-Nola ranks and let us list your name as the new dealer for your town or city.

Plays all makes of records perfectly.

Constructed of the best material, and seven artistic models to choose from. Equipment includes several features which are good selling pointers, also high-grade motor.

Consider also our sales promotion department, which is ready to cooperate with you in the sale of the Vita-Nola at all times.

**New Models Ready : : WRITE FOR CATALOG**

The Vita-Nola is manufactured by a progressive concern with progressive ideas and at all times ready to stand back of their product, knowing that the dealer's welfare is their welfare. The confidence of our dealers is an asset upon which our successful business has been built.

**VITANOLA TALKING MACHINE CO.**  
501-509 West 35th Street CHICAGO, ILL.

"Pioneers of the Phonograph Industry"

New England Vitonola Talking Machine Co.  
52 Chauncy Street  
BOSTON, MASS.  
Distributor for New England States

Standard Phonograph & Accessory Co.  
1005 Commerce Street  
DALLAS, TEX.  
Distributor for the Southwest

Vitonola Distributors Co.  
1025 Arch Street  
PHILADELPHIA, PA.  
Distributor for Philadelphia

## Our NEW and IMPROVED Chicago Cover Support No. 2

### Is Now Ready for the Trade

*Its advantages include:*

1. Reduced cost. Every Cabinet should have one.
2. Simplicity of installation.
3. Lighter in weight—half as heavy.
4. Easier to ship and easier to unpack.
5. Standard, self-adjustable top connection.
6. Reversible.



It is noiseless, automatic, silent and sure.

No bruised fingers or loud bangs.

*The cover without a catch and the cover that needs no catch.*

Just a deft touch upwards and the cover hangs poised.

Here is a sales feature and a talking point that every salesman should insist upon. There is every reason for its use and its reduced cost now makes it a better proposition than ever.

### CHICAGO HINGED COVER BALANCE SUPPORT CO.

2242 West 69th Street, CHICAGO, ILL.

#### FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

A. Shaw. The company will deal in talking machines as well as parts.

##### West Side Merchant Dies

Thomas M. Smyth, president of the John M. Smyth Co., who conduct one of the largest retail mail order house furnishing establishments in the country, died on Saturday of last week. The concern handles a general line of talking machines and pianos.

##### Personals and Visitors

A. J. Olson, of the Jones Motrola Co., New York, was a visitor in Chicago a few days last week while on his way West. He stated that his concern was now making deliveries and that they found the talking machine business thriving in almost every part of the country he visited.

Mrs. Neil Merrill, Coldwater, Mich., was a visiting dealer recently.

J. M. Priaux, of the Oliver Ditson Co., and Andrew J. McCarthy, of Sherman, Clay & Co., were representatives of two big Victor jobbing houses in Chicago recently.

John Elliott Clark, of John Elliott Clark, Inc., Salt Lake City, was another Victor jobber visiting in Chicago on his way to the Jobbers' Convention.

J. E. Meagher, of the Forbes-Meagher Co., Madison, Wis., was in town for a few days recently, as was also C. Randolph of Egerman & Randolph, of Aurora, Ill. Mr. Randolph was on his way to his summer home in Michigan where he plans to take a long vacation and get in shape for the fall season, which he expects will be one of, if not the best period for business in history.

Harry C. Meek is now in charge of the retail talking machine department of the Starck Piano Co.

J. Schmelzer, of the Schmelzer Arms Co., Kansas City, Victor jobbers, was also in Chicago.

#### MAGNOLA-MOBILE MAKES ITS DEBUT

Just introduced by the Magnola Talking Machine Co. is destined to Win Favor

CHICAGO, ILL., July 9.—The line of the Magnola Talking Machine Co., of this city, which is a subsidiary of the M. Schulz Co. group of musical industries, has been greatly strengthened

most appropriately christened Magnola-Mobile.

As may be seen by the illustration, the Magnola-Mobile is a full size regular model Magnola to which has been added a pair of wheels in place of the rear feet, a pair of handles also at the rear and a counterweighting arrangement, whereby the machine can be tipped back readily and wheeled to any place desired, with the front castors off the ground. The weight of the cabinet is carefully counterbalanced so that there is no strain on the hands.

The new model is now put out in two styles, No. 75, which is an adaptation of Magnola 65, and No. 95, which is an adaptation of Magnola Sheraton 75. The regular Magnola features, as found in the original styles, are found also in the Mobile models, and the mobility feature is, in fact, the one point of difference. The retail prices are \$75 and \$95 respectively.

Magnola-Mobile has been devised for the particular purpose of providing an instrument for use in schools, hospitals, hotels, country clubs; and, in fact, wherever the feature of rapid and convenient mobility can be turned to account. In schools, as may at once be seen, Magnola-Mobile should be very useful, as it can be taken from room to room as required, without having to be lifted or handled by skilled persons. The same is true of the hospitals, in wards where convalescents, nervous cases, wounded and others are placed. The use of music in medical treatment is now so important that hospitals of importance in many cities have installed talking machine equipment. Magnola-Mobile, on account of its characteristic feature, is the ideal hospital machine, for one Magnola can serve a whole institution if used discreetly, going from ward to ward as required.

In fact, wherever it is desirable to take the music to the crowd, instead of forcing the crowd to go to the music, Magnola-Mobile fills a long-felt want. Magnola dealers are already send-



Magnola-Mobile Style 95

by the addition of the new "traveling" model, which is a Magnola that can be moved around; a mobile Magnola in fact, which has been

## 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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

ing in good orders for this model and many such orders are the result of the exhibit of Magnolas at the National Music Show, where the Mobiles were shown in both styles.

The advertising department of the Magnola Talking Machine Co. has issued a new Magnola-

Mobile folder fully describing the two styles and giving reasons for their sales-value. The folder, which is illustrated with drawings of appropriate scenes in hospitals, schools, hotel, club and summer home, showing the use of Magnola-Mobile is now being sent to dealers.

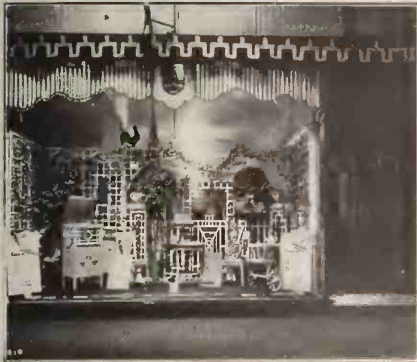
enters the store, drawn perhaps by the window display, to the time of his departure he finds an atmosphere of restfulness and prompt at-

**THE BRUNSWICK SHOP IN CHICAGO**

Opened in May One of the Most Beautiful Devoted to Talking Machines to Be Found Anywhere—Admirably Arranged in Every Way

CHICAGO, ILL., July 2.—Chicago, which prides itself upon its commercial greatness and calls itself the Great Central Market, makes good its claim, as far as the retail talking machine trade goes. The big city by the lake prides itself on its retail stores generally and included in these are several retail talking machine stores that yield the palm to the stores of no other city.

The newest of these is the Brunswick Shop



Front Window Brunswick Shop

at 225 South Wabash avenue, which was opened as the local retail store of the Brunswick-Balke-Collender Co. about the middle of May. The company first had a store at 19 East Jackson

boulevard, but this proved very inadequate and the removal to the new quarters, which were formerly occupied by the John Church Piano Co., was made.

The store is really beautiful and in arrange-



View as One Leaves the Booths

ment or in furniture could hardly be improved upon. The general scheme is of ivory white, silver, blue and black. The ceilings and wood-work as well as the wicker chairs are in white, while the carpet is of soft shades of blue and black with hangings the same, striped with white.

The accompanying photographs give one some conception of the store's arrangement. From the standpoint of the sales psychologist everything is correct and from the time one



Record Files—Looking to Front of Store

tention that results, as it should—in sales. Upon entering one finds in a large reception room the entire Brunswick line, including the new Italian Renaissance \$1,200 model, which



General View on Entering

may be seen in the foreground. The visitor is met by a salesman or record saleswoman and shown to a roomy booth, there to hear in un-

(Continued on page 92)



*Stewart*  
PHONOGRAPH

(New Model C)

**\$775**

**New Proposition**

**Exclusive Territory for Dealers—Act Quick!**

On and after July 1st the Stewart Phonograph, Model C, will be sold through selected and exclusive dealers only.

Applications are now being received. Many of the most aggressive dealers are arranging to establish a Stewart Phonograph Department and propose to make the Stewart an important feature of their business.

This announcement will bring applications from dealers everywhere. If you want to take advantage of our very attractive "exclusive dealer proposition"—act quickly! Don't delay—or, you may be too late. Preference will be given to our present

dealers if their applications are received promptly.

The Stewart Phonograph is a big money maker. With our new dealer proposition it will prove even more profitable for progressive dealers.

The demand for Stewart Phonographs is already big and is increasing very rapidly.

The Stewart Phonograph fills a big gap in the musical instrument field.

It places within the reach of millions of families with moderate means, a popular priced phonograph which is acknowledged to be nothing short of marvelous.

It has volume and quality of tone unsurpassed by any other popular

priced phonograph. It will play every record of any size, make, or price.

Every mechanical feature has been developed to the highest possible point.

The Stewart Phonograph is an all-year-around article. A dealer can sell Stewart Phonographs in the summer as well as in the winter.

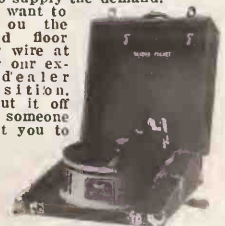
Right now there is a great big demand for the Stewart Phonograph. It is exactly what people want for summer use. Just the thing for vacation trips, picnics, auto parties, summer homes, camping, boating parties, impromptu dances, etc.

Mounted in a carrying case, as shown in small cut, the Stewart is

especially desirable. It can be used anywhere—any time—for any purpose.

Can't you see the possibilities the Stewart Phonograph holds for you? It is a big seller now. A big market exists. It is only up to active, live dealers to supply the demand.

If you want to get in on the ground floor write or wire at once for our exclusive dealer proposition. Don't put it off and let someone else beat you to it.



**STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, ILLINOIS**

disturbed comfort records or machines. The record section is easy of access and inviting to those who make selections direct from the catalog. A stock of Pathé records, remarkable for its magnitude, is carried as well as a complete stock of each new monthly list.

The store is under the experienced management of Harry B. Bibb, who is assisted by W. T. Houston, assistant manager, and a corps of experienced salesmen and saleswomen.

**F. J. M. KAUMANN'S VIEW**

President of World Phonograph Co. a Wide Traveler and Student of Acoustics

CHICAGO, ILL., July 9.—F. J. M. Kaumanns, president of the World Phonograph Co., Chicago, Ill., and inventor of the "World Phonograph," has been a world-wide traveler, and has made a close study of acoustics. He states that in China and other Oriental countries he acquired much valuable knowledge, not only of acoustics, but of the treatment and curing of



F. J. M. Kaumanns

words, at which the Oriental people are expert. "The tone quality of the World Phonograph,"

says Mr. Kaumanns, "is the result of all I could learn of sound reproduction and transmission in years of study among the people of every nation where any attention is paid to the subject. And many of us in America would be surprised to know how advanced are some of the European and Asiatic people in the study of this important subject.

"I searched the whole world for the secrets of tonal quality and decided, therefore, that my invention should be called 'The World.' Our instrument represents the world's best designing architecture also. We have created styles in phonograph design that will live and endure and grow in popularity, because they have that quality of grace and elegance that never grows old."

**EARLY DAYS IN CHICAGO TRADE**

J. N. Vasey Gives Interesting Account of Early Development of Talking Machine Business of Lyon & Healy in the Western Metropolis

CHICAGO, ILL., July 9.—In the early days when Mr. Berliner brought out his new patented talking machine, the Gramophone (the former name of the Victor talking machine), I happened to be passing a door on one of the floors of the Unity Building, and I heard a talking machine that was entirely different to what I had previously heard, so out of curiosity I entered the place, which contained two rooms. One was used for Cassell's publications, and the other for this new talking machine, of which the proprietor had the agency for the Middle West, this agency being similar to the contract given to Sherman, Clay & Co., of San Francisco, for the Pacific Coast, who under the able management of L. F. Geissler (now general manager of the Victor Talking Machine Co.), have built up a remarkable business. When I entered I introduced myself to the proprietor, and from that time we became very warm friends. He often loaned a machine and records to me, which I played at churches and public meetings with great success.

I saw the wonderful possibilities of this machine and what it could be developed into, so I spent the most of my noon hours there. I was keenly interested in its success. The business began to grow, and the proprietor said to me one day, "This machine is only a side issue with me, and it is growing so fast that it interferes with my regular business of Cassell's publications, and I wish you could get your firm to take the agency off my hands and push it."

I immediately made a bee line to the store and told the manager of the department of Lyon & Healy, where I was employed, about it. I was very enthusiastic about the machine and asked for the house to take over the agency for the Middle West and give me a chance to develop the business. I brought one of the machines to the store and demonstrated it.

Shortly afterwards a very enterprising

and energetic manager of the Columbia Co., in Chicago, Mr. Lyle, made a proposition to R. B. Gregory, then head of Lyon & Healy small goods department, to put in an initial stock of Columbia talking machines with cylinder records. Mr. Gregory at once saw the immense future in store for the talking machine



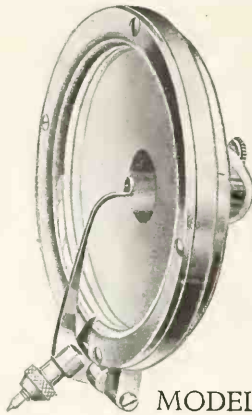
Joseph Nicholas Vasey

business, and the department was, therefore, established with E. Clayton in charge, and good progress was made. Later an experienced talking machine salesman, Charles E. Goodwin, a man with lots of nerve and vim, was engaged to develop the business.

At a later period Mr. Goodwin put in a stock of Edison phonographs and records, and a few years after added the Victor talking machines with disc records, dropping the cylinder lines. In the meantime the Berliner patents and business had been taken over by a very clever and ingenious mechanic, E. R. Johnson, a man with a faculty for initiative, creativeness and large ideality and who, with Leon F. Douglass and the Babson Bros., reorganized and incorporated the Victor Talking Machine Co., of Camden, N. J., and with the modern progressive methods which this company has used the old Gramo-

*The* SUPERIOR REPRODUCER

Manufactured under the Scotford patents



MODEL I

Plays Edison, Pathe, and other Records of Hill-and-Dale type  
Gold or Nickel Finish

DEALERS

Write for sample stating name of machine—attachment necessary for certain machines  
Quantity Prices on Application

MANUFACTURERS

*The* SUPERIOR TONE ARM  
Will be ready soon

It does not follow the megaphonic theory of sound transmission, but advances a different idea—the natural way of the echo

Prompt Deliveries on

SUPERIOR SPRING MOTORS, UNIVERSAL REPRODUCERS, TURN TABLES AND NEEDLE CUPS

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets, Chicago

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.



**Every record in the Columbia Record List for August is evidence to an experienced dealer that this list simply MUST smash all records for SALES!**

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

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



phone has graduated from a small novelty machine into one of the most wonderful musical instruments the world ever heard or saw and the talking machine business has surpassed anything in the musical world. The possibilities are so great and the field so wide that the talking machine business is as yet in its infancy.

Mr. Goodwin was making excellent progress in the wholesale department, but he was far from being satisfied with the retail end and steps were immediately taken to improve it. A portion of the ground floor space was given over to the retail salesrooms and a small concert room, while a section of our window space was devoted to talking machine display.

Later on we engaged Ellis Hansen, who was window trimmer for Sherman, Clay & Co. prior to the San Francisco earthquake. He is one of the cleverest, most ingenious and resourceful window decorators I have ever met. He has since taken up this work on a large scale and is making a national reputation. His displays soon attracted much attention and were favorably commented upon and this, together

with the clever and judicious advertising by B. F. Jefferson, manager of the advertising department, soon had a wonderful effect on the sales of talking machines and records, and we began to enlarge our machine and record sales spaces, and shortly afterwards the house had all of the windows remodeled for high-class window dressing.

When Mr. Wiswell succeeded Mr. Goodwin as department manager I further suggested that two more machine salesrooms be added and also a larger concert room, which he succeeded in getting, and the whole was artistically redecorated in beautifully blended colors and draperies of special design. This gave us five large retail machine rooms and sixteen record salesrooms, also a large concert room in which we gave free daily concerts from 10 a. m. to 5 p. m.

In their new building Lyon & Healy have six soundproof retail machine salesrooms and very fine reception quarters for customers, also a large concert room with a seating capacity of 284 on the first floor, and the finest record de-

partment with twenty-four soundproof rooms on the second floor, and the department as a whole is probably the finest and most complete in the world.

This all goes to show that from a small beginning a wonderful business can be developed.

I again say that the talking machine business is in its infancy and talking machines are rapidly becoming a household necessity, and the commercial possibilities are not only vast but far-reaching, and if the dealers throughout the country would only take advantage of the immense organization of the talking machine companies with their extensive advertising by doing their share, the dealers could double their business in a short time.

**HANDLES THE EDISON LINE**

T. F. Sibley, music dealer of Visalia, Cal., has just secured the exclusive agency for the Edison Diamond Disc phonograph, which he will feature in his store on Court street, which has been rechristened the "Edison Shop."



**PATHÉ PATHEPHONES AND RECORDS**



**BEST BY TEST**

**SERVICE**

*From the Jobber Is*

**SUCCESS**

*to the Dealer*

**THE FISCHER COMPANY**

940-1030 Chestnut Street,

Cleveland, Ohio

*OLDEST PATHÉ JOBBER*

**NOTE**

SOME VALUABLE TERRITORY OPEN.  
SEND US YOUR NAME AND ADDRESS.

Name.....  
Town.....  
County.....



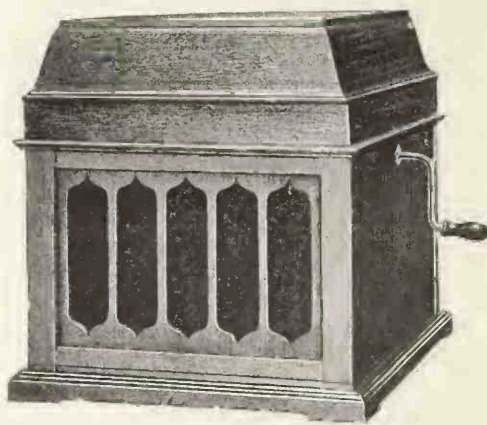
This inspection slip appears on all shipments by us.

The CONTENTS OF THIS CASE have been examined by The Fischer Co..... and found O. K.



# 625 NEW DEALERS IN SIX MONTHS

From January 1st to July 1st, 1917, out of the many hundreds of merchants who have applied for dealerships, 625 have qualified and been accepted as dealers in the



MODEL 50

## NEW EDISON DIAMOND AMBEROLA

That's an average of 104 new dealers per month—26 per week, or more than 4 new dealers every working day who have come to realize the merchandising possibilities of the AMBEROLA.

THERE MUST BE SOMETHING BACK OF IT

**THOMAS A. EDISON, Inc.**

ORANGE, N. J.

*Musical Phonograph Division*

*Amberola Department*



# Patriotic Window Displays Are the Vogue with Talking Machine Dealers :: :: By Ellis Hansen

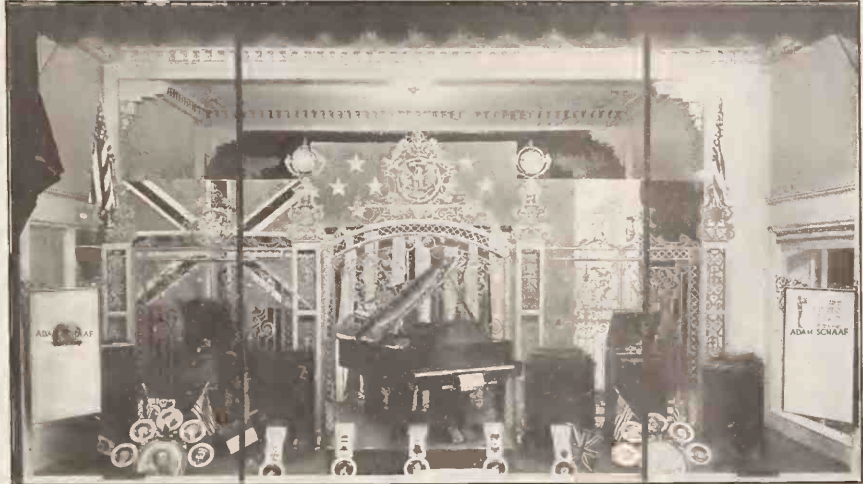
This is the fifth of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States, having during his career been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine 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 the dealers in utilizing their window space to the best advantage.—Editor.

The hearty welcome and great ovation given to Joffre and the French war commissioners during their brief stay in this country inspired hundreds of merchants to make patriotic window displays in all the cities that the commission honored with its visit. The recruiting campaign has also resulted in a number of patriotic displays, not only among the big department stores, but also in the music trade. While these displays undoubtedly have helped the government in its big campaign for fighting men for the army and navy, I believe it an unnecessary sacrifice not to show any goods in connection with the displays. So great an event as the United States' entrance into the world war can very well be reflected from show-windows without giving all the space up to machine guns and torpedoes. It is quite possible for the small dealer with only one window to capitalize the enormous interest in the war, without making an exclusive show of military equipment.

The recent announcement that General Pershing and his first division of American troops had arrived "somewhere in France" gives a splendid opportunity to talking machine dealers to make patriotic displays and adopt The Music

Trade Review's slogan, "Let's have patriotic music in every home." In the April issue of *The World* I described how to make an inexpensive and effective display on this order. Since then I have designed and installed a num-

also for the fine band concerts given to thousands of people every day during the summer. Among the many tasteful marble monuments are those dedicated to Ambrose Thomas with an accompanying statue of "Mignon,"



Adam Schaaaf's "Patriotic Music in the Home" Window by Ellis Hansen

ber of patriotic displays, among which the Adam Schaaaf window illustrated herewith is the most pretentious, not only on account of the elaborate setting but especially for its "news value" in the details in regard to the world's war. For the background I have adapted the large bronze entrance gate to the Parc Monceau in Paris. This is considered to be one of the finest grilles in artistic Paris. Parc Monceau is famous not only for its beautifully laid out garden, but

Gounod with statues of "Marguerite," "Sappho" and "Juliette" and the "Genius of Music." Among other composers is a monument to Chopin.

In the display I made the size of the gate 24 feet wide by 12 feet high, which is a little more than half the original size. The finish was made to represent old bronze with the exception of the three coats of arms which sur-

(Continued on page 97)



## Your Next Record Order

would be a good one with which to try out our matchless facilities. No order too large or too small. Let us help you to a greater business.

# Grinnell Bros

Wholesale Distributors, Victrolas and Records

First and State Streets

DETROIT

Let us send you advance lists of best selling Records—FREE, monthly. To allow us to do this doesn't obligate you in the least.



## Record Service You'll Like

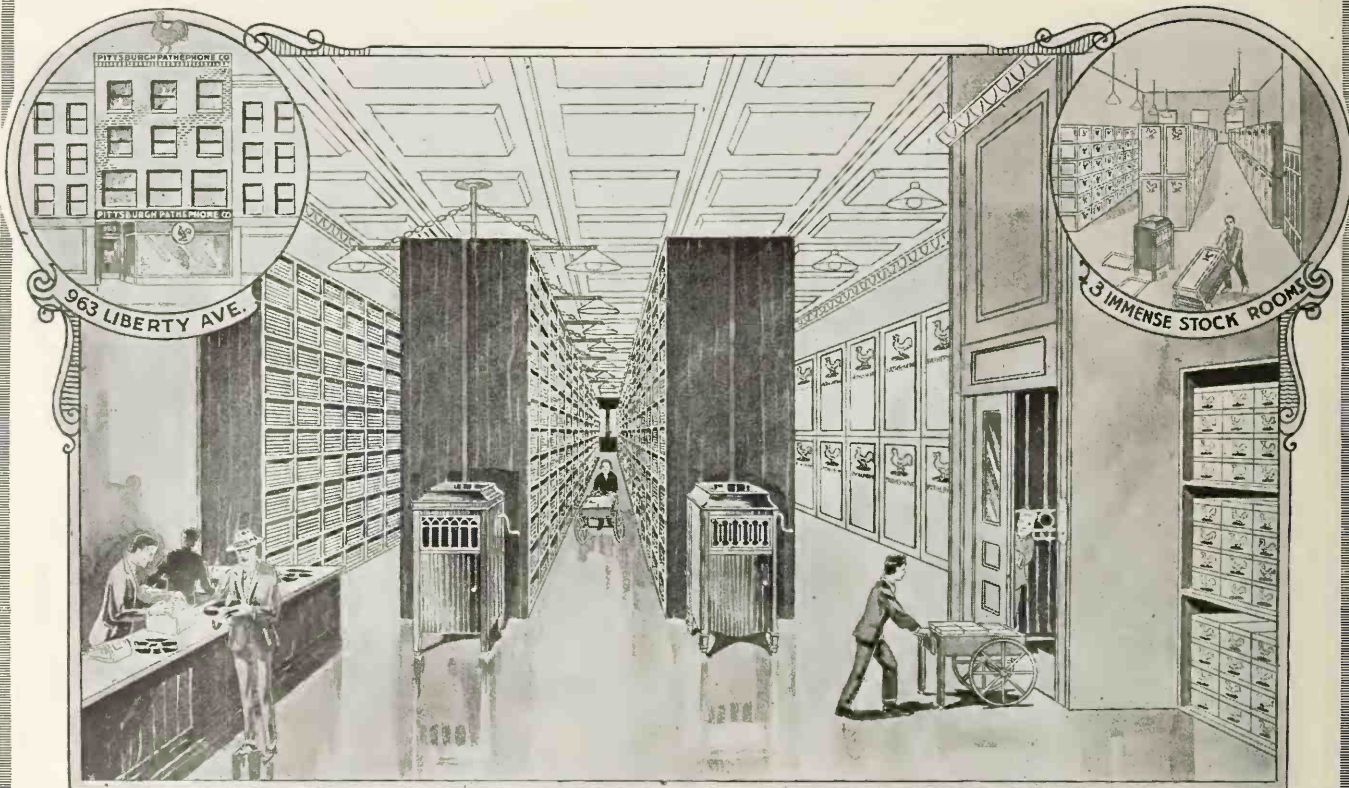
Service that advises you in advance of those Records that will prove the biggest sellers in each month's list—a choice determined by our record committee of twelve people.

Service that furnishes these most popular numbers—and any other Records you want.

Service that embraces painstaking care and utmost dispatch in filling your orders.

Service that has a definite part in building your business through assisting you to better meet the wants of your buying public.

# For America's Greatest PATHE SERVICE—Pathephones and Records Get Hand-in-Hand with the Pittsburgh Pathephone Co.!



## Real Preparedness for Talking Machine and Record Business—

The kind of service you *want*—the kind of service that makes real business and big profits for Pathe dealers.

*Our New 4-Story Exclusive Pathe Building Is Ready For You—*

With every machine when you want it!  
With every record when you want it!

# Pathe



## A Golden Tip!

Tie up with PATHE!  
Tie up with PITTSBURGH PATHEPHONE CO. SERVICE!

Tie up with the machine and records that are quickly and surely getting an unshakable hold on the talking machine business of America!

# PITTSBURGH PATHEPHONE CO.

963 Liberty Avenue

PITTSBURGH, PA.

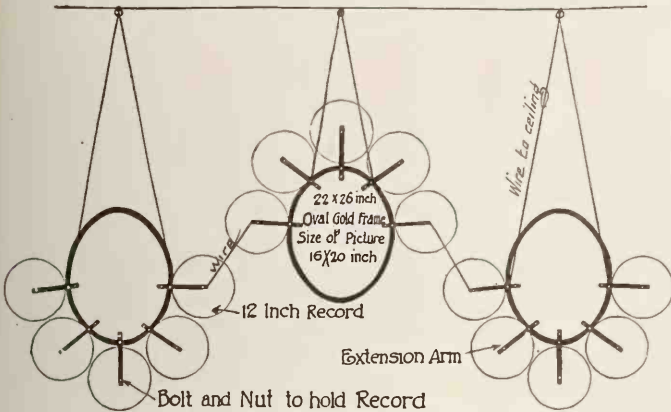
**PATRIOTIC WINDOWS ALL THE VOGUE**  
(Continued from page 95)

mount the grille, the American in the center and the French and English on either side. These were painted in the natural colors, and



Arrangement of Record Labels

surrounded by small frosted electric lamps. The two large circular globes were exact replicas of the ones used in Paris. Back of the middle gate was placed a large American banner, to



Arrangement of Oval Frames for a Background for Patriotic Window

the right a French and the left an English banner. On either side of the foreground were large signs, ornamented with bronze corners and with the heading "Let's have patriotic music in every home." (On these signs are pictures of American soldiers dreaming of "home, sweet home.") These signs read as follows:

"Music is the keynote of patriotism. The charm, the appeal, the inspiration of patriotic music is as necessary to the one who does his bit at home as the music of the military band is to the soldier at the front. The Adam Schaaf player-piano makes it possible for you to have the best in music in your own home. It opens a new world of happiness—it kindles patriotism through the medium of the songs which have become sacred to the nation."

A grand player piano was placed on a platform in the center of the display, three Grafonolas and three Edisons to the right and left. Two oval frames containing pictures of two French "poilus" proudly showing their "Medaille Militaire" and "La Croix d'Honneur." Grouped around these frames were ten patriotic and war songs of our Allies. On each record label was pasted a "cut out" of a girl in her national garb and holding the flag of her nation.

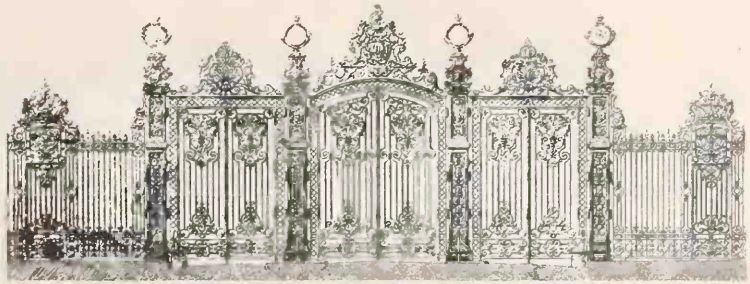
Between the records were arranged American, French, English, Belgian, Italian and other small silk flags of our allies. The most notable features of the display were the five records in the center, each with a white velvet pillow on which rested an exact, but greatly enlarged enameled decoration of honor. The two decorations on the pillows nearest to the oval frames were French and represented "the cross of honor" and "military medal," the two French orders that were pictured on the breasts of the soldiers. With each record was a short description of the importance and significance of each other as follows:

"Cross of the Order of the Legion of Honor, French; much enlarged. Record—'La Marseillaise.' This decoration of the famous French order was created by Napoleon I. It may be conferred for other than military services though the order is essentially military."

"Distinguished Service Order, English; much enlarged. Record—'God Save the King.' This decoration, instituted by Queen Victoria in

1886, is reserved for commissioned officers of the British army and navy who though nominated for the Victoria Cross have failed to receive it."

"The Congressional Medal of Honor, U. S. A.; much enlarged. Record—'The Star-Spangled Banner.' This decoration is to an American military hero what the Victoria Cross is to an Englishman. Entrance Gate to Parc Monceau, Paris, the Background in Adam Schaaf Window the replicas of the decorations of honor absolutely correct in form, scale and color to the most minute detail. I obtained the illustrations and descriptions from an article in Everybody's Magazine under the title of "For Valor" in the Christmas Number, 1914, and had an artist of repute copy and paint them. Some of the other



"Victoria Cross, English; much enlarged. One of the most coveted personal decorations in the world. A bronze Maltese cross one and one-half inches in diameter. In the center the royal crest and below in scroll 'For Valour.' Officers and men are equally eligible to win it."

"The Medaille Militaire, French; much enlarged. This decoration instituted by Napoleon III and more desired by soldiers than the medal of the Legion of Honor, as it is conferred only for military heroism. It is curiously confined to privates, non-commissioned

officers and commanding generals of the army."

It is, however, very important for anyone who intends to use this interesting feature to get



The Legion of Honor



The Victoria Cross

interesting details in this display are not so difficult and can be taken advantage of by almost any dealer without going to a great deal of expense or trouble. Those dealers that follow (Continued on page 100)

**Announcement**

Because of several important improvements which have been made in the Delpheon and because of the persistent increase in the cost of raw material and labor the following retail prices will go into effect

August Fifteenth, 1917

Model "O"	\$100
Model "A"	125
Model "B"	150
Model "C"	175
Model "D"	200

A new cabinet model will be added to retail at a price less than \$100 to keep the line complete.

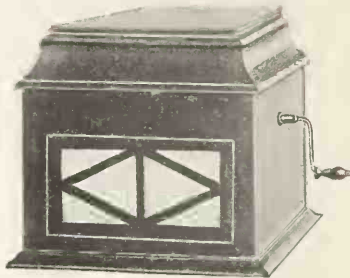
Orders placed now for immediate delivery will be accepted at the present prices.

**The Delpheon Company**

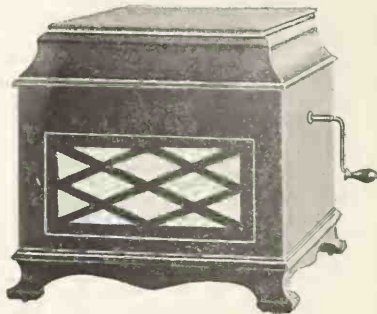
Bay City, Michigan

Ask for list of wholesalers

# The Imperial



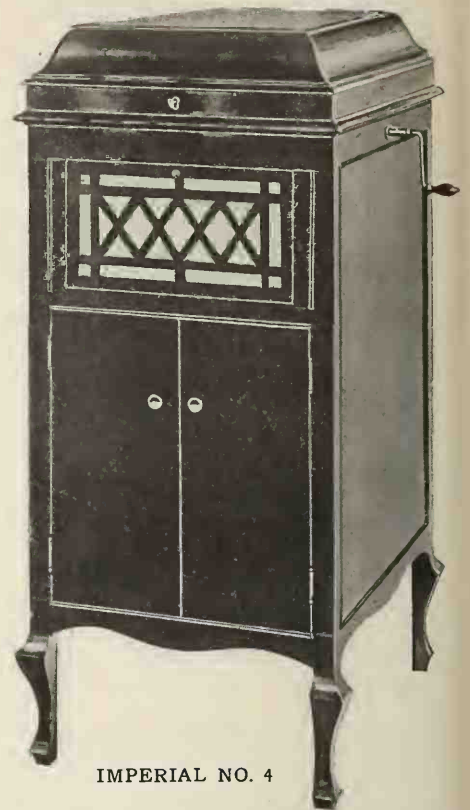
IMPERIAL NO. 1



IMPERIAL NO. 2



IMPERIAL NO. 3



IMPERIAL NO. 4

The IMPERIAL MACHINE is not an "assembled or stencilled" article. Every part of the motor and equipment—no matter how small—is manufactured with greatest accuracy and under competent supervision at our plant in Wilmington, Del.

Every machine has a scientifically constructed Sound Box playing all makes of disc records.

Cabinets are made in all finishes of Mahogany and Quartered Oak.

## SPECIFICATIONS OF IMPERIAL MACHINES

Model	Height	Width	Depth	Motor	Cast Iron Turntable	Finish of Metal Trimmings	Price
No. 1	14½-inch	16-inch	19-inch	Single Spring	10-inch	Nickel Plated	\$25.00
No. 2	16-inch	17½-inch	20¼-inch	Double Spring	10-inch	Nickel Plated	35.00
No. 3	42¾-inch	18¾-inch	20¼-inch	Double Spring	12-inch	Nickel Plated	70.00
No. 4	45-inch	21-inch	24¼-inch	Double Spring	12-inch	Nickel Plated	90.00
No. 5	47¾-inch	22¼-inch	25-inch	Triple Spring	12-inch	Nickel Plated	135.00
No. 6	48-inch	22¾-inch	25¾-inch	Triple Spring	12-inch	Nickel Plated	175.00
<small>Diamond Panelled Mahogany</small> No. 6	48-inch	22¾-inch	25¾-inch	Triple Spring	12-inch	Nickel Plated	190.00

Models Nos. 5 and 6 can be furnished with exposed metal parts and trimmings in heavy gold plating.

# The Imperial

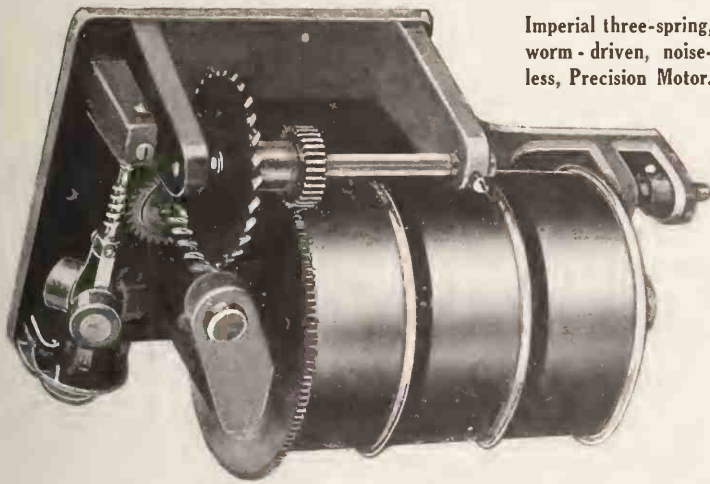


IMPERIAL NO. 5



IMPERIAL NO. 6

Imperial three-spring,  
worm-driven, noise-  
less, Precision Motor.



Particular attention is drawn to our noiseless, worm-driven, precision motors. Imperial No. 1 has the single spring; Imperial Nos. 2 to 4, the double spring and Nos. 5 and 6, the triple spring motor.

Aside from the fact that the IMPERIAL MACHINES offer unprecedented values and thereby afford the dealer exceptional profit possibilities—a further decided advantage is given the Imperial dealer in the splendid list of IMPERIAL RECORDS, to which attractive additions are made every month. Copies of the Imperial catalogue will be mailed upon request.

**LIBERAL DISCOUNTS—WRITE FOR PARTICULARS**

## IMPERIAL TALKING MACHINE CO.

Main Offices and Factory, No. 9 Vandever Avenue, Wilmington, Delaware

Recording Laboratories and Show Rooms:  
35-37 West 31st Street, New York City

Pacific Coast Distributors: STERN TALKING MACHINE CORPN.  
1085 Market Street San Francisco, Cal.

## VAN VEEN "BED-SET" DEMONSTRATION BOOTHS

### COMBINE BEAUTY, EFFICIENCY AND ECONOMY

HERE IS PROOF OF THEIR BEAUTY—THE DEALERS WILL TESTIFY TO THE REST

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**



VAN VEEN INSTALLATION IN WAREROOMS OF L. EPSTEIN & CO., NEW YORK

Write for *YOUR* copy of our new catalog just off the press. It will convince you of the practical value of the Van Veen "Bed-Set" System.

**Arthur L.  
Van Veen & Co.**  
47 W. 34th St.  
NEW YORK

### PATRIOTIC WINDOWS ALL THE VOGUE

(Continued from page 97)

lowed the directions in the March issue of this journal and made the Easter display can use the same three oval frames for a background (see diagram, p. 97). Any newspaper office can supply photos of the three generals—Pershing, Joffre and Haig. Have these photographs enlarged to sixteen by twenty inches, which will cost about 40 cents each. Arrange your five American records on the Pershing frame—French and Italian on Joffre—and English, Canadian and Irish records around General Haig's picture. Procure twelve small silk flags as follows: Four American, two French, one English, one Irish, two Belgian, one Russian and one Italian, and tack the four American on the center frame with Pershing; the English, Irish, Belgian and Italian on Haig's frame and the remaining four flags on Joffre. Get fifteen record rings with the labels of your records and fasten in the regular way and you will have a very timely, interesting and attractive display at the cost of only a few dollars. If you should find it difficult to get the photographs, you might use patriotic posters such as are issued by the talking machine manufacturers, or use the frame for show card work that suits your fancy. Pictures of the three allied generals in poster effect can also be found on front pages in late back numbers of Collier's Weekly, but photographic enlargements are best.

#### Questions and Answers

Ireland Music Co., Iowa.—The best book on window trimming, "The Art of Decorating Show Windows and Interiors," 410 pages, 618 illustrations. Price \$3.50. The Merchants Record Co., 413 South Dearborn street, Chicago.

Thos. Goggan & Bros., San Antonio, Tex.—Information in regard to black and white display will be sent by mail in a few days.

#### A THRIVING ROCKFORD DEALER

ROCKFORD, ILL., July 7.—The Paulding Co., which opened here almost a month ago, is rapidly becoming one of the most prominent retail talking machine houses in Rockford. The store, which is located at 312 South Main street, is under the direction of George Paulding, who is a man of long standing in the music trade. The company is handling the complete Brunswick line, a full stock of Pathé records and plans to handle the Stewart line of phonographs and expects a big business when the first of the military training camps open in Rockford soon.

### NEW RECORDING LABORATORIES

Starr Piano Co. Leases New Quarters at 9-11 East Thirty-seventh Street, New York, and Signs Up Some New Record Artists

The Starr Piano Co. has leased new and larger quarters for its recording laboratories at 9-11 East Thirty-seventh street, New York, and will be settled in the new premises and ready for operation about August 1. The company announces that Helen Ware, the eminent violinist, and Frederic Martin, the noted basso, have been signed up to make Starr records, and the first of their records will appear shortly. The recordings of Arthur Hall and Geo. Baird are becoming increasingly popular, as are the patriotic recordings of Chas. Clark. Among the band records featured by the Starr Co. are those of the Kismet Temple Band, the Starr Military Band and the Starr Concert Band. The plant in Richmond, Ind., is working to capacity.

### EMERSON LABORATORY COMPLETED

The Emerson Phonograph Co., New York, has announced that its new laboratory in New York City is completed and in operation. Increased facilities will enable the company to turn out matrices sufficient to materially increase its production of records as soon as the fall season opens. The new pressing plant which is being erected by the company having a contract with the Emerson Co. is well under way. This new plant will have an output of 200,000 25-cent records per day.

The firm of Delaplain & Huffman has been organized in Marion, Kan., for the purpose of handling a full line of Victor talking machines.

The N. T. Manufacturing Co., formerly known as the Universal Woodworking Co., has secured a factory on Short Remsen street, Cohoes, N. Y., where it will make talking machine cabinets.

## Big Money-Making Proposition

WRITE TO-DAY FOR IT

Dealers Make Money

Because we give most liberal discounts

# STRADIVARA

"KNOWN FOR TONE"

We actually create sales for dealers through regular newspaper advertising right in the dealer's territory. Remember any talking machine will sell during the holiday season, but for the dealer who wants to sell in all FOUR SEASONS we recommend—

# STRADIVARA

"KNOWN FOR TONE"

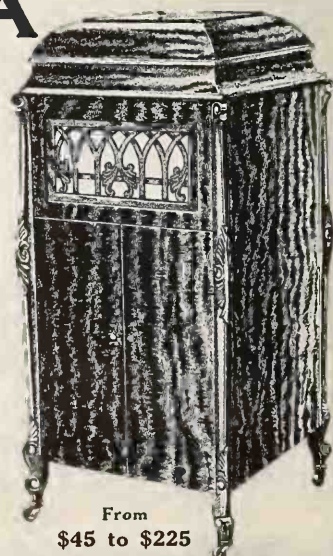
Is made complete in ONE FACTORY.  
Not assembled in furniture factories.

Send for Catalog

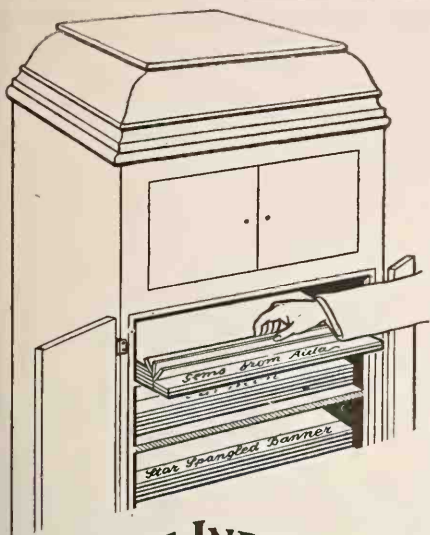
The tone of the NEW 20th CENTURY MUSIC MASTER reflects the genius of the world's greatest violin maker, being the only phonograph in the world that contains a regular spruce sound board like the piano and violin. It's the finest natural tone talking machine money can buy. Plays all makes of records.

SCHILLING PIANO CO.

Wholesale Distributors  
112 West 23d Street, New York



From  
\$45 to \$225



**"THE INDEX"**

**PHONO RECORD HOLDERS**

provide the greatest possible protection and convenience in handling records. We make two kinds:—One put up for retailing and another for dealers' stock. Write us today.

**INDEX PHONO RECORD FILE CO.**  
14-16 WOOSTER STREET NEW YORK

**COLUMBIA MID-MONTH LIST**

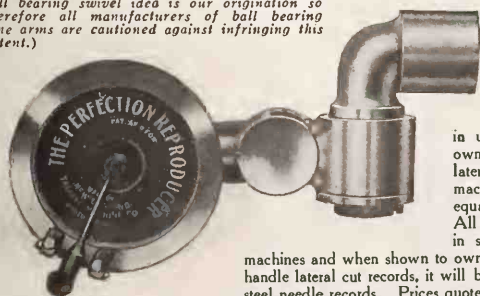
Of Records Will Make Its Debut on August 10—Embodied in Regular List Later

The Columbia Graphophone Co. has just advised its dealers of the issuance of its first mid-month list, which will be published on August 10. On that date the company will place on sale eight records which include popular hits that Columbia dealers can exploit to excellent advantage. This mid-month list will be issued regularly and the Columbia Co. advises its dealers that it is inaugurating this new idea in order to enable them to get more business from the tenth to the twentieth of each month—the ten dullest record days of the month.

**HOW BEST TO STUDY FRENCH**

The Cortina Military Phone-Method has come into much popularity. This is a timely adaptation of the Cortina method of studying languages and a set of twenty records, together with a military manual and French language book enables those soldiers who are shortly to go "somewhere in France" to rapidly acquire the necessary parts of the French language. The manual is written by Jean A. Picard, a veteran of the Marne, and contains a foreword by Major-General Leonard Wood. The Cortina Academy of Languages is planning to shortly publish a series of military literature.

(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.

**NEW ENGLAND TALKING MACHINE CO.**  
16 BEACH STREET BOSTON, MASS.

**ATTRACTIVE VICTOR CARDS**

For Window or Store Display Purposes Just Issued Bearing on Victor Products

The Victor Talking Machine Co. has sent out to its dealers a very attractive display card featuring the Victor Tungs-tone Stylus. This card reproduces one of the packages which will sell at 10 cents and calls attention to the fact that these needles will play from 100 to 300 records without changing.

The text on these cards also tells the buyer how to use the needles, emphasizing the fact that the sound box should be carefully lowered and the stylus or needle placed upon the smooth outside rim of the record and gently pushed into the record groove.

Accompanying these cards was a third window display card reproducing two of the awards which the Victor Co. received for its exhibit at the Panama-Pacific Exposition in San Francisco.

The following letter notified the dealers of the purport of these three cards:

"The public forgets over night, and consequently it is our business and the business of every Victor dealer to see to it that the public is given no chance to forget. A year's experience with the Tungs-tone Stylus has abundantly justified the claims made for it. It has shown conclusively that the original claims were too conservative. We are also reaching the point where we come nearer to supplying the demand and consequently we have prepared and are sending you herewith, a display card which will enable you personally to call the attention of your customers to the Tungs-tone stylus. Another important matter is the question of awards at the Panama-Pacific Exposition in San Francisco. We are enclosing two smaller display cards on this subject, which provide authoritative information, and should be displayed in record booths or wherever else due publicity can be secured for them, in order that there shall be no confusion in the public, nor in the mind of any Victor dealer."

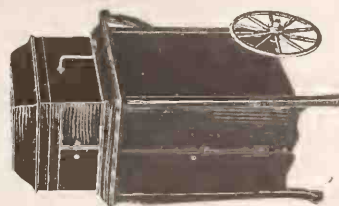
**SINGS FOR GEN. PERSHING IN PARIS**

On the occasion of General Pershing's attendance at the performance at the Paris Opera Comique, Mme. Martha Chenal, one of the many famous artists recording for the Pathé Frères Phonograph Co., sang the "Marseillaise" accompanied by a chorus of soldiers and sailors. Mme. Chenal has also recorded this selection for the Pathé Co. and Pathé dealers have reported a continued demand for this record, which is a splendid reproduction of Mme. Chenal's beautiful voice.

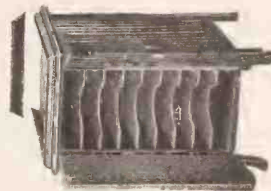
**INCORPORATED**

National Vitaphone Corp. was incorporated in Delaware last week to manufacture, sell and deal in talking machines of all kinds with capital of \$2,000,000; Lewis Shuldenfrei, R. Rudolph, W. Metcalf, the incorporators, are all of New York.

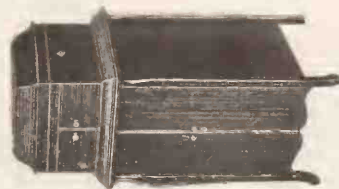
Our new model "PERFECTION" BALL BEARING TONE ARM AND REPRODUCER, No. 4, has proven to be a phenomenal success as more than half of the Edison dealers in the country and many who sell other makes of machines as well are promoting the exclusive sale of this newly improved accessory. Almost 25,000 sets 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 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.



909 Matches New Victrola IX  
910. Plain Top 19 1/2 x 23 inches  
All Machines



809 Showing Interior Shelf Construction  
Nickel-Plated Trimmings.



809 Matches New Victrola IX  
800. Plain Top 19 1/2 x 23 inches  
All Machines

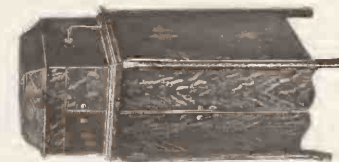
**SCHLOSS BROS.**

637-645 West 55th St., New York

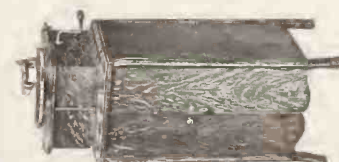
Telephone Columbus 7947



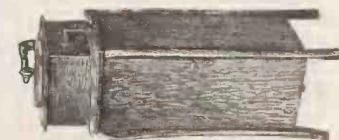
702 Matches New Victrola IX  
701. Matches Old Victrola IX  
703. Matches Columbia Favorite



508 Matches Victrola VIII  
507. Matches Columbia 35



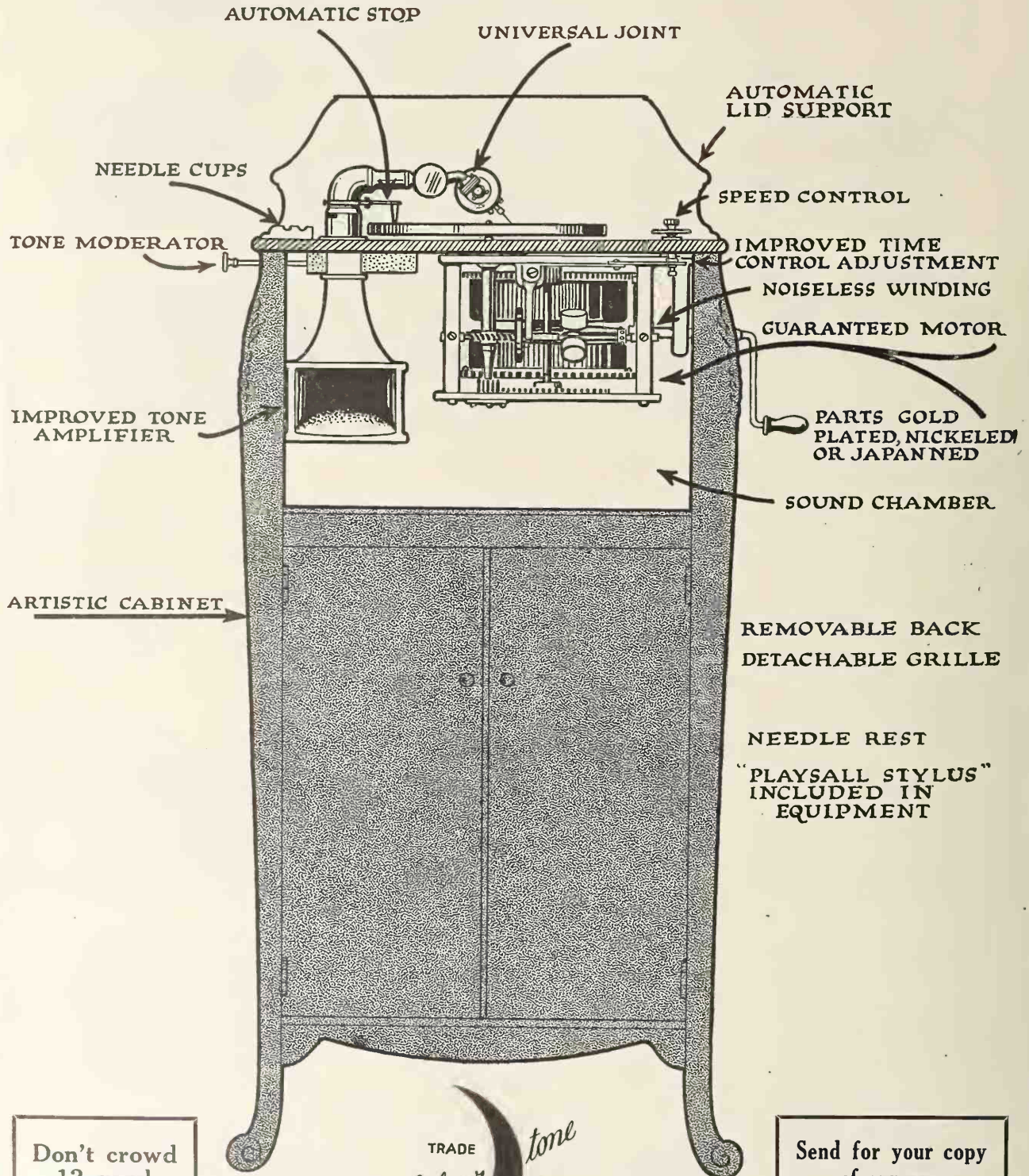
504 Matches Victrola IV  
502. Matches Columbia 15



506 Matches Victrola VI  
505. Matches Columbia 25

Be Sure to Get a "Cabinetmatch" When Buying Cabinets. Finish and Construction Guaranteed. Mahogany Golden, Fumed, Weathered Oak, and Special Finishes. Lock and Key. Casters Extra.

# "OUT IN THE OPEN — NOTHING TO HIDE"



Don't crowd  
12 good  
months  
into one.

Write for  
profitable  
exclusive  
agency  
proposition.



Every  
**CRESCENT  
SILVERTONE  
PHONOGRAPH**  
PLAYS ALL RECORDS

Send for your copy  
of our new  
**1918**  
catalog---now ready

**CRESCENT TALKING  
MACHINE CO., Inc.**  
Mfrs. of the  
*Famous Silvertone Line*  
109 Reade St., New York



## OPTIMISM REIGNS SUPREME IN THE BALTIMORE TRADE

Leading Dealers Ordering Early, Anticipating an Active Fall—Why Manager Heath of Columbia Co. Feels Buoyant Over Outlook—New Pathé Representatives—News of the Month

BALTIMORE, Md., July 7.—Satisfaction is written on the faces of practically all of the talking machine dealers of the city and the distributors especially are either reporting good business or are optimistic enough to show reasons why this is going to be a big season with all of them.

The situation with the small dealers varies. Some refuse to lay in the advance stock at this season of the year as they did last year, but have orders in for late delivery—about August 1. Others are taking in just as much stock as they can carry.

Business in records has been simply wonderful all around. This is very satisfactory to all of the trade in view of their being able to have the stock of records that permit of big sales.

Collections were also very good throughout the month. They showed very well in quarters where they have usually been off. All dealers are ahead of last year's business for the first six months of the year with prospects for a greater business than ever before. Both machines and records are now coming in pretty good shape to the distributors and branches, making it more convenient to do big business.

Of all the distributors in the city none is more optimistic than A. J. Heath, manager of the Columbia Graphophone Co. In fact, Mr. Heath always is optimistic, but has never been more so than he is to-day. Business for the month of June bore out Mr. Heath's broadness of vision, for it was a record business for the month. "We did a record month's business in June," said Mr. Heath. "It far exceeded my expectation as well as the quota set for the month by W. L. Eckhardt, our district representative. Business was so good that I called in all of the road men to be on hand on the closing day of the month and it was a happy gathering. P. W. Peck, C. S. Keyes, and O. F. Jester all did remarkable work on the road.

"When the month opened I had been able to get so much stock here that I wondered how I would be able to get rid of it. The first week of the month did not open up strong, but by the time the middle of the month rolled around business was going forward by leaps and bounds and we are now cleaned out."

Eddie Rosenstajn for the National Piano Co., Pathé distributors, reports good business in both records and machines for the month. W. E. C. Collins, who is traveling North and South Carolina for the company, is sending in good orders for Pathé goods. Meyer-Trachtman Co., Inc., Norfolk, and William Judd, Luray, Va., are the latest firms to take on the Pathé line. Jesse Rosenstajn, head of the firm, made several out-of-town trips during the week.

W. C. Roberts, manager for E. F. Droop & Sons Co., Inc., Victor distributors, reports business just about breaking even on the month, but has a real good argument to show conditions.

"We had plenty of opportunity to do more business than we did last month, but we are demanding that dealers buy records in proportion to the amount of machines they order. It is useless for us to let them have machines without records when we have a big lot of orders ready for shipment August 1. Many of our dealers did not buy as heavily in June as they have in past years and their orders, which are coming in almost daily, are dated ahead. We know that the business is going to be good the latter part of the year and we are not forcing out machines in some quarters when we will be able to sell all the machines our quota permits to dealers who will take their full quota of records. We find that this is a better way of handling the business and forces the small dealer to continue to force the sale of machines and not lay back on record business, as many of them do." Mr. Roberts will go to Atlantic City at the close of the week to attend the Talking Machine Jobbers' Convention. Morris Kirsch is traveling for the Droop firm. Mr.

Roberts made several trips to the Victor factory during the month. He reports a number of sales of Victrolas to various vessels in the navy. The smallest machine bought has been a number nine model.

W. A. Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., Victor distributors, reports wholesale business ahead of last June and retail business just about equaling the business for the past year. Mr. Eisenbrandt says one of the best signs of real business is that purchasers are looking for high grade goods.

Cohen & Hughes, Victor distributors, have just opened up their new warehouse on Saratoga street, which will be devoted in the main to handling the wholesale Victor business. Mr. Cohen made several visits to the Victor factory during the month and will also attend the Atlantic City convention next week.

A visit to the various department and small stores handling talking machines shows that business is going along very well with them.

The record business especially is what is bringing them such good returns.

H. T. Kennedy, manager for Wm. Knabe & Co.'s Victor department, returned from his vacation last week. He says business for the six months is way ahead of last year.

S. Clifford Cook, who was in charge of the Columbia's offices here for several years previous to becoming traveling auditor for the company, has become assistant manager of the Baltimore branch.

I. Son Cohen, proprietor of Cohen & Hughes, Victor distributors, in this city, has rented a cottage for the season at Atlantic City. This was particularly convenient when the convention of the National Association of Talking Machine Jobbers met in Atlantic City on July 9, 10 and 11. Mr. Cohen, previous to the convention, generously invited "all the boys that were unable to secure accommodations to apply at 5 North Plaze place."

A business man of modern times must make advances to get new business and at the same time must be doing something to hold his old business.

## How to Meet Low-Price Competition

The tremendous competition of the many manufacturers who have entered the talking machine business with low-priced cabinet machines will be seriously felt by Victor dealers—especially this fall. There's one sound way to meet it and BEAT it. Offer a COMBINATION OUTFIT of a GENUINE Victrola and a

**Lundstrom**  
**CONVERTO**  
PATENT APPLIED FOR

## Talking Machine Cabinet



Your customer then has a real reliable machine of well known make, and all the advantages of an attractive, beautifully finished cabinet with cover, record compartment, etc.—AT A COMBINED PRICE AS LOW AS THE UNKNOWN CHEAP MACHINES.

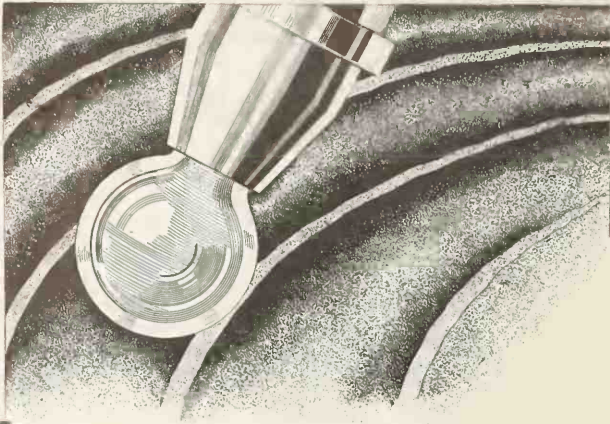
Made in two sizes to convert the \$15.00 and \$25.00 Victrolas into large enclosed cabinet types. Front doors of machine open outward through the two upper doors of the cabinet, forming a continuation of the horn, which improves the sound. Handle of machine passes through cabinet with extension which we provide.

Sells at good profit to present owners of small machines and to those wishing an inexpensive cabinet machine. A great success wherever handled.

ORDER EARLY. Write for full particulars and prices AT ONCE.

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

Branch Office: Flatiron Bldg., New York City



**The Sapphire Ball on the**

*Pathe*

**cannot scratch the record**

The Pathe Sapphire Ball is a smooth, ball shaped, genuine sapphire used in place of a metal needle. Single Pathe records have been played a thousand times without wearing out either the record or sapphire.

The Pathe Sapphire Ball, because it fits the grooves in the records closely at all points of contact, brings out all music from the records. Even the softest, most delicate tone shadings are faithfully reproduced.

With the Pathe Sapphire Ball, records can be played out of doors in the dark with no danger of marring or scratching the records.

The Pathe Sapphire Ball is permanent. You are not changing needles every time you play a record.

The Pathe Sapphire Ball is only one of the many distinctive features of the Pathe Pathephone and which make it an easy selling proposition for dealers.

**Pathe Pathephones from \$25.00 to \$225.00**

*Every model equipped to play all makes of disc records. Profitable and choice agencies in our territory still open. Write us at once as our representatives are closing up open territory every day.*

*"Full stock of machines and records always on hand"*

**G. SOMMERS & CO.**

*Pathephone Distributors*

ST. PAUL

MINNESOTA

**INTERESTING UNICO SYSTEM EXHIBIT**

The Unit Construction Co. Shows Complete Model Talking Machine Department at Hotel Traymore—Demonstrates Approaching Trade Activity During the Jobbers' Convention

A very interesting feature in connection with the convention of the National Association of Talking Machine Jobbers at Atlantic City was the model Unico shop displayed by the Unit Construction Co., of Philadelphia.

benefit of themselves and their dealers the most advanced ideas as to the equipment of departments along the lines of maximum efficiency.

The model shop was harmoniously furnished and equipped with lighting system and complete in every detail as will be seen from the illustration.

Still another feature of educational value in connection with this display was the exhibition on roll curtains of the plans and arrangement of a large number of very extensive talking machine departments, orders for the installation of which, after the entry of this country into the world war, were placed with the Unit Construction Co. The Unit Co. was by this means enabled to demonstrate to the National Association that, following the example of Eng-

land, Canada and France, the talking machine dealers in this country are busily preparing to take advantage of the wave of unprecedented prosperity and active demand which is already in motion and gaining impetus daily in all sections of the country.

**NOW GENERAL SALES MANAGER**

Dr. Rowland E. Faldl Assumes This Post with the Crescent Talking Machine Co.—To Visit Crescent Dealers Throughout the Country

Dr. Rowland E. Faldl, who has been connected for some little time with the Crescent Talking Machine Co., Inc., as the head of their accessories and equipment department, has been appointed general sales manager of the company. He will retain the active management of this department along with his new duties.

One of Dr. Faldl's first efforts in his new office will be to become personally acquainted with the Crescent dealers and prospective dealers throughout the country. Within a day or so he will leave for a lengthy trip embracing the West and Middle West territory, making stops at several of the large cities in each State. He will make his headquarters at one of the hotels in these cities, where he will have on display the new 1918 model Crescent machine, and will welcome the trade. The trade in the territory adjacent to the various stops will be advised of his coming both by mail and local newspaper advertising. His line will cover both the accessories and machines. In this manner Dr. Faldl practically plans to bring a convention to the dealer in his own locality.

The Crescent Talking Machine Co., in anticipation of the trip and simultaneously with the announcement of their 1918 model, have published their 1918 catalogue.

The Indiana Auto Supply Co. is moving into new quarters at Monroe street and Lincoln way, La Porte, Ind., where they will handle an exclusive agency for the Columbia Grafonola.



Unico System Displayed at the Traymore During the Jobbers' Convention

ciation of Talking Machine Jobbers at Atlantic City was the model Unico shop displayed by the Unit Construction Co., of Philadelphia.

Completely equipped with demonstrating rooms, record racks, record counters, display lobby illustrating ten standard and special period designs and a great variety of finishes, the jobbers were given opportunity to secure for the

tion on roll curtains of the plans and arrangement of a large number of very extensive talking machine departments, orders for the installation of which, after the entry of this country into the world war, were placed with the Unit Construction Co. The Unit Co. was by this means enabled to demonstrate to the National Association that, following the example of Eng-

# CALL ON US FIRST

For All Parts in the Phonograph Line—And Deal Direct with the Manufacturer

*Now is the time to place your order for the Fall Season*

**New Double Spring Motor**

**WE MANUFACTURE—**

**Hardware for Phonograph Cabinets**

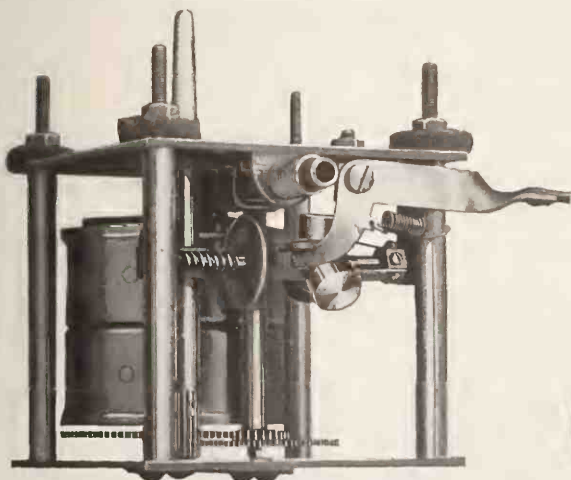
Universal Tone Arms, Lid Supports, Needle Cups, Hinges and Tone Arm Rests.

**Experimental Work—**

Tools, Dies, etc.

**Repair Parts for All Standard Motors**

Main Springs in Different Sizes, Governor Springs, Governor Screws, Brakes, etc.



Double Spring worm driven motor, dial, speed regulator, 12 inch turntable. Plays four to five 10 in. records with one winding. At a very popular price. Ask for quantity prices. Sample price \$3.75. All orders must be accompanied by check or money order.



No. 50 (closed)  
\$25.00 a thousand



No. 50 (open)  
\$17.50 a thousand



Tone Arm Rests  
\$25.00 a thousand  
with green felt cushions

Agents wanted for special districts in the U. S., Canada and South America. References required.

**PHONOGRAPH SPECIALTIES MFG. CO., 118-126 WALKER STREET NEW YORK**

# Let us show you why the MOZART line of machines and records has sales possibilities for the dealer



Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. July supplement ready to be mailed.



**PLAY WITH MOZART JEWEL BALL NEEDLE**

**Mozart**  
ST. LOUIS, MO.

5401A. Price, 75c

I Was Never Nearer Heaven in My Life  
(Clarke-Snyder  
O. J. McCormack. Orchestra  
Accompaniment)

**THE MOZART TALKING MACHINE CO.**

**STYLE A**  
"Mozart Special"

Oak or Mahogany Finish

**DIMENSIONS**

Height .....	45 1/4 inches
Width .....	17 inches
Depth .....	21 inches

Retail Price, \$55.00

**STYLE C**  
"Mozart De Luxe"

Oak or Mahogany Finish

**DIMENSIONS**

Height .....	47 inches
Width .....	23 inches
Depth .....	24 inches

Retail Price, \$100.00

*New Records  
Issued Monthly*



**STYLE B**  
"Mozart De Luxe"

Oak or Mahogany Finish

**DIMENSIONS**

Height .....	47 inches
Width .....	23 inches
Depth .....	24 inches

Retail Price, \$100.00

## The Mozart dealer can meet all competition successfully

We furnish our dealers with a complete line of machines, retailing from \$15 to \$100. Every machine plays all makes of records and is a leader in its field.

We have just made arrangements to enlarge our output in every direction and can assure our trade prompt and efficient service.

Let us give you an idea of the plant and organization behind the Mozart line.

*Write today for dealer proposition*

## The Mozart Talking Machine Co.

J. P. FITZGERALD, President

2608 to 2618 N. 15th Street

ST. LOUIS, MO.

## SOME GOOD ADVICE ON HOW TO WRITE AN ADVERTISEMENT

Valuable Information on That Most Important Subject—Individuality One of the Most Desirable Features—Getting the Dealers Interested From the Start—About Prospects

"How to Write an Advertisement" is the title of one of the most interesting and instructive sections in the valuable publication issued by the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, entitled "Merchandising Helps for Victor Dealers." This section, which is well worth the attention of dealers everywhere, reads as follows:

We have enumerated before certain dealer helps that will enable you to make good use of your mailing list, but don't be content with the advertising matter you can buy ready-made. Get out a piece of advertising matter of your own occasionally, and when you come to write it (if you are not accustomed to writing advertising matter) forget that what you write is going to be read by a lot of different people, and write as you would talk if you had just one man or woman in front of you.

Don't start off by saying "We beg to announce"—that style of beginning an advertisement went into the discard years ago. Don't say: "We want to call your attention, etc." The way to get the reader's attention is to tell him something interesting right at the start.

A successful advertising man once said that nearly every piece of advertising matter that had come to his attention could be improved by cutting out the first paragraph. Even experienced writers find difficulty in getting right into the heart of their subject without leading up to what they really have to say. After you have written your copy read over carefully the first paragraph or two and if you find you have taken a running start before you jumped, cut out the start and jump right into your subject in the first sentence.

Whenever you can cut out a "we" or an "I" do it, and substitute a "you." Don't say: "We want you to hear these new records." Say: "You will enjoy hearing these new records." Forget what you want and think of what the person you are writing to is most likely to want.

Every man is the hub of his own universe. You are interested in your affairs and your prospective customer is interested in his affairs. He isn't going to buy a Victrola because you want him to. When he buys it will be to gratify himself, not the dealer who sells him the machine. So keep yourself and what would gratify you in the background when you write an advertisement and try to see your proposition from the point of view of the buyer.

Every Victrola sold means profit to the dealer and pleasure to the customer. Put the emphasis on "pleasure" which is what your customer wants, and the profit, which is what you want, will take care of itself.

Make it a point every day to dictate half a dozen letters, typewritten and signed with pen and ink, to people who ought to own a Victrola. This is like buying a Victrola on instalments—it's so easy you don't feel it—and yet six letters a day mean that you will reach more than 150 people a month. Don't take these names from your regular mailing list, but pick them out of the daily paper, the society column, the local political news, the announcements of engagements, weddings, wedding anniversaries and birthdays. When some of the people you have written to respond put their names on your regular mailing list and keep after them—they are interested, it is only a question of time before they buy.

In soliciting business from people about to be married don't begin by congratulating the prospective bride or groom and then lug in a paragraph suggesting that they install a Victrola in their new home "to wile away the

long, tedious evenings." The happy couple do not anticipate that time will hang heavy on their hands, and unless you are a friend of the family (in which case they will expect you to make them a present of a Victrola) they are apt to resent as an impertinence a business letter that masquerades as a letter of congratulation.

People about to set up housekeeping are, of course, good prospects for you. Families with sons and daughters old enough to enjoy music and dancing are good prospects, and a Victrola makes a fine birthday present. Don't overlook these possible customers, but on the other hand, in soliciting their business, don't thrust yourself into the family circle, so to speak, and kiss the bride and congratulate little Mary on her birthday.

### ROBERT SOUDERS IN NEW POST

Now Has Charge of Phonograph Department of the Minneapolis Drug Co., Which Is Handling the Sonora Line With Considerable Success

MINNEAPOLIS, MINN., July 10.—Robert Souders, who for the past year and a half has been manager of the Minneapolis branch of the Columbia Graphophone Co., is now connected



Robert Souders

with the Minneapolis Drug Co., who have recently been appointed Sonora distributors in the States of Minnesota, North Dakota, South Dakota, Western Wisconsin, and Northern Iowa.

Mr. Souders' talking machine experience dates back to 1898, at which time he entered the service of the Columbia Co. in St. Louis, and also represented them in Berlin and Dallas previous to coming to the Northwest.

The many inquiries regarding the Sonora line in this territory, coupled with the high standing of the Minneapolis Drug Co.'s sales organiza-

tion, which has already made a considerable start in the phonograph world, decided Mr. Souders in casting his lot with the Sonora Co.

As a rule in cases of this sort it is best not to write a letter at all. Keep a supply of neat, gilt-edged cards in your desk, without any printing on them whatever, and use these for brides and birthdays. On the card to the bride write: "The Bridal March from Lobengrin and Mendelssohn's Wedding March are both on the same Victor record—No. 55048." On the card to little Mary's mother write: "A birthday suggestion—Why not a Victrola?"

Don't sign the cards. Clip them to the outside cover of a catalog of Victor Records (not a catalog of Victor machines), mail the books in plain white envelopes sealed, and pay letter postage on them. Don't begrudge the postage and don't worry because your name appears nowhere but on the cover of the catalog. An advertisement usually talks shop, has the advertiser's name in big type at the bottom and travels by the Open Envelope and Penny Stamp Line. But sometimes it pays to advertise in an unusual way.

### TRADE PREPARING FOR BUSY FALL

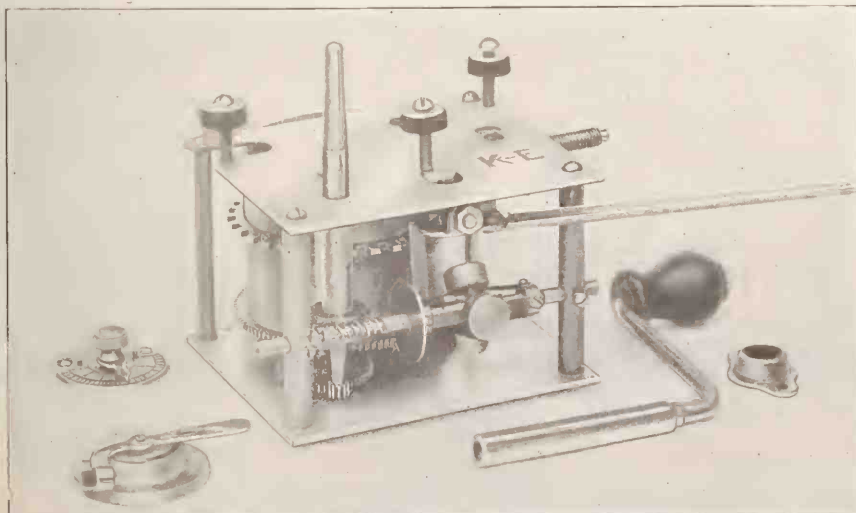
Fact Indicated by the Orders Being Placed by Dealers for the Re-Pla-Stop—Device Proving Popular With Trade Generally

CINCINNATI, O., July 9.—The Re-Pla-Stop Co. has made a big hit with the automatic stop and replaying device which it recently placed upon the market and orders are coming in, according to officers of the company, from all parts of the United States.

In speaking of the reception that this comparatively new accessory has met with, A. D. Blanton, an official of the Re-Pla-Stop Co., says: "Evidently the trade is preparing for a big fall for we have had orders from dealers, jobbers and manufacturers ranging from a half-dozen stops to several gross from all parts of the country. Manufacturers have sent us tone arms of their machines and we are equipping them with our device and returning the combination for their complete test. In the past there has evidently been a number of devices such as ours that were not satisfactory, for we meet with a great many inquiries concerning the durability of our product. However, we are meeting this situation with the utmost confidence, for we experimented before putting our machine on the market for use and know that we have reduced it down to a very fine point. We are planning some national advertising that will bring dealers business on our device and we are asking our friends to place their orders early so that the factory may not have to submit to any last minute pressure. Inquiries will be referred to our dealers in their respective territories and as we are guaranteeing our product there is every reason for us to expect that we will be represented in almost every community before very long."



# PHONOGRAPH MOTORS



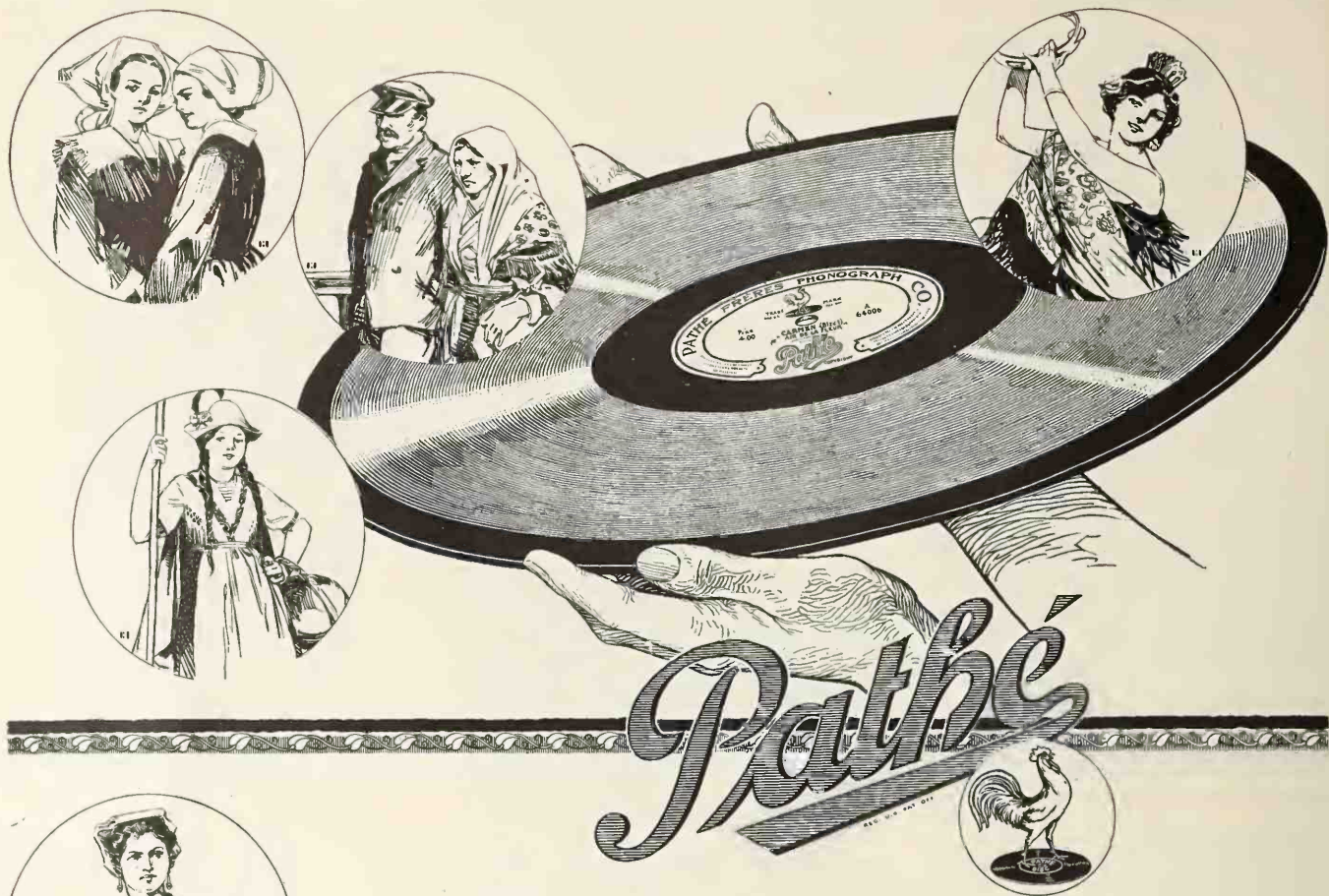
### K-E Style D Motor Specifications

Plays three 10" or two 12" standard records. Double spring, worm gear, silent, strongly built, sensitive graduated dial regulator; brake, heavy crank handle with thread socket, fibre bearing es-cutcheon, 12" pressed steel turntable. All exposed parts highly polished.

We also manufacture Automatic Stops, Fibre Needle Cutters and Record Cleaners

**Kirkman Engineering Corp.**

Successors to the Standard Gramophone Appliance Co.  
237 Lafayette Street, NEW YORK CITY



## Let Us Help You Keep in Touch With Your Foreign Customers

**P**ATHÉ European and American Double Disc Records contain the best selections of foreign music in the world. Folk songs, folk dance music, all the heart songs of the old world. Recorded in Europe by Europeans, who have the feeling in their blood. Records like these will build up a big following for you among the foreigners in your community who have been wanting for a long time to hear the music of their fatherland.

You can call on us for anything in the Pathé catalog and supplements. Pathé Frères keep our stocks new by weekly carload shipments from the factory. We keep *your* stocks new by seeing that you get your records *when you need them*.

Pathé Frères are going to advertise

FRENCH	ITALIAN	SPANISH
POLISH	GERMAN	HEBREW

records in a big way. It's up to you to cash in on the demand that's coming. If you are not yet a Pathé Dealer, let us tell you concretely and specifically how our service can mean bigger profits for you.

Pathé dealer or not, write us for details today.

### Williams, Davis, Brooks & Hinchman Sons

Detroit, Michigan

Distributors

Pathéphones, Pathé European and American Double-Disc Records

**TRADE CONDITIONS IN LOS ANGELES**

**Business of More Than Average Activity—Shipments Delayed Owing to Freight Congestion**

LOS ANGELES, CAL., July 6.—Summer has finally arrived if the hot weather is any indication. Business has kept up to the standard in spite of the heat which has driven thousands of people to the beaches, still the shortage on machines and records continues in spite of the fact that we are approaching the so-called off season in the talking machine industry.

Every industry seems at the present time to be making a mad scramble for freight cars and even when you get anything started it is liable to be stopped somewhere in transit, unloaded and the car taken for something else. That is where the extreme West gets the worst of it, being so far from the base of supplies.

Everything looks as if this will be the biggest year for us yet and a great many of the merchants are already placing their fall and Christmas orders.

J. W. Boothe, manager of the talking machine department for Barker Bros., has just returned from an extended visit to the East. While there he made visits to both the Victor and Columbia factories. Mr. Boothe leaves this week by auto for the Yosemite, where he intends to remain for about three weeks.

The Curtis-Colyear Furniture Co., local jobbers for the Pathephone, are doing a nice business now and are establishing new agencies all over Southern California.

Harvey Lindsay, manager for the Wiley B. Allen Music Co., is leaving soon for a two weeks' stay in the Yosemite.

The Taft Furniture & Hardware Co., of Taft, Cal., has just taken the agency for the Edison Diamond Disc phonographs and records. The Diamond Disc Distributing Co., of this city, expects big results from the Taft dealers as they have the largest store in the valley and do a large volume of business.

Ed. Willow, proprietor of the Willow Furniture Co., Bakersfield, Cal., has been visiting in Los Angeles for the last week.

The Crystola Co., Cincinnati, O., has been incorporated with a capital stock of \$50,000 to manufacture musical instruments. The incorporators are Alfred J. Swing, J. P. Peurrund, O. E. Schulte, C. W. Miles and W. M. Doughman.

**How To Help the Sale of Records During the Summer**

**WHEN** people go away to the country or on short trips they usually do not take their phonographs along, because even the smallest type of table machine has to be packed, the records have to be packed with it or separately, packages have to be drayed, checked or expressed, they may be delayed, mislaid, damaged. Record business consequently is slow in summer.

The Melophone Portable Phonograph is so easy to carry, so small, but  $13\frac{1}{4} \times 14\frac{7}{8} \times 7\frac{3}{4}$  in., so light, but about 14 lbs., so compact, one can carry about 22 records right in it, so well made and equipped, so beautifully toned that it is bound to become the instrument of the vacationist, of the out-door man, etc., as it now is of the soldier. Handling it is profitable business. Inquire

**MELOPHONE TALKING MACHINE CO.**

380 Lafayette Street, NEW YORK

1216 Heyworth Building, CHICAGO



**SECURE EXCLUSIVE SELLING AGENCY**

The Mutual Talking Machine Co. Becomes the Exclusive Selling Agent for the Wooden Tone Arm Made by the Manhattan Phono Parts Co.

The Mutual Talking Machine Co., New York, has closed a contract with the Manhattan Phono Parts Co. whereby it will be the exclusive selling agent for the latter company's wooden tone arm. This tone arm was introduced to the trade a few months ago, but during the past few weeks it has been undergoing severe tests and now embodies radical improvements which add materially to its merits.

The Mutual Talking Machine Co. will concentrate its activities with this tone arm in the development of trade with the manufacturers of high class machines, particularly models re-

tailoring at \$150 and upwards. No effort will be made to sell this tone arm to manufacturers of cheap machines, as it is intended solely for high grade talking machines.

The company has also made several important improvements with its Nos. 1 and 2 tone arms and sound boxes, which are meeting with pleasing success. Patents have been granted for these tone arms, and the company is planning to prosecute any infringements.

**CENTURY OF SERVICE**

H. R. Eisenbrandt & Sons, Inc., Victor Distributors of Baltimore, One of the Oldest Music Houses in the Country

BALTIMORE, Md., July 6.—H. R. Eisenbrandt & Sons, Inc., Victor distributors of this city, have attained the novel distinction of admittance to the Century Club, having been in uninterrupted business for over one hundred years. The history of this firm dates from the founding of their first shop on the corner of Clay and Howard streets in that city in 1811 by the founder, Christian H. Eisenbrandt. The present organization, now headed by Wm. Albert and C. Henry Eisenbrandt, is now located in a large building on North Howard street not far from the original site. Mr. Eisenbrandt reports an excellent business at the present time, and looks for a very large fall and holiday season.

**RINTELMAN SELLING MANY NEEDLES**

CHICAGO, ILL., July 11.—A. H. Rintelman, manufacturer of the "Goldentone" needle, reports that he is receiving a very large business in the company's products. "There has been a very big demand lately for needles," says Mr. Rintelman, "and our Goldentone 'Platina' is going in big quantities. Its advantages as a permanent needle, but also noiseless needle, has made for it many friends. It eliminates all surface noise and by means of its modulator it may be softened in tone."

N. Baruch & Co., Tribune Building, New York, manufacturers of the Enbeco Crystal Needle, have just acquired a plant for the manufacture of their product and are sending out to the trade letters requesting that all needles formerly put out be returned which will be immediately replaced by new goods. The product now turned out is greatly improved, according to officials of the company.

**A Needle Pointer That Points the Way to Big Profits**

The "Sharp Point" Phonograph Needle Sharpener has solved the needle problem. With it a needle can be sharpened in two seconds—less time than it takes to change it. It prevents rust and damage to records by dull points.

The portable holder contains a composition which sharpens the needle point by jabbing it over the needle two or three times.

Leading music houses have found by actual test that a single package of 100 needles, which ordinarily require changing each time, can be played five thousand times by using "Sharp Point."

They'll sell like wildfire.



*Patent Pending*

**Retails for 50 Cents**

With Big Margin of Profit to Jobbers and Dealers

Some Exclusive Territory Still Open for Reliable Jobbers

**HEINEMANN SELLING AGENCY**  
501-2 Foster Bldg. Denver, Colo.

# The Mutual TONE ARMS & SOUND BOXES

**"TRY THEM AND BE CONVINCED"**  
**A WOODEN BALL BEARING TONE ARM THAT IS GUARANTEED**



We have secured exclusive selling rights for the only successful Wooden Tone Arm on the market. This Tone Arm is guaranteed to give absolute satisfaction and we recommend its use for the highest grade machines. Place your orders now, for advance orders indicate a tremendous demand for this Tone Arm.

PATENTS PENDING

**MUTUAL TALKING MACHINE CO., Inc.**

145 WEST 45th STREET

NEW YORK

## "WHAT SALESMANSHIP SUPPLIES"

The Title of an Interesting Address Made by N. F. Milnor at the World's Salesmanship Congress—Was Closely Followed

DETROIT, MICH., July 6.—One of the most interesting addresses at the recent World's Salesmanship Congress was given by N. F. Milnor, general sales manager of the Dictaphone division of the Columbia Graphophone Co., New

York. Mr. Milnor, who is one of the best-known sales managers in the country, chose as his subject, "What Salesmanship Supplies," and his many years' experience in the selling field gave his opinions a weight and influence which made a deep impression on his auditors.

In the course of his address Mr. Milnor stated that salesmanship and advertising are the right and left arms respectively of any organization, and compared advertising in modern business with the macadamized boulevard over which

automobiles speed to-day, as against the country road of ten years ago. He commented upon the effectiveness of "straight from the shoulder" statements and declared that salesmanship leads and dominates the purchaser by power of suggestion and sheer force of will.

Mr. Milnor's address was closely followed by a large audience in attendance and attracted wide attention from the audience.

## ORDERS FOR KIRKMAN MOTOR

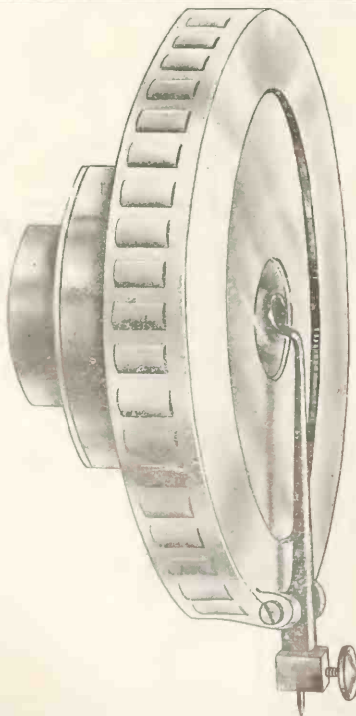
The Kirkman Engineering Corp. has been achieving very pleasing success with the K.-E. spring motor which it manufactures. A number of well-known talking machine manufacturers are placing large orders for this motor which has been giving excellent service to all users.

This company also manufactures fibre needle cutters, automatic stops and record cleaners which are all being sold by the trade generally throughout the country.

## RECEIVING LARGE ORDERS

The Toyphone & Woodware Mfrs. Inc., New York, have been meeting with very pleasing success in merchandising the "Little Marvel," a machine which plays all records up to seven inches in diameter. The company has received large orders from distributors and dealers who plan to push the sale of this machine for camping, vacation and other similar purposes where a small machine is adaptable. This company is also equipped to turn out cabinets for manufacturing and has built up a considerable demand for its cabinets.

A merchant in French Indo-China wishes to communicate with American manufacturers of talking machine records for teaching languages. Full information may be obtained by addressing the Bureau of Foreign and Domestic Commerce, at the Custom House, New York, or Washington, D. C., and referring to Foreign Trade Opportunity No. 24874.



## The Mutual TONE ARMS & SOUND BOXES

The Mutual Sound-box No. 3 shown herewith is recognized as one of the best sound-boxes ever produced. Its tone qualities have been praised by experts everywhere, and we guarantee it absolutely.

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 particulars

**Mutual Talking Machine Co., Inc.**

145 West 45th Street, NEW YORK



# Third Annual Convention of Edison Dealers



Greatest Gathering of Edison Dealers in History of Trade at Waldorf-Astoria This Week—Important Papers Read—Tone Test and Salesmanship Playlet Among Features—Noted Artists Sing At Banquet



An army of Edison dealers from all parts of the United States and Canada was in evidence in New York the past week, to attend the third annual Convention of Edison Dealers, which was held at the Waldorf-Astoria July 12 and 13. The dealers began to arrive on Monday morning, and by Thursday there was a representation of members of the trade in evidence estimated at nearly a thousand.

Prior to the opening of the convention, a



Thomas A. Edison

three-day course in mechanical construction was arranged at the laboratories of Thos. A. Edison, Inc., at Orange, N. J. The school began its sessions on Monday morning and continued through until Wednesday afternoon, and was conducted in the Edison Storage Battery Building. More than 100 dealers were on hand at the opening sessions, and the attendance was good throughout the entire course. E. E. Trautwein was in charge of the school, being assisted by the following mechanical instructors: J. C. Knipper, Jas. Finlayson, A. E. Schiller, D. Lawson, E. E. Bedford, J. B. D. Gambee and H. D. Gummaer. The dealers were instructed in the mechanical details of the Edison machines, and those dealers who attended the course gained knowledge that will prove of material benefit to them in demonstrating and explaining the mechanical makcup of the Edison Diamond Disc phonograph.

#### E. H. Philips in Charge of Arrangements

The convention proper was held in the grand ball room of the Waldorf-Astoria, which had been beautifully decorated for the occasion. Eugene H. Philips, credit manager for Thos. A. Edison, Inc., had charge of the general arrangements for the convention hall, the cabaret and the banquet, being assisted by Thos. J. Leonard, general sales manager; Edward C. Boykin, sales promotion manager; Verdi E. B. Fuller and H. Laue. Every detail was completely arranged before the convention opened, and much of the success of the convention is due to the energetic work performed by Mr. Philips and his associates.

#### The Opening Session

The convention was opened at 10.30 a. m. on Thursday morning, July 12, by Thos. J. Leonard, general sales manager, who extended a hearty welcome to the dealers in behalf of Mr. Edison and the Edison interests. He touched on the general business situation throughout the country and stated as his belief the fact that the whole country is about to enter upon an era of unparalleled prosperity. He added: "I believe you are going to find in this convention a program of such interest as will well repay you for coming. Mr. Edison looks with decided favor upon these gatherings. In his

opinion they do much to prepare the dealer for more effective merchandising. They afford an opportunity to exchange ideas and trade experiences and, among other benefits, lead to a better understanding of what the Edison Company is trying to accomplish through the co-operation of its jobbers and dealers." He then introduced W. D. Wilmot, of Fall River, Mass., who acted as chairman of the convention. Mr. Wilmot is one of the oldest Edison dealers in the country, and is said to have sold the first Edison Diamond Disc phonograph ever placed on the market. He was accorded a rousing greeting as he assumed the chair.

His opening address, in which he outlined the plans and purposes of the convention, follows:

#### W. D. Wilmot's Address

"The Edison Co. has honored its dealers by appointing one of us to serve as chairman of this convention, and I happen to be the dealer drafted for the service. Never before have I been so highly honored, and never before have I accepted a task that strikes me as being of equal responsibility; responsibility to the dealers, and to the Edison laboratories: responsibility because the factory officials have given



W. D. Wilmot, Who Presided

me free license to do things in my own way so long as I do them well.

"I am so intensely anxious to do this service well and to be mutually helpful to both the makers and the sellers of Edison phonographs that I could not wait until I stood before you this morning, but began urging preparedness the latter part of June. My address to you this morning was actually contained in my appeal mailed June 26. I do not know as I can add to it now. But this I must say:

"Let this convention have all the helpful usefulness of an old-time religious experience meeting where ministers and members confer. Give your most valuable secrets of successful salesmanship and in return receive ten good suggestions for every single one you give. Ten for one should be highly profitable. Let us all do our best for Mr. Edison and all the factory officials, and we may rest assured they in turn will do their best for all of us dealers.

"Helpful co-operation is the one great reason for this or any other convention, and if each dealer helps, and does his 'bit,' there will be an inestimable amount of profitable good accomplished, in which every Edison dealer will share.

"We have all recently pulled together to make the Liberty Loan a big success; let us all pull together to make the Edison convention as big a success. Let no one be a slacker,

or a blocker; let us all be pushers and boosters, forward and upward.

"The Edison laboratories invite us to these annual conventions for mutual profit; not all the profits can be cashed in on either side. The more help you give the Edison people the more they can help us.

"In opening this convention may I, like the leader of an orchestra, strike the keynote to get in tune with? That keynote is helpful co-operation. Tune every key and chord of your heart and life to sound notes of helpfulness, co-operation, and uplifting constructive suggestion. And let us have only kind and friendly criticism of one another in any case of misnotes, or missteps, just as we would all be done by, by our own employers or employees or by our customers. If we all can and will do this, and get in tune and stay in tune to the keynote of helpful co-operation at this convention, then our individual and collective sales and business will grow during the coming year and future years as our business never grew before. This is as true as mathematics—if each keeps adding and piling up helpfulness, the sum total will be greater than it could possibly be even if a single person on either side withholds his helpful co-operation."

#### Vice-President Maxwell's Remarks

Following the chairman's speech, Wm. Maxwell, vice-president of Thos. A. Edison, Inc., was introduced and gave the dealers an interesting account of the history of the Edison Diamond Disc record from the inception of its manufacture. He explained that at the outbreak of the great war every basic material was obtained from Europe, and that one by one the foreign sources of supply had been cut off. He called particular attention to the fact that all of the materials used in the manufacture of Edison Disc records are now obtained in this country, and that recently the Edison laboratory chemists had worked out a method of treating these domestic materials so as to obtain superior results both in quantity and quality to those obtained from imported materials. Mr. Max-



William Maxwell

well then answered numerous questions concerning the manufacturing of records, and was followed by Mr. Trautwein and Mr. Constable, who also answered questions concerning the mechanical details of the Edison Diamond Disc phonograph.

(Continued on page 112)

THIRD ANNUAL CONVENTION OF EDISON DEALERS—(Continued from page 111)

Many Papers of Interest Read

One of the most instructive features of the convention was the reading of papers by various Edison dealers on subjects of practical interest to the trade. The first subject thus discussed was that of "Intensified Canvassing," which was handled by R. G. V. Greene, of Malone, N. Y., and L. M. Huntington, of Newark, N. J. This was followed by three papers on the subject, "How I Make Mechanical Inspection Pay Profits," the papers being read by Wm. A. Ritt, of St. Peter, Minn.; R. J. Bolan, of East Orange, N. J., and W. G. Bromberg, of Birmingham, Ala. The morning session of the convention then adjourned.

The Thursday Afternoon Session

The afternoon session was opened by the reading of a most interesting paper by W. W. Longfellow, of New Haven, Conn., on "How I Use My Windows," followed by C. H. Mansfield, of Dallas, Tex., who talked on the subject, "How I Have Applied the Methods of the East Orange Experimental Store."

Playlet Receives Approval

The playlet entitled "Mr. Guy Wise, Esq.," written by Vice-President Maxwell, which had had a dress rehearsal on Wednesday before a large and enthusiastic crowd of advertising and newspaper men, was then presented for the entertainment and instruction of the dealers. It made a great impression on those who had the privilege of being present. The play was staged

with the Edison Co. were much in evidence. Mr. McChesney explained every item of interest. He told how effective the various propositions had proven, illustrating his points by concrete examples which came to his mind from actual experiences of dealers, and made the exhibit have a personal touch that proved very attractive.

THE BANQUET THURSDAY NIGHT

The busy business sessions of Thursday closed in the evening with a banquet served in the great banquet hall of the Waldorf-Astoria, which was beautifully decorated for the event. Thomas A. Edison, unable to be present, sent a telegram. Representing the Edison Co. were William Maxwell, C. H. Wilson, Nelson C. Durand, Chas. Edison, and other officials of the Edison laboratories, together with the Edison dealers and jobbers from all parts of the United States and Canada. From an epicurean, musical and social point of view the banquet was a most delightful affair and hugely enjoyed.

A number of prominent operatic and concert Edison artists were present. Inasmuch as they represented practically all of the Allied countries now in the war, an impromptu program of patriotic music was arranged and the following selections sung: "The Star Spangled Banner," by Mme. Rappold of the Metropolitan Opera;

"Borrow Money from My Bank." Following this, papers were read on various topics by Edison dealers as follows: "How I Stage an



Christine Miller, Contralto

Instrument Sale in My Store," by J. L. Baskin, Birmingham, Ala., and W. B. Kirk, Syracuse, N. Y.; "How I Make July Look Like December," by Chas. Spring, Eaton, O.; "How I Use the Company's Interlocking Advertising," by E. Krone, Bryan, O.; and F. F. Carroll, Waco, Tex., "How I Sell Records and What I Think of the Approval System," by Carl Latenser, Atchison, Kan.; A. P. McCoy, Waterbury, Conn.; W. G. Bromberg, Birmingham, Ala., and Ira Askins, Providence, R. I.

The afternoon session on Friday was opened by M. M. Blackman, of Kansas City, Mo., who delighted his audience with his famous "Soul Talk," which was followed by addresses on "How I Use 'Along Broadway,'" by J. M. Greene, Peterborough, Canada, H. E. Blake,



Arthur Middleton, Basso



Hardy Williamson, Tenor



Anna Case



Thos. Chalmers, Baritone



Guido Ciccolini, Tenor

by Edward C. Boykin, and the cast was as follows: John Merchant, Wm. Calhoun; Guy Wise, Raymond McKee; Lucy Backbay, Miss Kathleen Townsend. The playlet, which was exceedingly humorous throughout its entire course, demonstrated some of the principles of scientific salesmanship as applied to the selling of phonographs, and was heartily enjoyed by all who witnessed it.

The subject: "How I Made My Store a Musical Center and Cashed in on It," was then discussed by J. P. Lacey, of Peoria, Ill., whose address was illustrated with lantern slides, and H. L. Ellenberger, of New Haven, Conn., and Miss Mary Sherry, of East Orange, N. J.

Sales Promotion Discussed

Sales Promotion Manager Boykin then took the platform and answered questions concerning selling points, being followed by Roderick Fitch, of Walton, N. Y., and W. E. Gerry, of White Plains, N. Y., who told how they featured the Edison Diamond Amberola. This was followed by a questionnaire, conducted by Mr. Burns, after which the convention adjourned.

The dealers then were invited to the assembly-room, on the same floor as the convention hall, where advertising manager L. C. McChesney had an interesting exhibit of the latest advertising novelties. Here the dealers were shown all of the various advertising helps which had been prepared by the Edison advertising department for the benefit of Edison dealers throughout the country. It consisted of every conceivable sales building proposition known to printers' ink. There were subtle sales appeals in letter form (facsimile) to broadsides in heavy block type for newspaper purposes. Photographs of the operatic stars associated

"The Belgian Hymn" and "La Marseilles," by Miss Alice Verlet, of the Paris Opera, the Belgian prima donna. "Scots Wa Hae," the stirring Scotch song, by Miss Christine Miller, herself a Scot. "America," by Arthur Middleton, of the Metropolitan Opera company, the



Marie Rappold, Soprano

"Garibaldi Hymn," by Guido Ciccolini, the Italian operatic tenor, and "The Maple Leaf Forever" and "God Save the King" by Hardy Williamson of the Century Opera company. Thomas Chalmers of the Metropolitan Opera company also sang.

There was also a cabaret which helped to aid digestion during the dinner courses.

IMPORTANT SESSIONS FRIDAY

The Friday morning session was opened with an address of the greatest interest and value by Harrison Durant on "How I Tell It to Your Banker," following which A. P. McCoy, of Waterbury, Conn., read a paper on "How I

Philadelphia, Pa., and E. C. Oatman, Cambridge, N. Y. Dan O. Thomas, of Barberton, O., then read a paper on: "How I Make Tone Tests Pay."

Tone Test Facts and Figures

Verdi E. B. Fuller, of the recital department, then gave the dealers a resumé of the work done by his department during the past year. Under Mr. Fuller's direction over 1,000 recitals have been given in various sections of the country, with a total attendance of over 800,000 people. He announced that plans for the coming season have been perfected, and the following artists will appear in Edison tone tests throughout the country: Mme. Marie Rappold, Miss Christine Miller, Miss Alice Verlet, Miss Marie Morrissey, Miss Ida Gardner, Mrs. Florence Ferrell, Miss Caroline Lazzari, Mrs. Betsy Lane Shepard, Mrs. Merle Tillotson Alcock, Miss Amy Ellerman, Mme. Odette Le Fontenay, Miss Adelaide Fischer, Miss Mary Louise Wagner, Guido Ciccolini, Hardy Williamson and Glen Ellison.

Following Mr. Fuller's talk, an experimental tone test recital was given in which the Misses Lazzari, Ellerman and LeFontenay appeared as the artists.

Interesting Lecture on Puccini

Mr. Holden then invited and answered questions, and was followed by a lecture admirably prepared and delivered, on Puccini, with the assistance of the new Edison phonograph, by Spring Byington-Chandler. This lecture is one of a series which has been arranged for the benefit of dealers who desire to make use of them in raising money for the Red Cross. These lectures have been prepared so that the dealers can deliver them themselves, or experienced lec-

## THIRD ANNUAL CONVENTION OF EDISON DEALERS—(Continued from page 112)

turers can be secured through the company if desired. A questionnaire was then conducted by Mr. Moses, following which C. D. Wicks, of Freeport, L. I., and K. M. Cahoon, of Waltham, Mass., discussed "How I Give and Cash in on Recitals Outside of My Store." "How I Ignore Competition" was the subject of talks by Y. H. Maxudian, Ithaca, N. Y.; J. L. Baskin, Birmingham, Ala., and A. D. Elster, Meriden, Conn., following which Mr. Taylor answered questions. This closed the business sessions.

**Dealers Visit the Edison Plant**

Arrangements were made for a special train on Saturday morning over the Erie R. R. for the benefit of all dealers who desired to visit the Edison factories. Mr. Edison was at the laboratories and cordially greeted the dealers.

**Music at the Convention**

As music was the keynote of the convention, a small symphony orchestra, consisting of the Edison recital conductors, was organized, which played whenever opportunity afforded during the entire convention. A number of musical gags were perpetrated on the various speakers, which afforded considerable amusement, and at other times the prevailing idea of the moment was emphasized and illustrated by the music of this versatile orchestra, which seemed to be able at any moment to hit upon and play appropriate music.

**New Period Models Exhibited**

The exhibition of new Period Models of the New Edison at the convention aroused great interest and much favorable comment. This exhibition was arranged with much artistic skill and in such a manner as to bring out prominently the splendid selection of phonographs from which the lover of the New Edison can make a choice, the machines ranging in price from \$800 to \$6,000.

Among the phonographs shown was Mr. Edison's \$6,000 French Gothic, seven feet long and seven feet high, reproduced from the celebrated cabinet which dates from the reign of Louis XII. Close to it was a Sheraton, reproduced from an old Sheraton mahogany sideboard, and typical of the best work of the great Sheraton.

eral Chippendale models were also included in the exhibit.

There was also shown for the first time the Edison Army and Navy model disc phonograph, intended particularly for the military. The new machine sells for \$55 retail, which includes an extra string and drum for emergency, and the price is said to offer no profit either to manufacturer or dealer. It is cased in heavy board, fastened entirely by screws, painted in the regular military gray and ready to stand a hard campaign.

**Some of Those in Attendance**

Among the early arrivals at the Waldorf-Astoria to attend the Edison dealers' national convention were: James Abbott, George Abbott and Leon Klingsberg, James L. Abbott, Fort Lee, N. J.; W. W. Averill, F. H. and Mrs. Avery, of Canada; R. B. Cope, George P. Hansen, Whitney Babcock, H. J. Quirk, Mr. and Mrs. Herman Schmidt, of the Girard Phonograph Co., Philadelphia; G. L. Babson, F. O. Faul, F. M. Ritchie, A. W. Toennies, D. E. Scott, of the Phonograph Corp., of Manhattan; W. G. Buchberger, Fremont, O.; James H. Barney, Newport, R. I.; P. M. Baker, of P. M. Baker Co., Waterloo, N. Y.; A. C. Ballard, W. W. Ballard, of Salem, Mass.; Mr. and Mrs. R. P. Barnett, of Newport, Tenn.; R. T. Boswell, Jr., of Roanoke Book & Stationery Co., Roanoke, Va.; James Hislop Co., New London, Conn.; W. P. Brown, New London, Conn.; F. A. Burnham, Jr., of Bates Mfg. Co., New York City; L. J. Bourgette, of Montreal, Canada; George E. Buss, Philadelphia, O.; W. G. Bomberg, Birmingham, Ala.; Noah Basinger, Bluffton, O.; Joel L. Baskin, of Loveman, Joseph & Loeb, Birmingham, Ala.; E. G. Bassett, John Robbins, of Bristol, Conn.; Herbert E. Beake, of Philadelphia, Pa.; C. A. Bennage, Milton, Pa.; L. N. Bloom, B. W. Smith, G. U. Silzer, R. G. Boyd, Sioux City, Ia.

F. W. Bush, Penn Yan, N. Y.; R. J. Bolan, L. E. Gallahert, G. Smith and W. Fredericks, of Edison Shop, East Orange, N. J.; L. W. Brown, of Connellsville, Pa.; Frederick W. Vogel, William E. Briggs, Minna C. Vogel, of Vogel & Briggs, Plainfield, N. J.; George H.

leans, La.; B. L. Conchar, Springfield, Mass.; Harry Cain, Canon City, Colo.; S. W. Christine, of Christine Bros., Bangor, Pa.; Sylvester Clancy, Brooklyn, N. Y.; S. N. Holland, J. T. Crayton, W. B. Corley, J. E. Crayton, of Charlotte, N. C.; Mr. and Mrs. C. C. Coupland, of L. DeBona Dry Goods Co., Eagle Pass, Tex.; C. C. Harvey, H. W. Crooker, F. T. White, of C. C. Harvey Co.; S. N. Culver, of Delmar, Del.; O. P. Curry, of Dallas, Tex.; Raymond Duncan, New York; Mrs. John C. Dotter, Philadelphia; M. C. Dales, Hobart, N. Y.; W. F. Dufford, C. H. Dufford, New Castle, Pa.; Harold M. Eby, of Huntington, Pa.; F. W. Evans, of Gloversville, N. Y.; Wm. Finely, R. Haight, of Hudson, N. Y.; Roderick Fitch and Mrs. Fitch, Walton, N. Y.; F. J. Fitzpatrick, of



Thos. J. Leonard, General Sales Manager

Stafford Springs, Conn.; Howard J. T. Fox, Mrs. Fox, Elmer P. Craig, of the Alfred Fox Piano Co., Norwalk, Conn.; Mr. and Mrs. Alfred Fox, of Bridgeport, Conn.; Allan C. Fry, Marion L. Fry, of C. F. Murray-Smith Co., Wilkes-Barre, Pa.; Albert Galuchie, Jersey City; Robert E. Lent, White Plains, N. Y.

G. T. Getman, Lyons, N. Y.; Joseph B. Gowdey, Pittsburgh, Pa.; J. M. Greene, Petersboro, Ont., Toronto; Helen Green, Sarah Smith, of Schill Music Co., Jefferson City, Mo.; A. Grigg, Grigg Book and Stationery Co., Pembroke, Ont.; Miss Alice Gaines, Gaffney, S. C.; Theo. R. Grimler and wife, of New York; Max Goldsmith, M. Goldsmith, M. Rappaport, of New York; David Coransky, S. G. Griswold, of Bellows Falls, Vt.; W. A. Groat, Glens Falls, N. Y.; E. H. Gross, Kenmare, N. D.; Z. Hagey, South Bend, Ind.; William Hanley, Anna Whelan, Ottawa, Canada; C. B. Haynes, Richmond, Va.; R. W. Harrold, Glen Cove, N. Y.; I. L. Hawley, Hawley Music Co.; P. R. Hawley, N. D.; Griffin, Albany, N. Y.; C. H. Hutchinson, Ripley, O.; R. A. Heidenfelder, Jersey City, N. J.; J. H. Hill, of W. C. Munn Co., Houston, Tex.; Edward A. Hines, Boonville, N. Y.; G. T. Honeyman, Somerville, N. J.; Ferd Imfeld, Hamilton, O.; W. R. Irwin, Mt. Carmel, Pa.; D. Kerr, Montreal, Canada; Charles J. Carroll, Walter E. Kipp, of Kipp Phono. Co., Indianapolis, Ind.; A. R. Knox, J. E. Knox, Utica Music Co., Utica, N. Y.; H. L. Lang, H. F. Morris, Staunton, Va.; W. Le Roy Larson, Sidney, Mr. and Mrs. Carl Latenser, Atchison, Kan.; J. W. Sommer, W. H. McBee, Florence, Ala.; Harry M. Meyer, of Pittsfield, Mass.; W. A. McIntyre, St. Mary's, Ont.; Charles F. Monohan, Donald F. Monohan, of Chicago; C. H. Mansfield, Dallas, Tex.; D. H. Marchant, of Orangeburg, S. C.; Oliver P. Moser, Camden, N. J.; A. A. W. Mercer, Galt, Ont.; J. A. C. Moore, Halifax, N. S.; A. F. Mumford, K. M. Cahoon, of Waltham, Mass.; W. A. Myers, Williamsport, Pa.; C. F. Newell, of Ft. Edward, N. Y.; Herman V. Niss, Milwaukee, Wis.; E. C. Oatman, Cambridge, N. Y.; P. H. Oelman and wife, Cincinnati, O.; A. O. Peterson, Cincinnati, O.; H. A. Pistell, Lorain, O.; John A. Popp, Philadelphia, Pa.; Bernard Poehland, Brooklyn, N. Y.



Ballroom of the Waldorf-Astoria, Where the Banquet Took Place

Near it was another French Gothic model in oak. An Elizabethan, reproduced from an old English court cupboard, its stately lines marking it at once to the eye of the passerby, stood close to it. Next, as if to show its colors as an ally, was an old Italian walnut flanked by an XVIII Century English Period model. Sev-

Buser, Peoria, Ill.; E. F. Carroll, of R. T. Dennis & Co., Waco, Tex.; D. J. Crowley, Mrs. D. J. Crowley, Miss M. Neville, E. Maas, B. Kammarman and Miss M. Kammarman, of D. J. Crowley, Baltimore, Md.; Frank Caulfield, of Baltimore, Md.; D. S. Hartley, Herman Lechner, of Pittsburgh, Pa.; George A. Chopin, New Or-

## "GUY WISE," SALESMANSHIP PLAYLET, SCORES A BIG HIT

At Dress Rehearsal Wednesday Afternoon—Written by William Maxwell, Vice-President of Thos. A. Edison, Inc.—Many Notabilities Present Who Highly Commend It

The dress rehearsal of "Guy Wise," an original play by William Maxwell, vice-president and general manager of Thomas A. Edison, Inc., was given in the grand ball room of the Waldorf-Astoria Wednesday afternoon before a number of well known national advertising men and business managers of the metropolitan press. The play deals with a problem in salesmanship and the situations are handled in true



Ray McKee, as "Guy Wise"

Shavian fashion, a paradoxical turn bringing out the effect with telling emphasis.

Edward C. Boykin, sales promotion manager of Thomas A. Edison, Inc., staged the play. The leading part was taken by Ray McKee, supported by a company from the Edison motion picture studios.

Among those present were William Maxwell, the author; Frank Presbrey, president of the Frank Presbrey Co.; R. F. R. Huntsman, business manager of the Brooklyn Standard Union; James Mackay, of H. E. Lesan Advertising Co.; George M. Prentiss, advertising manager of the Standard Oil Cloth Co.; M. L. Wilson, of the Blackman-Ross Co.; C. F. Southwick, of the Erickson Co.; B. T. Butterworth, advertising manager of the New York Times; T. B. Spencer, advertising manager of the New York Tribune; Frank Seaman, president, Frank Seaman Co.;

W. C. Calkins, Jr., Tom Hall, Charles Edison, L. C. McChesney, H. Laue, Thomas J. Leonard, W. D. Wilnot, Charles A. Myers, advertising manager of the Evening Mail; C. C. Leffingwell, of the George Batten Co.; Mowbray White, of the New York Herald; John Allen Murphy, of Printers' Ink; J. M. Boyle, advertising manager of the Evening Telegram; Frank L. McLaughlin, of the Sun; R. T. Snodgrass, of N. W. Ayer & Son; Mr. Roe, of the World; H. S. Tibbs, of the Globe; G. T. Hodges, of the Sun, and W. S. Oakley, of the New York American

Three well known national advertising men, E. C. Tibbetts, Harry W. Ford, and E. C. Babcock, acted as a committee of three to pass upon the merit of "Guy Wise" as a new method of driving home the right kind of selling talk for the salesman, and heartily approved the idea.

The story of "Guy Wise" is wound about the proprietor of a phonograph shop in need of a salesman, and it opens with a scene in his place of business. Guy Wise, well versed in the most objectionable methods of selling the product of the Edison Laboratories, calls for an interview. It is during his interview that he brings out the wrong methods some phonograph salesmen have made use of in selling the New Edison. While extolling his virtues as a salesman Guy Wise is interrupted by Miss Backbay, who in demure manner tells what she thinks is the better way of explaining the good points of the New Edison. Several humorous colloquies follow. The action is fast, Guy Wise finally admitting that he is convinced that he did not know the art of salesmanship as applied to selling the New Edison.

An epilogue follows in which someone from the audience breaks in with many strong objections to the moral the play points and during the epilogue a tone test is conducted.

In writing the playlet Mr. Maxwell has drawn from his fund of experiences gained during the past twenty years as a traveling salesman and sales manager.

In addition to his activities as vice-president and manager of Thos. A. Edison, Inc., Mr. Maxwell finds time to write business stories which have had wide circulation in national magazines in this country. His books, "Salesmanship" and "If I Were Twenty-One," are used extensively in universities and clubs where salesmanship and allied subjects are taught. In this little

## CORTINA

FRENCH AND ENGLISH  
MILITARY Phone-Method



By Jean A. Picard, of the French Army

### FOREWORD BY MAJOR-GEN. LEONARD WOOD

Several chapters devoted to hospital and general Red Cross work, including a short cut to Military French, French Army Organization, Aviation, Artillery, Infantry, Engineering, etc. Full page illustrations. WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

CORTINA ACADEMY OF LANGUAGES  
12 East 46th Street New York

playlet Mr. Maxwell has demonstrated that in addition to being a successful business man and a recognized writer on business subjects, he, if need be, can make even the seasoned playwrights along Broadway stand up and take notice.

### WORKING TO CAPACITY

The Factory of Leonard Markels Pressed to Supply the New "Butterfly" Motor Made by This House—To Enlarge Departments

The Leonard Markels factory at 165 William street, New York, is working to capacity, and judging from the orders received during the past few weeks from the Markels clients the talking machine manufacturers are preparing for an active fall trade.

The demand for the new Markels "Butterfly" motor is exceeding all expectations and the distinctive features of this motor have won praise from prominent talking machine men throughout the country. Mr. Markels is planning to enlarge several departments of his plant in the very near future in order to accommodate the call for this new motor, and these enlargements will add materially to the factory's output. The "Butterfly" motor, as the name implies, was designed to meet the demand for a noiseless motor and every constructional feature of this motor makes for noiselessness.

Let the other man talk when he's mad. He'll get reasonable all the sooner.

### Write Us For Prices On

Single and double spring motors  
Tone arms  
Cover supports  
Cabinet hardware  
Edison—Pathe Sapphires  
Automatic Stops  
Continuous hinges

LAKESIDE SUPPLY CO., Inc. CHICAGO  
Phone Harrison 3840

### 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

## The Trinity That Spells Success

**EDISON** Whose master mind created and whose name is back of the New Edison Phonograph and the Wonderful Re-Creations.

**BOLWAY** Frank E. Bolway & Son, Inc., who are jobbers of Edison goods *Exclusively*. Whose Knowledge is backed by Experience.

**SYRACUSE** The center of things in Western New York State and is a natural distributing point for quick and effective service.

The dealer who can utilize this exclusive combination of famous name, famous service and ideal distributing location will find the Edison a profit producer of the first water.—Watch the exploitation, the tone-tests and the advertising.—See the hundreds of enthusiastic dealers at the convention.—That's proof.

**FRANK E. BOLWAY & SON, Inc.**  
Syracuse New York

# Back of You

The Organization  
Its Men  
Its Facilities



## The Man in the Trenches

Must have an efficient source of supply at his back to furnish him with *what* he wants *when* he needs it, if he would succeed.

### THAT is Cohen & Hughes Service

Our dealers are supplied with the records they *want* when they want them.

*Our organization, location and facilities enable us to give this service.*



This is our new wholesale building devoted entirely to the storage of Victor machines and records together with a repair department. Hundreds of machines and about 325,000 records may be systematically filed here at one time.



### G. W. HOPKINS GETS ACQUAINTED

The New General Sales Manager of the Columbia Co. Returns From a "Get Acquainted" Trip to the Trade—Pleased With Conditions

George W. Hopkins, who was recently appointed general sales manager of the Columbia Graphophone Co., New York, returned last week



Geo. W. Hopkins

from a visit to the Columbia wholesale divisions as far west as Kansas City and throughout New England. Mr. Hopkins was well pleased with the results of his "get acquainted" trip and expressed himself as being delighted with the spirit of loyalty that prevails in every division and section of the Columbia organization.

Although Mr. Hopkins was not known personally to the various Columbia managers his achievements in the selling field gave him an "open sesame" to their confidence. As mentioned previously in these columns Mr. Hopkins (among his other honors) was the first chairman of the New York Sales Managers' Club. During recent years he was sales and advertising manager of the Loose-Wiles Biscuit Co. and more recently he was vice-president and sales manager of the American Chicle Co., bringing the sales of this company up to a point where instead of being on the verge of liquidating, the company is making a remarkable showing.

Coincident to his appointment as general sales manager of the Columbia Graphophone Co., Mr. Hopkins was elected vice-president of the Associated Advertising Clubs of the World, the famous advertising organization. At the convention of this association held in St. Louis

last month Mr. Hopkins gave an interesting address which comprised a summary of the arguments advanced at this convention. Mr. Hopkins deducted from these arguments that advertising "assuredly does reduce distribution cost."

Although a newcomer in the Columbia organization, Mr. Hopkins has already won the friendship and esteem of every one of his co-workers, and his thorough knowledge of every phase of selling will doubtless enable him to develop and broaden the Columbia merchandising system along result-productive lines.

### ANSWER THEIR COUNTRY'S CALL

Nine Members of the New York Talking Machine Co.'s Staff Prepare to Leave for France on Moment's Notice—A Proud Record

Nine members of the sales and clerical staffs of the New York Talking Machine Co., New York, Victor distributors, have responded to their country's call and are prepared to leave for France at a moment's notice. This is certainly a record that the company can well afford to be proud of, for included in these patriots are men who have been with the concern for several years and who are well known to the dealers in this section of the country. They all felt that their place was with Uncle Sam's forces and they are pursuing their military duties with the same energy and aggressiveness that characterize their activities at home.

W. G. Porter, who was at one time a member of the company's traveling staff and who has been associated with General Manager Keith at the executive offices, is a member of the United States Ambulance Unit, training at Allentown, Pa. Mr. Porter, who is known as "Bill" throughout the local trade, is going ahead with his "war" work enthusiastically, and is in splendid trim to leave for France when called. "Joe" Swan, a member of the New York Talking Machine Co.'s clerical staff, is also connected with this unit at Allentown, Pa.

W. L. Garber, secretary to Arthur D. Geis-

ler, president of the company, and Morris Owens, the company's New England traveler, are members of the First New York Field Artillery, located at Plattsburg, N. Y. Mr. Owens, who is well known in the local field, was so enthusiastic the first day at camp that the captain learned his name a few minutes after his arrival and now calls upon him for all conceivable tasks.

John Connolly, one of the men in the order department, has joined the Seventh Infantry. When he applied for his appointment to this regiment, he was three pounds under weight, but he managed to drink sufficient water to go back the next day and be successful.

Harry Clarence, of the record department, is a member of the Twelfth Infantry. Max Gottlieb has joined the Thirteenth Coast Artillery, and Fred Graham, assistant shipping clerk, and Joseph Friedman, of the record department, have joined the U. S. Naval Reserve.

Jerome Connolly, brother of John, has made five distinct efforts to enlist with Uncle Sam in various branches of the service but has been refused by five medical inspectors who claimed that they noticed a defect in his hearing, which Jerome steadfastly denies.

### THE GOOD MANAGER

A real manager does not try to shoulder all the work in the house and take care of himself. He knows that almost every hour of the day there is something going to turn up which will require his very best judgment and time to consider it thoroughly. He cannot do that and at the same time take care of a mass of detail work. If he attempts it he is not a real manager. He may be filling a manager's chair and drawing his salary but he is really nothing but a substitute for a manager, or a manager in the kindergarten stage.

Thousands of good men are to-day fooling themselves into the belief that they are properly managing a business when, in fact, they are slaves to the detailed work of the business.



# YOU

Mr.  
Live  
Merchant



"PREPARE"  
FOR  
Fall Business

# WHY

Pathé

?

No needles to change—Pathe Sapphire Ball. Guaranteed indestructible double-face records. Faithful reproduction of all overtones and undertones. All models equipped to play all makes of records. Exclusive tone modulator—no muffled tones—all wood violin sound chamber.

Largest catalog of records of any company. Largest and most beautiful cabinets, model for model, in the trade.

Get the benefit of the Pathe National and Local Advertising Campaign—Write now.

We Have a Wonderful Proposition  
for Live Merchants  
in Our Vicinity

Write Today—Without Fail

## NATIONAL PIANO CO.

SOUTHERN DISTRIBUTORS

316 N. Howard St.

Baltimore, Md.





# One Machine Plays All Records



No. 1. Union Universal Tone Arm and Reproducer. Pivot Base



No. 4. Union Universal Tone Arm and Reproducer. Plays all records.

## When You Have The Union Universal Tone Arms and Attachments



No. 3. Attachment



No. 2. Attachment



No. 5. Union attachment, will also play the Victor, Columbia, or the Pathé record on the Edison machine. Complete with two reproducers and sapphire point.

Our No. 1 and No. 4, shown here, play all makes of records.

No. 3 Union attachment and reproducer are for the Columbia machine and enable it to play Edison or Pathe Records.

No. 1 Union attachment complete is shown here in position for playing Victor or Columbia records on Edison phonograph.

No. 2 Union attachment with reproducer is for Victor machine to play Edison or Pathe records—Edison and Pathe Sapphire needles included.



No. 1. Union Attachment

Union Tone Arms and attachments are known by the trade as the pioneers in this field.

In design, workmanship, finish and actual service, they stand supreme.

From the standpoint of excellence in reproduction, Union Tone Arms and Reproducers are absolutely guaranteed.

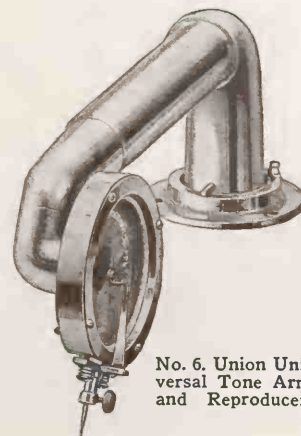
Our practically unlimited manufacturing capacity enables us to give you service of exceptional promptness.

*Special trade prices on our various equipment quoted on request*

### The Union Phonograph and Supply Co.

W. J. McNAMARA, President

1108 West 9th Street, Cleveland, O.



No. 6. Union Universal Tone Arm and Reproducer.

# When the Elwells

shop for a phonograph the one that is "best" is the one that as nearly as possible reproduces sound perfectly. They buy or reject on unit effect.

The Stephenson Precision made motor is one that helps the manufacturer to make a truly art product; one that helps in the perfect coordination of the artistic and the

mechanical. The Stephenson motor winds silently and runs quietly. There is no winding click or running noise to destroy the faintest reproduction.

The Elwells are your market; somewhere every day they consider your product. The Stephenson Precision made motor helps them to regard your product as best.

## STEPHENSON, Inc.

1 West 34th Street

New York





**TOYPHONE & WOODWARE MFRS., Inc.,** 130 West 18th St. New York City

Orders for Phonograph Cabinets undertaken or any description of Woodenware for Wholesale and Export Trade

**Sole Manufacturers of The LITTLE MARVEL TALKING MACHINES**

ASTONISHING VOLUME OF SOUND AND PURITY OF TONE. PATENTS APPLIED FOR U. S. A. AND FOREIGN COUNTRIES.

**Distributors Wanted**  
in territories where we are not already represented.

**DEALERS ORDER NOW**

Direct From Factory or Through Your Usual Commission House.



**RETAILS \$10.00**

Allowing Full Margin of Profit to Dealer.

**Write for Illustrated Folder**  
(Be first in your district to feature LITTLE MARVELS).



The Little Marvel Brightens the Nursery

Dimensions 10 inches square, 16 inches high. (Weight 12 lbs.)

The Little Marvel Provides a Pleasant Evening

**HAVE MOST ARTISTIC QUARTERS**

The J. W. Carter Music Co., of Houston, Tex., Adopt the Unico System for Their New Establishment in That Progressive City

HOUSTON, TEX., July 9.—The above illustration shows the new Unico department of the J. W.

trola and record rooms, record counter, piano and player rooms. Even the walls of the building were fitted with Unico wainscoting. The Unico ventilating system was also installed.

This equipment was delivered to the Carter Co. in Texas by the Unit Construction Co. in three weeks from the date of their order, enabling them to make the change from their old

**TALKS ON FINANCIAL MATTERS**

Harrison Durant Advising Edison Dealers Regarding the Financing of Their Business

DES MOINES, IA., July 6.—Harrison Durant, financial supervisor of Thomas A. Edison, Inc., Orange, N. J., who is making an extensive tour of the United States and Canada, spent a day here last week making a series of talks on financial matters to the Harger & Blish Edison dealers.

Mr. Durant explained to them that owing to the great increase in Edison business during the last year it was found desirable properly to instruct and advise the dealers in different zones as to the best manner of bettering their financial position in order to take advantage of probably another 100 per cent. increase in business for the coming year.

A letter received from one of the prominent bankers of the West, the president of a strong financial institution, was read by Mr. Durant as illustrative of the general feeling shown by bankers throughout the country toward the Edison phonograph. In this letter the banker told why his institution preferred to handle Edison phonograph paper as against any other form of instalment paper.

The letter in part read: "We have two reasons especially for carrying them (Edison dealers); one is in order to accommodate and the other because we feel that if we can in any way be responsible for placing this class of music in a home, we have benefited humanity to a considerable degree."

For the next few days Mr. Durant will travel through Canada, returning to New York, he said, in time for the national convention of Edison dealers at the Waldorf-Astoria.

"Business without exception shows an increase for the last two months over the splendid business of the previous ten months," said Mr. Durant in predicting that the Edison phonograph dealers would have large business increases for the year 1917.



The J. W. Carter Music Co.'s Showrooms

Carter Music Co., one of the most progressive music houses of the Lone Star State. Unico equipment was used throughout, including Vic-

trola and record rooms, record counter, piano and player rooms. Even the walls of the building were fitted with Unico wainscoting. The Unico ventilating system was also installed.

**Use Ward's Moving Covers**

Our covers are faced with Khaki, lined with a heavy grade flannel, interlined with heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "Ward-New London" quality.

Grade D, \$5.00 Plain (Carrying Straps Extra)      Grade K, \$7.50 Plain

With name of Machine embroidered on any cover; extra .25

With Dealer's name and address, first cover, extra - - - \$1.00

Same on additional covers, each; extra .50

**CARRYING STRAPS**  
No. 1, \$1; No. 2, \$2; No. 3, - \$3.50

Order Sample Cover on Approval Giving Name and Style or No. of the Machine

**The C. E. Ward Co.**  
(Well-Known Lodge Regalia House)  
Manufacturers Complete Line of Covers  
101 William Street  
NEW LONDON, OHIO



THE "DETROIT" MOVING COVER

This is our latest creation. It is a time saver, as the machine can be prepared for delivery in less than one-half minute. The strap arrangement is attached to and a part of made-up cover. The "Detroit" covers are made on the same quality lines as all our other covers. In the medium size, which accommodates the Victrola 10 and 11, Edison 100 and 150, Columbia 75 and 100, and other machines of corresponding size, the cover sells at \$6.00; the larger size, which will accommodate larger cabinet machines of any make, sells at \$7.00.

**IMPROVES THEIR PRODUCT**

NEWARK, N. J., July 6.—E. S. Oliver, of the Anytone Needle Co. of this city, in a recent talk regarding the improvement of his product, said: "The original output of Anytone needles was made in such a way as to make the needle fragile, and unless handled carefully they were more or less apt to break. After receiving a few complaints we set out to overcome this, and now after careful study and experimentation, and the re-equipment of the plant with special machinery, the Anytone needle is made not only stronger, but more durable. The needle will play many times without changing. It plays any tone without changing—loud, medium, soft. Anytone needles retail at 10 cents a package."

Welcome the discipline of work and the habit of obedience.



## FIRST HALF OF 1917 IS AHEAD OF SAME PERIOD IN 1916

This Is the Gratifying Situation in Detroit—Talking Machines for the Fighters—James Manoil a Visitor—Michigan Drug Co. Concentrates on Wholesale Pathé Trade—News of the Month

DETROIT, MICH., July 9.—Talking machine dealers who have figured their total sales for the first six months of the current year are inclined to feel exceedingly cheerful as they indicate that their business has not suffered because of the war and that they are really ahead of the same period of 1916. Even collections are holding up much better than they had looked for. In most lines of trade there are complaints as regarding the collection department—people have been buying so many Liberty Bonds and contributing liberally to the Red Cross and other patriotic funds that it delayed the paying of regular accounts. We know of quite a number of Detroit talking machine dealers who have been exercising unusual care in their credit and collection department, getting right after the delinquents and keeping after them. In spite of this drastic attention to collections, the number of repossessions has not increased so that it tends to show Detroit people are very prosperous and have plenty of money. Just think, Detroit contributed something like \$45,000,000 to the Liberty Bond Loan and nearly \$3,000,000 to the Red Cross.

Quite a number of Detroit talking machines are being sent to the fighting territory in Europe as well as to the various training camps around the country. None of them are very expensive models—not because the givers would not like to have sent them—but because they realize there would be more or less damage in transit and that once on the ground they would be given hard usage—anything very artistic would not last long. E. P. Andrew, manager of the J. L. Hudson piano store, gave a Victrola to the Harper Hospital Base Unit, which has already entrained for an eastern point. Mr. Andrew also donated a Victrola to the Charity Bazaar given by the Detroit Fellowcraft Club for War relief.

Business in the talking machine industry in Detroit is holding up to normal. Frankly, it is not rushing, but this is not to be expected as we approach the hottest season of the year. People are busy planning their vacations—motoring—and going away from the city for the change. Naturally they are not staying home as much as they will be in September and the cooler months. Dealers themselves are planning for vacations and so are their employes. Interviews with a number of dealers indicate that a bumper fall business is anticipated.

The kind of records which are selling the best right now are catchy fox trots and the patriotic numbers—such as the national anthems and stirring military marches. Quite a number of old pieces that have been on the shelf a long while are coming back to life as a result of the patriotic atmosphere that is generally prevalent.

The J. L. Hudson piano and Victrola store will be moved some time after the first of next January to another part of the Hudson buildings or possibly to the building on Library avenue—which is just a stone's throw from the Max Strasburg shop. On the present site at 188-190 Woodward avenue will be erected a brand new ten-story building, which will give the Victrola department much larger space and many additional booths.

Talking machines from \$75 to \$150 seem to be the models in high favor just now—the cheaper models selling only for summer resort trade, while the people who usually buy the high priced models are vacationing.

James Manoil, president of the Manophone Corporation, manufacturers of the Manophone talking machine, was a Detroit visitor on July 3, being on his way to Adrian, Mich., where the Manophone factory is located. While in Detroit he conferred with Roy Dupraw, Michigan sales manager. Mr. Manoil stated that his company has plenty of orders on hand—that the factory is working to capacity—but that there was a scarcity of material which was giving him more worry than the securing of orders.

The Michigan Drug Co., Pathé jobbers for the State of Michigan, have fitted up a very attractive department for the handling of Pathe-phones and Pathé records. They also have allotted sufficient space to the stocking of records and machines so that they always have a good supply on hand enabling them to give prompt attention to all orders. They recently disposed of their retail store to H. N. Ness Co., officered by Buffalo business men, who moved the store to 219 Griswold street. This gives the Michigan Drug Co. opportunity to concentrate on the jobbing end. They are opening new accounts right along all over the State and they now have the State covered in all of the leading cities by representative dealers. Officials of the Michigan Drug Co. express great gratification with the Pathé line.

Sam Lind, general manager of the Columbia branch in this city, says business was never better. All of his dealers are increasing their

orders steadily and already many of them have given orders for fall in order to be certain of getting merchandise.

C. H. Grinnell, wholesale manager for Grinnell Bros., Victor jobbers, as usual reports better business than ever with shipments improving at the Victor factory. Mr. Grinnell states that all of the Grinnell retail stores—and there are about twenty-five of them—are doing very nicely, and that general trade is very satisfactory. He is very optimistic for fall.

Max Strasburg says that while June was no record-breaking month, sales were fair and collections very good. Max is a great believer in watching collections. "It's all right to sell but it's just as necessary to see that you get your money, otherwise you lose your profits," is a popular Strasburg expression.

The Detroit Talking Machine Dealers' Association at its last regular meeting decided on a scale for shipping and carting of Victrolas by the zone system. The price, of course, is based on the purchase price of the instrument. Heretofore prices for this work were very diversified, while under the new arrangement they

# Lucky 13 Phonograph Co.

3 East 12th Street

NEW YORK CITY

## A Summer-time Opportunity to Buy Parts

We offer the following merchandise for immediate delivery, price subject to change without notice, also subject to prior sale. All merchandise sold F. O. B. New York.

### 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. turntable .....	2.65	12-in. turntable.....	2.95
No. 6—10-in. turntable, double spring..	3.50	12-in. turntable.....	3.85
No. 3—12-in. turntable, double spring .....			6.75
No. 7—12-in. turntable, double spring .....			7.50
No. 4—12-in. turntable, double spring .....			9.50

### TONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only.....	\$ .60
No. 1—Tone Arm and Reproducer .....	.90
No. 2—Tone Arm and Reproducer, for playing all records.....	1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade.....	2.25

### MAIN SPRINGS

No. 0— $\frac{3}{4}$ in. 20 gauge 8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1— $\frac{3}{4}$ in. 25 gauge 10 ft.	33c ea.	100 lots 30c ea.	1000 lots 29c ea.
No. 2—13/16 in. 25 gauge 10 ft.	35c ea.	100 lots 32c ea.	1000 lots 30c ea.
No. 3— $\frac{7}{8}$ 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 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 Points .....	14c each in 100 lots	13c each in 1000 lots
Sapphire Balls .....	13c each in 100 lots	12c 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 CITY

will be uniform. The association will not meet during July, August or September, but will resume meetings in October.

Once again do we want to praise local dealers for their fine window displays. Detroit dealers are getting away from the stereotyped windows consisting of just some sample machines, but instead are picking out timely subjects and picturizing them. Especially is this true of Grinnell Bros. and the J. L. Hudson Co. For instance, this is canoeing time—camping time—and the stores mentioned have had miniature boat scenes and camp scenes with the Victrola in action. More attention than ever is being given to window displays by stores who have the space to put on such stunts.

Manager Kretz of the Brunswick-Balke-Clender Co., Michigan jobbers for the Brunswick phonograph, is opening up many new accounts.

Wallace Brown, who now operates the Brunswick Shop in this city, is handling this one make of machine exclusively. He says May and June business was far beyond his expectations and he showed The World correspondent figures to prove it. Mr. Brown, besides operating locally, will also have stores in Cleveland and Toledo. He has been advertising heavily and has been making a strong drive for business.

#### SHELL SOUND CHAMBER THE LATEST

The Shell-O-Phone Co., which is located at 1008 Marquette Building, Chicago, is on the market with a new talking machine in which a large sea shell is utilized as a part of the sound chamber. These shells are imported from the South Sea Islands and are quite large in size. They give a surprisingly resonant volume and apparently have much merit. R. L. Poe is president of the company.

P. H. Moynihan was recently elected president of the Ottawa Pianophone Co., succeeding Chas. H. Bartholomee, resigned. Fred Moynihan, brother of the new president, is sales manager of the company.

## The "Vanguard"

Victor dealers who realize and appreciate the situation in the business world are placing orders now for their fall trade.

They represent the "vanguard" of the retail trade and will be fully prepared to meet the demands of their patrons this fall for Victrolas and Victor records.

### G. T. WILLIAMS CO.

*Victor Service*

Is at your command to make 1917 your banner year.

**G. T. WILLIAMS CO., Inc.**

*Victor wholesale exclusively*

217 Duffield Street

BROOKLYN, N. Y.

To Manufacturers—

## There is money in the Parr Magnetic Reproducer

for any manufacturer who makes it part of the standard equipment of his phonograph. The magnetic attraction—uniform and permanent—acts on the stylus bar and makes the needle far more sensitive to delicate recordings. A clear, full tone that captivates all hearers. Plays on any phonograph—all disc records.

—also new  
patented diaphragm

A composition light as mica—uniform in thickness—no bubbles, blisters or wavy places—permanently resilient, non-porous and *scientifically* shaped for greater responsiveness.

*Send for Samples*

of PARR MAGNETIC REPRODUCER with either mica or composition diaphragm. Give your machines the most up-to-date feature in the phonograph industry. Large discounts in quantity lots.

**Parr Manufacturing Corporation**  
1 Union Square New York

At Fourteenth Street



#### SPECIALTIES CONCERN REORGANIZED

Phonograph Specialties Mfg. Co. Elects New Officers—To Market New Motor

The Phonograph Specialties Mfg. Co., manufacturers of all talking machine parts, including motors, tone arm rests, needle cups, etc., has completely reorganized and elected new officers within the past week.

Under the new organization the concern will immediately place on the market an entirely new double spring motor, which is now being manufactured and sold at a popular price. The motor is described as double spring, worm driven, with a dial and speed regulator. It will play five ten inch records with one winding and is guaranteed.

The orders for needle cups alone which the firm has received in the past two months have been so heavy as to necessitate the immediate enlargement of that section of the factory, and with all other departments having big demands for their output the outlook for the fall is especially encouraging.

The new officials of the company include Carl Kronenberger, president, formerly of the Favorite Talking Machine Co., Fred W. Vongehr, treasurer, and Edward Vongehr, secretary.

#### REPLACE REGRETS WITH ACTION

Regret cannot possibly do any good, and it is bound to do harm. It subtracts a large percentage from enjoyment and cuts the capacity for advancement down to zero plus. Time given to mourning over lost opportunities, if rightly used, may lead to greater success than could have been achieved without those mistakes. Forget the bugaboo of "opportunity knocks but once," and remember that most of the successful men to-day would be walking to save carfare if this were true. Take every opportunity as it comes.

Efficiency is just doing the right thing first.

## Columbia Graphophone Co. Introduces Art Models

The Columbia Graphophone Co., New York, has announced the addition to its line of Grafonolas of a series of art cabinets which are now ready for the trade. This line of art models was designed in order to accommodate the fast growing demand for period cabinet musical instruments to harmonize with the furniture and furnishings of distinctive periods. At the present time period furniture is in considerable vogue and the new Columbia art models are in keeping with the quality of Columbia product.

About a year ago the Columbia Co. decided to design a line of art model Grafonolas, and with its customary progressiveness gave close attention to every detail before the actual designing was inaugurated. Prominent designers were engaged to submit sketches and every model is the result of extended time and thought.

No expense or effort have been spared to make the Columbia art models representative of the most accepted ideas in period furniture,

while the mechanical equipment includes all of the qualities which have made Columbia tone famous in all parts of the world. All of these models are operated by electricity.

The line of Columbia art models consists of eighteen distinctive designs, several of which are shown herewith, together with their characteristics. These art models, which range in retail price from \$250 to \$2,500, will be merchandised through the usual Columbia distribution channels.



### ELIZABETHAN

It may be somewhat more courteous than accurate to describe furniture of the style of this Columbia Grafonola as Elizabethan since there can be no doubt that a vast quantity of beautiful Tudor pieces existed before the Virgin Queen's accession, and was in vogue after her death.

But call them what you will there is no denying their dull brown glory.

What an immense stride from Gothic is here revealed, a revelation of artistic leisure to decorate, an agreeable confession of almost Latin susceptibility. The Renaissance, of course, had reached England.

The wood is Oak, and the doorknobs harmonize in both shape and shade. There is accommodation for 120 records.

The legs are finely carved.

The horn opening is covered by grille, concealed by disappearing panel.



### FRENCH GOTHIC

We are advised by the passionless pen of history that Constantine, Emperor of Rome, observed a cross in the sky one day before battle, became a Christian, and then saw to it that the symbols of the Church were incorporated into most forms of contemporary art. From this gradually developed the Gothic, or pointed style.

The ecclesiastic influence in this oaken Columbia Grafonola is palpable, and it imparts an exalted beauty. But consider how immense was the advantage of those architects and cabinetmakers who felt that their hands were busy upon the works of God!

The door pulls are of wood and there is accommodation for 120 records. Horn is covered by a grille.



### WILLIAM AND MARY

Chippendale was so much impressed by cabinets and furniture in this manner, which were brought over from Holland by William in 1689, that he took them for his models, following the lines and curves in work of lighter character.

Despite the weight of the cabinet part of this Columbia Grafonola the feet are planted on the ground with an appearance of no solidier touch than that of a fawn's hoof. The bell motif is carried out both in a utilitarian and decorative way.

Walnut is the wood used, with oaken panels. Note how harmoniously the little oxidized brass pulls go with the general scheme.

Accommodation for 80 records. Horn opening has grille with disappearing panel.

**EARLY ENGLISH**

The Jacobean style, whether pure or, as in this case, with a slight flavor of William and Mary, has an interest for Americans that is absolutely unique.

Unique because there seems so little doubt that the first furniture that came to America was Jacobean, and deeply evocative of our sympathies because it was the first style to be copied by our own struggling cabinetmakers.

This Columbia Grafonola is a little more gracious and engaging than some original Jacobean pieces, but the improvisation is quite happy in its slight infidelities.

The antique oak is stained a warm mellow brown, the little metal pulls are oxidized brass.

Accommodation for 80 records.

Horn opening has grille with disappearing panel.



**ADAM MODEL OPEN FOR USE**



**ADAM (above)**

Until the time of the Adam Brothers (about 1750) the chief method of decorating furniture was, of course, carving, so it will be imagined with what agreeable surprise and astonishment the pictorial embellishments were received.

In examining the Columbia Grafonola above it is easy to see that the Adam idea was to paint designs after the manner of inlay though achieving more grace, charm, and, indeed, some modest degree of chiaroscuro.

The finish used is a fine black enamel, and the little fretted metal pulls are of oxidized brass.

There is accommodation for 80 records.

Horn opening has grille with disappearing panel.

**CHARLES II (on left)**

The original of this Columbia Grafonola was made in the reign of "The Merrie Monarch," Charles II.

It, of course, falls under the head of Jacobean, but it is rather lighter in general air than much Stuart cabinetry and cupboards. The neat hardness of the carving has an exquisite, attenuated beauty; a clear, delicate emphasis reveals itself from every angle of survey.

The patina of time is polychromed on to the surface with an adequate sense of restraint. Oak is the wood used. The grille is backed with a soft-tone silk.

A companion piece is supplied for record storage.





Every time you sell a \$200 Grafonola you have made a beautiful profit, you have made a certain and regular record buyer and you have added one more completely pleased and actively interested customer to your mailing list.

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

Columbia Graphophone Co. Woolworth Building, New York

MAKE A RECORD OF THE SOUNDING OF THE LIBERTY BELL

An occurrence of peculiar historical interest during the recent campaign of the sale of Liberty Bonds was the sounding of the Liberty Bell in Independence Hall, Philadelphia, for the purpose of arousing the patriotism of the

sounded before since 1835, and in order that its tones might be preserved on this occasion, the Victor Talking Machine Co. set up a complete recording apparatus and made a very satisfactory record as Mayor Smith tapped the metal.



Ready to Record Tones of Historic Liberty Bell

public in the loan. The bell was not actually rung, owing to the danger of enlarging the crack that is already in it, but Mayor Smith of Philadelphia tapped the historic bell with a golden hammer. The bell had not been

The accompanying photograph shows the recording apparatus in position with Mayor Smith standing ready with golden hammer in hand to sound the bell for the first time in over eighty years.

THE GROWTH OF BUSINESS

Necessitates Cohen & Hughes, of Baltimore, Occupying a Larger Area to Meet Demands

BALTIMORE, Md., July 7.—The six-story building on North Howard street that Cohen & Hughes, Victor distributors, have only occupied for some six or eight months has already proved too small for the steadily increasing business of this house. It is now planned to devote the entire six floors of this building to the retail business in addition to their Charles street shop.

The wholesale stock and shipping departments have been moved to a new three-story building on West Saratoga street, one block away. Here everything has been planned for the efficient handling of all details connected with the distribution of Victrolas and records. The first floor and basement will be entirely devoted to the Victrolas, the second floor to records, of which a very large supply is kept on hand. The capacity of this floor will be 325,000 records systematically filed at one time. The third floor is to be entirely devoted to repair work.

The growth of this firm has been remarkable in the past and with this new equipment great business is expected in the future.

INSTALL RECITAL HALL

Schultz Bros., who operate the Edison Shop at 313 South Fifteenth street, Omaha, Neb., have just installed an elaborate recital hall capable of accommodating over fifty people, in large comfortable arm-chairs.

C. W. Woddrop, vice-president and treasurer of the Columbia Graphophone Co., New York, spent the Fourth of July holidays at his summer home in Eagles Mcre, Pa.

Ed E. Peck, formerly with the Southern California Music Co., has opened a factory for the manufacture and assembling of talking machines in Anaheim, Cal.

Advertisement for Columbia records featuring a list of 30 records under 'INDEPENDENT' and 'VICTAL' categories, with prices and descriptions. Includes a small illustration of a record box.

Advertisement for BEE CROFT featuring a bee logo and text: 'Those who use Record Delivery Envelopes KNOW they are cheaper than paper and string'. Lists products like Record Delivery Envelopes, Record Stock Envelopes, and Catalog Supplement Envelopes. Contact information: CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA.



**LEASE NEW FACTORY**

World Phonograph Co., of Chicago, Secure Spacious Building for Manufacturing Purposes

CHICAGO, ILL., July 11.—This is the new factory of the World Phonograph Co., of Chicago. The lease of the entire five-story and basement building was signed a few days ago by F. J. M. Kaumanns, president of the company, and the work of moving into the building is advancing rapidly. The lease covers a period of sev-



New Home of the World Phonograph Co.

eral years and calls for a high rental. It will be used for assembling, shipping and storage and at a later time the general offices of the company will be located here. Meanwhile the present downtown offices of the company will be maintained at 218 South Wabash avenue.

Stick the Poster-Stamp of Courtesy on every one of your business transactions.

**UNCLE SAM'S ENTERTAINER**

AUTOMATIC—COIN OPERATED

Price \$35.00

F. O. B. CHICAGO

Including five records in container and eight composition needles each playing 200 records.

Extra records 75c each. Composition needles 10c per pkg. of 4.

THESE NEEDLES PLAY 100 RECORDS EACH



Can use any standard disc record. Just think! the earning capacity of UNCLE SAM'S ENTERTAINER is equally as good as instruments costing five and six hundred dollars. Why not have one for only \$35.00?

**State Manufacturing Company**

565 W. Washington Blvd., CHICAGO, ILL.

**A FARCE IN ONE ACT**

What Might Have Happened if the Parts Convened for a Friendly Chat

The following original travesty on the "parts" convention was contributed by Charles A. Harrington, of the Imperial Talking Machine Co., Wilmington, Del.:

The convention of parts was "assembled." Lightly poising on the ball of her foot, Miss Sapphira Kneedlet held the attention of those that were present.

"Living with me," said Miss Sapphira, "is a continuous round of wearying pleasure, pleasure for others and weariness to me. It throws the lie into the fact of that old adage about the long lane with no turn. I can say without blushing that I never went straight in my life. Because I have jewels, people call me loud and some go as far as to say that I am high-toned because of my polish. My days and nights are nothing but a series of starts and finishes and my entire existence is bound by ever narrowing circles and, strange as it may seem, the only good impressions I make are hard ones."

"Nonsense," said Young Turn Table, "you will remain pessimistic as long as you stay in the rut. I have always felt that I was cast for a different sphere because of my revolutionary

tendencies. Although I, too, find it impossible to keep to the right, I bear my burdens as cheerfully as I can and will continue to do so until brought up with a round turn."

"Pardon me," said Disc Label, "for butting in, but as I was sticking around I overheard the discussion before the meeting and I think my record entitles me to a voice—"

At this point the Oak Cabinet fumed, the Winding Shaft, who was somewhat of a crank, turned sharply, the doors prepared to open up and even the lid closed in.

Just then Nick L. Sound Box, his diaphragm trembling with anger, claimed the floor. "See here," he shouted, "work with you folks is all play. My only re-creation—" The Main Spring, who possessed a bad temper, coiled to strike and the convention broke up in disorder.

**MME. FARRAR IN CALIFORNIA**

LOS ANGELES, CAL., July 9.—Miss Geraldine Farrar, the noted American soprano and film artist, has arrived in Los Angeles to start again making photo plays for the Lasky Co.

Miss Farrar is very much interested in the

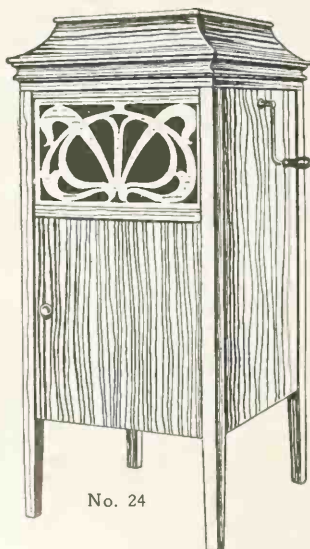


Mme. Farrar at California Co.'s Store "movies" and her pictures are always enjoyed by everyone. Miss Farrar is a great believer in the atmosphere created by music as an aid in her work and always has a Victrola in her dressing room.

The accompanying picture was posed by Miss Farrar especially for the Southern California Music Co., who always supplies her with a machine when she is in Los Angeles. "Carmen" was the role in which Miss Farrar was snapped. This is considered one of the best Lasky features released in 1916-17.

Treat your customers in a decorous and honorable manner; do not deceive them by misrepresentation and do not be too communicative about your business secrets.

**DEALERS:—Build Your Own Machines**



No. 24

This is Your Opportunity to secure a splendid cabinet, nicely polished, at very low cost.

Height, 42 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

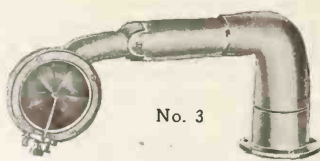
Or, if you prefer it, we will sell you this machine fully equipped with powerful double spring motor, worm driven silent gears. 12-inch turntable. Universal tone arm and sound box plays all Disc Records.

Completely equipped.....\$23.00

**Tone Arms and Sound Boxes**

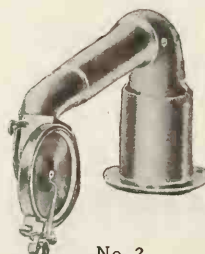
(Genuine Mica)

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

**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 face. 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.**

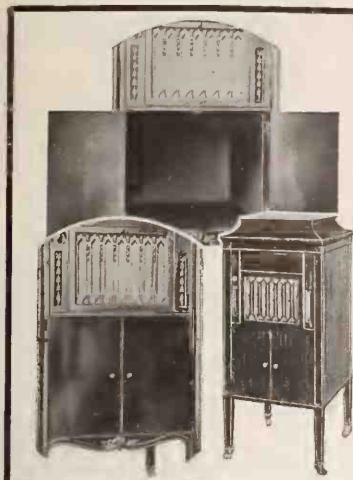


**BETTER MUSIC "Williams" Sounding Board**

placed under record on any disc phonograph. Price \$1.50. Usual discounts to dealers.

**O. B. WILLIAMS CO.**  
SEATTLE WASH., U. S. A.  
Manufacturers Sash and Doors





# SOSS

## INVISIBLE HINGES

*Emphasize Beautiful Wood Finishes*

So many talking machine Cabinets are designed with a disguise of the instrument as their chief feature that invisible hinges are of special importance.

Ordinary hinges may be made inconspicuous, but the fact that they cannot be completely hidden by any ingenuity mars every cabinet on which they are used.

**SOSS** Invisible Hinges preserve the beauty of well-designed and finely finished  
TALKING MACHINES MUSIC CABINETS  
PIANOS PLAYER PIANOS AND BENCHES

They are made in numerous sizes for these particular purposes. They 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 illustrated booklet "T"*

### SOSS MANUFACTURING COMPANY

435-443 ATLANTIC AVE.

BROOKLYN, N. Y.

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.



## SOME VALUABLE POINTERS IN DEALER CO-OPERATION

Clever Analysis of the Factors and Essentials That Lead to Success in the Retail Field Interestingly Set Forth by F. F. Dawson, of the Columbia Co., in Louisville

LOUISVILLE, Ky., July 9.—F. F. Dawson, manager of the local headquarters of the Columbia Graphophone Co., has inaugurated several new methods of dealer co-operation which have attracted considerable attention. In a chat with *The World*, Mr. Dawson commented upon this co-operation as follows:

"The World has asked me for a statement as to my plans for co-operating with my dealers. This is a matter impossible of explanation, for the reason that each individual case must have its own solution, and treated according to its peculiar symptoms. The object is to keep them all alive and active. Dealers die from various causes, and the cause must be ascertained before the remedy can be administered. The first symptom of approaching death is indifference. This indifference shows itself in many ways, such as failure to give the Columbia line proper display; failure to keep the goods in salable condition; failure to attract the attention of the public to the department; failure to advertise or to send out literature; failure to provide record racks and demonstration rooms; failure to respond to letters, offering helpful suggestions, etc. These are sure signs of a lack of interest, and will surely lead to death if allowed to run unchecked.

"I have found the principal trouble with a dealer who occupies this position is that he has lost his enthusiasm if he ever had any. This enthusiasm must be brought to life, I said must, before the department becomes attractive to him. Ways and means for engendering this needed quality must be worked out and suited to each case, except as to one fundamental principle. This principle is vital, and should be valued to the extent of the worth of the department. Dealers and their sales people must be instructed—educated, if you please. No matter how good a salesman one may be, he must be educated in 'Columbia Salesmanship.' The Columbia line being distinctive and having many exclusive features, makes it necessary that dealers be properly informed as to the application of these things. Their sales talk must be made to measure up to the high standards of Columbia quality.

"Believing this to be the cardinal point in the success of our dealers, and to the end of giving them this instruction, we recently conducted a 'School of Columbia Salesmanship' here in Louisville, to which all dealers and their sales people were invited. These sessions were well attended, and the instructions were enthusiastically received. We conducted a two days' school with three sessions each day. We took up the following subjects with a forty-five minute lecture opening each subject, after which general discussion was had:

"Conditions and Opportunities of our times, and how to make the best of them—Columbia

Speaking.' 'Personal Efficiency and Columbia Sufficiency.'

"History of the Talking Machine Industry—Columbia's place in that History.'

"Finding Our Weak Points and overcoming customers' objections—Full and complete demonstration of the Grafonola.'

"Three Fundamental Points in a Sale—Treated and Illustrated—Meeting Competition.'

"Organizing and Developing a Model Grafonola Shop, with final Questions and Answers.'

"During these sessions every phase of Columbia merchandising was brought up and discussed, in a constructive and helpful manner. All who attended went away fired with new zeal and enthusiasm, and many new orders came from some who had been growing indifferent.

"Plans for the construction of record racks have been furnished, and the racks made and installed by dealers. Demonstration rooms have been planned on lines of economy. Mailing lists have been started and built up. One dealer who before had refused to mail out supplements now has a mailing list of over 500 names, and has placed his order for every record each month, and 600 supplements. Advertisements have been written for dealers, and much other help given. We are planning another school some time in the early fall. My time is limited, and if anyone would like to know more of what we are trying to do for our dealers, just arrange to attend our next 'school.'"

### NEW SCHEDULE OF PRICES

Announced by the Delpheon Co. of Bay City, Mich.—Takes Effect on August 15

BAY CITY, MICH., July 8.—The Delpheon Co., of this city, manufacturer of the Delpheon phonograph, has just announced a new schedule of prices for its machines which will take effect on August 15. This new scale calls for an increase on all types of Delpheon machines and although the present price list ranges from \$100 to \$200 retail, a new cabinet model will be announced during the next few weeks retailing at less than \$100.

The company has advised its jobbers and dealers that this new scale of prices was made imperative because of the tremendous advances in the cost of raw material and because the company declined to sacrifice quality in the materials that it used. A number of new improvements will also be included in the Delpheon product in the very near future in addition to the distinctive features which now characterize these machines.

Some sales are side-swiped because the Carburator of Credulity is flooded with too strong a talk mixture at the last moment!

## HOFFAY CO. ISSUES A NEW BOOKLET

Working Parts of the Hoffay Machine Illustrated and Described in Detail in New Volume—The Hoffay Adapter Also Featured

The Hoffay Talking Machine Co., Inc., has just issued a new booklet which especially features the working parts of the Hoffay machine. The booklet is issued under the caption "The Little Guide to the Hoffay," and the introduction contains many reasons why the reader should buy a Hoffay instrument. Among others being its tone, and its individual patented features. There is also the crowning closing statement that the Hoffay must make good. Two four-page pamphlets are also inserted with the booklet, one of these illustrating and describing the Hoffay automatic adapter, which can be purchased separately and attached to any standard make of talking machine, and which retails for \$1.75. The other circular is filled with illustrated directions for using the adapter so as to play equally well either the vertical type or the hill and dale records.

John H. Newell, of Beverly, Mass., has purchased the Victor talking machine agency formerly held by J. P. Kilham, and is now enlarging his store in the Rogers Block in order to have adequate room for the demonstration and sale of Victrolas and records.

100 LOUD PLAYING

*Truetone*  
TRADE MARK  
DISC RECORD  
NEEDLES

For Use on all DISC TALKING MACHINES

"The Needle they come back for  
and pay the price, 10c."

HIGHEST GRADE  
EVER MADE

NEW YORK DISC NEEDLE CO.

287 BROADWAY  
NEW YORK

**HOW TO AVOID DULL SEASONS**

Victor Co. in Sending Out Advertising Literature Makes Some Timely Comments

In sending out the latest batch of advertising matter to the trade, including blanks, by means of which the dealers can order electrotypes, or matrices of carefully prepared advertisements for use in local papers, the Victor Talking Machine Co. offers the following most appropriate comment upon the question of dull seasons:

"Keep sharp and avoid dull seasons. "A young man who had just bought a half interest in a certain business approached the senior partner and asked, 'When is our dull season?'"

"'When would you like to have it?' replied the senior partner ironically. 'We have always managed to do without a dull season here, but if you want one all you have to do is arrange for it and it will come.'"

"The surest way to have a dull season is to expect it, to submit to it, in fact to plan for it and arrange for its entertainment, so to speak. There are Victor dealers who find summer a dull season. They are looking for a dull season—consequently, that is what they find."

"The truth is that there is just as good an opportunity for Victor business in summer as in winter. The human race becomes more a race of 'pleasure-hunters' in the summer. They spend more money at it, too. And let us ask you, 'What is summer without music?' Summer and music are twin sisters, and music is what you have to sell."

"Make a study of the summer market as distinguished from the winter market. The particular difference between them is in the kind of business and in the way to go about the job of getting it. Do not cut down your local advertising. Use as many of these ready-made advertisements as possible. They strike the right note for summer selling."

**HOW ADVERTISING DIFFERENTIATES**

No two articles are exactly the same in all respects. They may possess many points in common, but with all articles there are distinguishing points or qualities that apply to no other article of the same class. Advertising the points that apply to all articles of a class, in a measure, at least, advertises all the articles of the class. Advertising the distinguishing traits of an article puts the article advertised in a class to itself—makes distinct advertising—original advertising.

THE NEW—IMPROVED

# Anytone Needles

**PLAY LOUD, MEDIUM, SOFT**  
ALL WITH ONE NEEDLE—PLAYS MANY TIMES WITHOUT CHANGING  
EXCLUSIVE DISTRIBUTORS WANTED




**ANYTONE NEEDLE CO., 18 NEW STREET, NEWARK, N. J.**

**MELOPHONE CO.'S NEW BOOKLETS**

The New Melophone P. B. Motor Described in Detail for Benefit of Manufacturers—Booklet Regarding Portable Phonograph

The Melophone Talking Machine Co., manufacturers of the Melophone portable phonograph and the new Melophone P. B. Motor, has prepared to send out to all talking machine manufacturers a folder describing the merits of this new motor, the details of which are carefully illustrated. The main features of the new P. B. motor include a new type of driving spring, embodying several original and exclusive ideas. The gears are constructed of a combination of metal and fibre, with fibre bearings, to eliminate noise, and the governor is of a patented type on which no strings are used.

The Melophone Co. is also sending to talking machine dealers an interesting booklet regarding the Melophone portable phonograph which is proving very popular with vacationists. The booklets are supplied in quantities to Melophone dealers for mailing to their prospects, and the demand for them indicates their value and importance.

**PROSPERITY BULLETIN**

"With the Government and the allied nations entering the market to the extent of, possibly, ten billions of dollars, and with the forcing to employment of all unemployed males and possibly hundreds of thousands of females who for the first time become wage earners, a new buying public is created that even the most optimistic will find it difficult to overestimate. Any manufacturer or any merchant would be particularly short-sighted to curtail advertising at this, his greatest opportunity to build big and substantial business."

H. C. Brown, The Victor Talking Machine Co., Camden, N. J.

—From the New York Tribune, June 25, 1917.

**GLOBE WERNICKE CO.'S CATALOG**

Devoted Exclusively to Its Line of Disc Record Cabinets—Is an Attractive and Interesting Publication Worthy of the House

CINCINNATI, O., July 9.—The Globe Wernicke Co., manufacturer of sectional bookcases, filing cabinets, etc., has just issued a new catalog devoted exclusively to its line of disc record cabinets. This catalog, the front cover of which is shown herewith, is unusually attractive, and has aroused hearty approval among members of the



Cover of New Globe Wernicke Catalog

local trade and among publicity experts. The catalog cover is black, printed in gold, with a picture in full color tipped on the front. The cabinets are illustrated in the natural colors of oak and mahogany.

The Globe Wernicke Co., which is one of the foremost manufacturers in the Middle West, placed a line of disc record cabinets on the market last year, and from the day they were introduced these cabinets achieved signal success. The company's lengthy experience in the sectional bookcase and filing cabinet field gave it an invaluable knowledge of cabinet requirements, and its disc record line is now firmly entrenched with the dealers throughout the country.

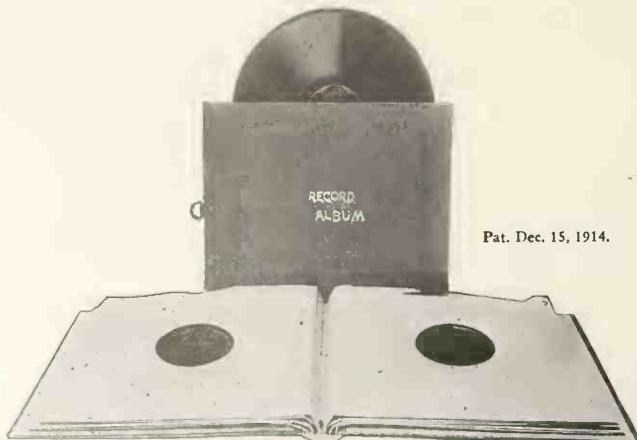
**PATHE STAFF ORGANIZES BALL TEAM**

Office Team Defeats Factory Team in Game Played in Brooklyn Recently

The office force of the Pathé Frères Phonograph Co., Brooklyn, N. Y., organized a baseball team recently and met the nine representing the factory division at a ball ground in Brooklyn the other day. Greatly to the surprise of the spectators and the players themselves the office force were victors, coming out on the long end of a 9 to 4 score. The game was well played from start to finish, and among the players on the winning team who contributed with timely hitting and fielding were: A. T. Emerson, J. F. Walters and R. B. Caldwell.

Schilling and Kottenberg, of Waupun, Wis., recently opened a new music store, carrying a fine line of pianos and talking machines.

**Notice to Victor Jobbers and Talking Machine Manufacturers**



You will be glad to know that we are in a position to furnish you with the "Best Record Album," containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.

Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials.

Why buy an Album of inferior make when you can buy the best Album on the market for the same price?

103 Broadway  
Brooklyn, N. Y.

**THE BOSTON BOOK CO., Inc.**

Chicago Office:  
1470 So. Michigan Ave.

**RECORD ENVELOPES**  
 STOCK RECORD POCKETS  
**J. L. GILLESPIE COMPANY**  
 PAPER PRODUCTS PITTSBURGH, PA.

**VISITORS AT EDISON HEADQUARTERS**

Prominent Jobbers From All Parts of the Country Inspect Plant at Orange, N. J.

Among the recent visitors to the Edison laboratories, Orange, N. J., were F. H. Silliman, of Pardee-Ellenberger Co. Boston; W. O. Pardee, of Pardee-Ellenberger Co., New Haven, Conn.; H. H. Blish, of Harger & Blish, Edison jobbers of Des Moines, Ia.; G. L. Babson, of the Phonograph Corp. of Manhattan, New York City; R. B. Cope, manager of the Girard Phonograph Co., Philadelphia, and Henry G. Shaw, vice-president of the Shaw Supply Co. Tacoma, Wash. All were optimistic over the outlook for summer business. They said there will be a strong representation of dealers from their zones at the national convention of Edison dealers at the Waldorf-Astoria, New York.

Henry G. Shaw, of Tacoma, said that his concern, one of the largest in the Northwest, felt a depression for a short time following announcement of the breaking off of relations with Germany, but he said the pendulum swung back and that business now is very good and that they look for a big year in the State of Washington.

**SUGGESTS SHIPMENT BY WATER**

Bureau of Foreign and Domestic Commerce Declares That the Use of Inland Waterways for Transportation of Freight Will Serve to Relieve Serious Railroad Congestion

In view of the demands that are being and will be made upon the railroads to transport military forces, supplies and equipment during the war, the Bureau of Foreign and Domestic Commerce has issued a bulletin emphasizing the present need of using interior waterways as much as possible for shipping. Through the shipping of goods by water there is not only a material saving in railway rolling stock and motor power, but the lines are kept free for the quick transportation of necessary freight. The War Department, the Commission Department and the Shipping Board are now working together to devise ways and means for using our waterways to the greatest advantage.

**TO MAKE RECORDS**

A certificate of incorporation has been issued to the Melodograph Record Co., Inc., of New York City, for the purpose of dealing in talking machine records. The capitalization of the concern is \$510,000, the incorporators being L. Glucksman, M. Zeichner and W. Gertner.

**EDWARD LYMAN BILL TO FRANCE**

Youngest Son of President of Edward Lyman Bill, Inc., Tendered Farewell Dinner by World Staff Previous to His Sailing to Join American Field Ambulance in France

Edward Lyman Bill, of the staff of The World, and youngest son of the president of the corporation, was tendered a farewell dinner by the fellow members of the staff on Monday evening, June 11, at Mouquin's, on the eve of his departure for France, where he will serve with the American Field Ambulance Service under the auspices of the American Red Cross.

Mr. Bill is the youngest son of the late Col. Edward Lyman Bill, who in his early days saw active service in the Indian campaigns in the West, and has inherited his father's love for action. "Doing his bit" as a volunteer ambulance driver for France and incidentally for America, is the manifestation of this spirit.

In wishing Mr. Bill Godspeed, The World staff feels that he will do the work that is to be done with honor to himself and credit to the country he represents.

**THE STEWART BASEBALL TEAM**

Composed of Forces of the Stewart Talking Machine Co., Indianapolis, Has Defeated All Comers it Has Met This Summer

INDIANAPOLIS, IND., July 9.—Led by Jumbo Wilson, shipping clerk for the Stewart Talking Machine Co., the Stewart Ball Club has met and



The Stewart Men Behind the Bats

defeated all comers this season. Some of the strongest semi-pro teams in Indiana have been humbled by this speedy aggregation, and the chances are strong for taking the State semi-pro pennant.

In the picture reading from left to right are (standing): Clark, pitcher; Quinlan, third base; Fischer, center field; Elliott, shortstop; Cantwell, left field; (sitting): Webb, right field; Holmes, catcher; Wilson, second base, and Mahan, infielder.

Ovcrman, an infielder; Vinson, a pitcher, and Troutman, a right fielder, are other members of the team who failed to get in the group picture.

The golfer who carries his grouch back to the club-house never qualifies for the tournament.

**TRAINING IN SCIENCE OF BUSINESS**

Salesmen of S. B. Davega Co. Organize to Take Course in Sheldon School—A New and Interesting Idea in Talking Machine Trade

What is believed to be the first organized step of its kind to be taken in the talking machine trade to develop the ability of the sales organization along broad business lines is to be credited to the S. B. Davega Co., the prominent Victor distributors of New York, who have arranged for the members of their sales staff to take the course in the Science of Business Building as provided by the Sheldon School. The course, which covers a period of thirty-six weeks, provides not only for the study of special text-books and examinations by mail, but also includes bi-weekly lectures by Robert G. Wall at the Sheldon School here.

Eleven of the Davega Co.'s staff have signed for the course and it is hoped to interest enough dealers and their salesmen to make a class of thirty, which will permit of private instruction. The course includes instruction in concentration, in developing the right mental attitude in business, meditation, system, development of vocabulary, improvement of the memory, study of psychology as it applies to selling, and much other matter of similar nature.

The Davega Co. is training its salesmen primarily for the benefit of its dealers, for the abilities the individuals are expected to develop through the course should enable them not only to handle the trade more consistently and efficiently, but to offer advice and assistance of great value to the retailer.

The class was organized on Tuesday evening, July 3, and will meet every alternate Tuesday evening until the course is completed. At the organization meeting the name Davega Area Club was chosen and the following officers were duly elected: Henry S. Davega, president; Richard Roth, secretary, and Maurice Forman, treasurer.

**STATE INCOME TAX REPORTS**

Time for Filing Reports Has Been Extended to August First—Blanks on Application

The Merchants' Association has been advised that the State Tax Commissioner, under authority conferred in the recently enacted State Income Tax Law, has extended the time in which manufacturing and mercantile corporations are required to submit reports from July 1 to August 1; also that the blank forms upon which these reports are to be rendered were mailed directly to all corporations affected by the new law, on or about July 5.

Where it becomes necessary for attorneys, agents, trustees or others to apply to the State Tax Commission for the required blanks, the name or names of the corporation they represent should be set forth most fully in the application.

**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.**  
 36-48 Flatbush Avenue Extension, Brooklyn, N. Y.

**A LIVE SALES ORGANIZATION**

Members of Staffs of Nebraska Cycle Co. and Mickel Bros. Co. Not Only Book the Orders But Give Dealers Real Service and Advice

OMAHA, NEB., July 3.—The most effective Victor distributing and sales organization is that of the Nebraska Cycle Co., this city, and the Mickel Bros. Co., Des Moines, Ia., which has succeeded in bringing about substantial developments in the field hereabouts.

The salesmen of the company are not merely order takers, but are selected for their general ability and knowledge of retail stock and sales problems. They go to the dealer not alone to meet his demands for records and machines, but to assist him in his own business and help to solve his general problems. The result is seen in the growth of the business of these two distributing companies.

Both the Nebraska Cycle Co. and the Mickel Bros. Co. have been instrumental in bringing together the dealers in their respective terri-

ories into permanent organizations for mutual protection and benefit. These associations hold regular meetings and discuss the problems of

staff of the Nebraska Cycle Co. and the Mickel Bros. Co. assembled for a conference in the office of Geo. E. Mickel, manager of the company, in Omaha.



“Live Wire” Sales Force of Nebraska Cycle Co. and Mickel Bros. Co. comment on conditions under the pertinent caption: “Points to Ponder”. “Billions of dollars let loose in the United States of America. Greatest amount of wealth ever bestowed upon any nation in the world’s history. Think this over. It is now time to stop talking about the cost of everything and take the initiative, and get busy selling the things that people need and want.”

**TIMELY MESSAGE**

National Publishing Co. Offers Optimistic Comments Upon the Business Situation

PHILADELPHIA, PA., July 5.—The National Publishing Co., the prominent record album manufacturer of this city, has sent out with its current statements the following timely

comment on conditions under the pertinent caption: “Points to Ponder”. “Billions of dollars let loose in the United States of America. Greatest amount of wealth ever bestowed upon any nation in the world’s history. Think this over. It is now time to stop talking about the cost of everything and take the initiative, and get busy selling the things that people need and want.”

“To-day the United States rules the world. To-day the eyes of the world are centered upon, every tongue is talking about, what is doing in the U. S. A. This country has the gold, silver, copper, lead, zinc and farm products that the other nations of the world need. In years gone by the flow of money was from the United States to Europe. To-day these conditions are reversed. For years to come the flow of money will be from Europe to the United States. To-day New York City is the money center of the world. No sound thinking business man need fear the outcome as far as safe business, or profitable business, is concerned.”

**CONVENTION APPEAL IN VERSE**

Fred P. Oliver, Chairman of Press Committee of National Association of Talking Machine Jobbers, Urged Attendance at Atlantic City

Under the heading of “A Come-on,” Fred P. Oliver, chairman of the press committee of the National Association of Talking Machine Jobbers, sent out the following last minute original appeal to Victor jobbers to attend the association’s annual convention at Atlantic City, which was held there this week:

Say, fellers, gather ‘round me close, and listen to my tale,  
I want to spill an earful, and get you to “hit the trail.”  
I’m chairman of our well-known Committee of the Press  
(But my “poems” never landed me the job, I will confess).  
I s’pose you’ve spent a lot of coin on Liberty Bonds and  
such,  
And the Red Cross also takes its share—our boys have  
given much—  
But you’ll have to scrape enough kopecks together right  
away,  
To take you to Atlantic City, Bo—so don’t delay.  
July the ninth’s the date picked out, the Traymore is the  
place;  
The same old jolly bunch will look for each one’s smiling  
face,  
You can’t afford to stay away—too many things are on,  
So wire Trostler now, old top, before “the choice” is gone.

Be sure to bring the girls along—they’ll have enough to do,  
While all of us are “business meeting,” they’ll be busy too.  
The banquet will be some affair—Dan Stephens is to speak,  
And other stunts are being planned to make this meal  
unique.

Then Wednesday will be Victor day—we all know what  
that means—  
Topped off with a wonderful concert by some Red Seal  
kings and queens;  
Fritz Kreisler, Galli-Curci and De Luca will be there,  
While Homer and Martinnelli will also do their share.

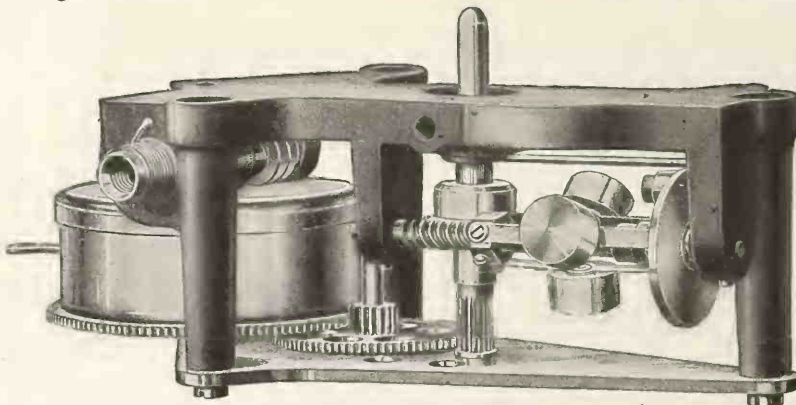
Now just forget the shortage of needles, the war and the  
weather, too,  
It’s a duty you owe to your business and the whole darned  
gosh-blamed crew;  
So pack your troubles in some old trunk—lock it, and lose  
the key,  
And meet us down at the Submarine Grill, in the City  
by the Sea.

Getting in on the ground floor frequently means crawling out through the cellar window.

**Single and Double Spring Motors,  
Tone Arms, Reproducers, etc.**

*In Quantities*

*At Low Prices*



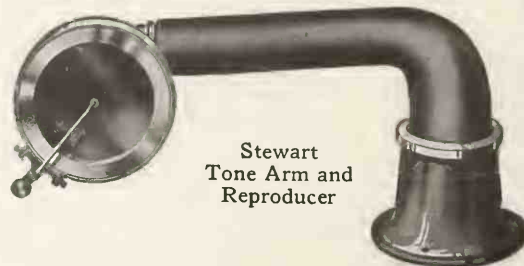
Stewart Single Spring Motor

Rigid cast frame. Simple design. Hlobbed gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

Our huge plant, equipped with special machinery for the economical production of large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

Our Double Spring Motor is a quality product in every particular. Heavy cast frame. Cold rolled steel bottom plate. All parts easily removed. Smooth, silent and even running. Furnished with plate to mount from top of motor board. Also with automatic brake. Plays three 12" or five 10" records.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Detailed information and prices upon application.



Stewart  
Tone Arm and  
Reproducer

**STEWART PHONOGRAPH CORPORATION**

CHICAGO

327 Wells Street

ILLINOIS

**TESTED BY FIRE AND WATER**

**Durability and Substantial Construction of Unico Equipment Demonstrated by Recent Fulton-Driggs, Smith Co. Fire in Waterbury, Conn.**

WATERBURY, CONN., July 7.—Fires are, as a rule, costly experiences, but in connection with the recent conflagration in which the establishment of the Fulton-Driggs, Smith Co., in this city, was completely gutted, the practical economy of investing in equipment of the most substantial construction was forcibly illustrated. The severe test which the Unico equipment of the above concern underwent is clearly shown in the first illustration below. Despite the fact that the Unico demonstrating rooms were subjected to seething flames which consumed all surrounding objects, and also to nine heavy hose streams from the fire department, they were absolutely uninjured and without repairs or re-



The Store After the Fire

finishing were removed and installed on the second floor of the Fulton-Driggs, Smith Co.'s recently completed new and larger establishment.

Mr. McCoy, president of the Waterbury concern, in a recent communication to the Unit Construction Co. voluntarily expressed his appreciation as follows:

"It might be of interest to you to know that previous to our recent fire forty-three sections of Unico equipment were in use in our building, consisting of office equipment, partitioning, phonograph booths and piano booths. After our



Another View After the Fire

fire, which destroyed either by water or fire the entire contents of the building, we find that by counting up these sections we still have thirty-six left; in other words, we were able to utilize thirty-six sections of this construction, which immediately after the fire looked like a

Room 419 136 Liberty St.

**Clifford A. Wolf**

**MANUFACTURER OF**

Diamond and Sapphire  
Phonograph Points

New York City Phone, 8540 Rector

total loss. The greater portion of this construction was not taken down until two or three weeks after the fire, and notwithstanding the fact that eight or nine hose played on this fire



Unico Booths Re-installed in New Establishment from about 11.30 until 3 or 4 o'clock in the morning, you will see by the enclosed photograph that this portion of the construction was not damaged in spite of all this, which should be the highest recommendation for Unico equipment.

"We have received many compliments on this work and most people do not realize that it is the same they have seen many times before. We feel sure that this will interest you, and assure you that this is the best recommendation that you could have as to what we think of Unico equipment—this, and the fact that we have seen fit to have our entire store refitted with the same."

After this experience the Fulton-Driggs, Smith Co. naturally selected Unico equipment for every department and detail of their new establishment, which is one of the best equipped music houses in New England.

**NEW LYRIC RECORDS ARE NOW READY**

**Lyraphone Co., of America, Makes Important Announcement to the Trade Regarding New 10 and 12-inch Records—Catalog Contains Both American and Foreign Selections**

The Lyraphone Co. of America, who several months ago moved from the offices at 220 Fifth avenue to 12 West Thirty-seventh street, New York, where they have two entire floors, announced that they are now ready to book orders for the new Lyric ten and twelve-inch records. The catalog of the company not only contains a standard list of American works, but also includes records in almost every foreign language.

The factory of the Lyraphone Co. is located at 31-45 Steuben street, Brooklyn, and was built purposely for the manufacture of talking machine records. It is said to be one of the best equipped factories of its kind in the industry.

Thomas Quinlan, who is well known in connection with the production of grand opera and other musical activities and formerly engaged in the manufacture of records for one of the largest concerns in the country, is general manager of the concern, and in a recent talk with a representative of The World said: "You may extend a cordial invitation to all visiting talking machine dealers and manufacturers to come and see us, hear our products and learn all about the proposition we have to offer."

Preparations which preceded this month's announcement by the Lyraphone Co. have been going on for the past few months and have been completed so quietly as to be a surprise to those who have not watched the course this company has taken since its reorganization. The company will manufacture records of high quality.

**R. W. GRESSER A VISITOR**

R. W. Gresser, sales manager of the Delphoon Co., Bay City, Mich., was a visitor to New York this week and before leaving for the West had practically consummated arrangements whereby the Delphoon line of machines will be distributed in this territory by a new sales company. This concern will be comprised of well-known members of the local talking machine industry and plans are now being made for an aggressive dealer campaign.

E. H. Weaver has opened a new talking machine store at 319 East Eighth street, Los Angeles, Cal.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

FROM THE  
**DORAN CO.**  
41 MICHIGAN AVE.  
DETROIT, MICH.

SOLD BY  
**HURTEAU WILLIAMS & CO.**  
MONTREAL — OTTAWA

**Kinkel Piano Co.**  
ELYSIUM

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 (Interurbans)  
PHONES — PROSPECT AND CLEVELAND  
— CLEVELAND

SOLD BY  
**WALTER D. MOSES & CO.**  
Oldest Music House in Va. and N.C.  
103 E. BROAD STREET  
RICHMOND, VA.

SOLD BY  
**J. E. STRATFORD**  
— AUGUSTA, GA. —

**MANY IMPROVEMENTS INSTALLED**

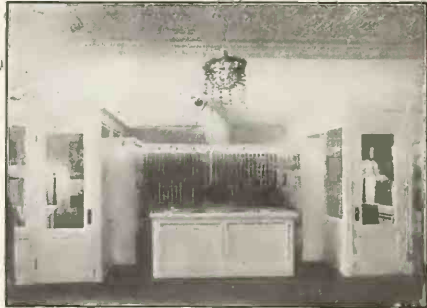
By the Wilbur Templin Music Co., of Elkhart, Ind., in Its Talking Machine Department

ELKHART, IND., June 30.—The Wilbur Templin Music House, of this city, has recently made some important improvements in its handsome store and has provided excellently equipped new quarters for its talking machine business,



Showing Arrangement of Booths

which is unquestionably as prosperous a one as can be found in any city of equal size in the country. The talking machines are, of course, given display space in the windows and also in the main store, while, of course, the main activities of the department are in the new



Department Devoted to Record Stock

booths which have been constructed within the past two months. There are five of these rooms, thoroughly soundproof, of most tasteful architectural design and white enameled both inside

and out. The booths are attractively and comfortably furnished. Handsome rugs cover the floor and floor lamps and other fixtures add a homelike appearance which must put the customers distinctly at their ease. There are two banks of booths and between them is the record selling department. The company handle both Victor and Edison discs and a full and complete stock of the records of both companies are carried. Illustration number 2 shows clearly the arrangement of the record stock and the sales desk, which are equally contiguous to both groups of booths. The decorative scheme of the entire store is of a most artistic character and the new talking machine department has been so designed as to fit in admirably with the general scheme.

**WANT EXPORT BUREAU HERE**

Merchants' Association Urges That It May Issue Permits

The Merchants' Association has asked the members of the new Federal Exports Council to establish a bureau in this city which will have authority to issue export permits. The request says in part:

"This matter is of such great importance to the large number of shippers all over the United States, whose goods go forward through this port, as well as to exporters in New York City, that we urge that a bureau be located here empowered and equipped to issue the permits in question so far as they relate to consignments of goods going out from New York. The prominence of the Port of New York warrants, in our judgment, the maintenance of such an office in this city rather than the establishment of an office with no authority and acting only in a clerical and routine capacity by receiving applications and announcing results. The delay and inconvenience to all shippers which must arise from transmitting applications to Washington is a matter of the greatest importance, especially in light of present shipping and storage conditions.

"Much of the investigation and work which will necessarily precede decisions regarding the desirability of issuing specific permits will, so far as it relates to New York firms, undoubtedly have to be made in New York City. The fact that a bureau equipped with judicial and administrative power would be more frequently

WE ARE  
**P R E P A R E D**

To Your Without



Fill Order Delay

Avail Yourself of Our

**SPECIAL SAMPLE OFFER**

WM. F. NYE New Bedford, Mass.

called upon and inconvenienced by inquiries if in New York rather than in Washington, seems to us to be an argument in favor of its establishment here, inasmuch as it is undoubtedly the desire of the Secretary of Commerce that every possible facility, courtesy, and convenience be given shippers needing export permits."

**INCREASED DEMAND FOR COVERS**

Reported by the C. E. Ward Co., London, O.—Name on Covers an Appreciated Feature

The C. E. Ward Co., padded moving cover manufacturers, New London, O., report a steady increase in the cover business. Their trade is not only confined to every State in the Union, but orders are daily received from Canadian dealers and jobbers. Their trade also extends to South America, where they are working up a nice business.

One of the latest creations of this house is the "Detroit" moving cover, which is illustrated in their advertisement elsewhere. This is a great timesaver, as the machine can be prepared for delivery in less than one-half minute. The strap arrangement is attached to and a part of the made-up cover. The "Detroit" cover is made to fit Victrolas, Edisons and Columbias. Dealers are quick to grasp the fact that they cannot afford to take the risk of having their machines damaged in delivery, hence the use of Ward's moving covers and straps.

Words of commendation are also received, relative to the advertising feature—that of putting the dealer's name and address across the front in silk embroidery. One dealer writes as follows: "The moving cover and strap shipment was duly received by me, and I wish to inform you at this time that they have proven more than satisfactory. Your covers afford maximum protection at a minimum cost. I am especially glad that I had my name and address put across the front in silk embroidery, as I have sold some machines and had several inquiries from people who saw this work while my machines were being delivered."

**FEATURING PATRIOTIC RECORD**

The Victor Talking Machine Co. is still continuing its advertising drives of Patriotic records and has just issued to its dealers an elaborate poster bearing in its upper half a large reproduction in colors of the famous painting: "The Spirit of '76." The poster calls attention to the Victor records of patriotic music.

The Central Phonograph Sales Co., of Chicago, Ill., has been incorporated with a capitalization of \$10,000, the incorporators being Alexander S. and Theodore Waiss and William A. Jennings.

**AT LAST**

An Attractive Cabinet Phonograph—containing features usually found in the high priced machines—selling at a figure that places it within the reach of everyone.

**Specifications:**

- Universal tone arm. Plays any record.
- Excellent tone. Worm driven motor.
- Stands 36 inches high, closed.
- Mahogany finish. Beautiful design.
- Cabinet for records.
- This wonderful machine fits in with any line. It positively sells itself.
- Dealers should act quickly.

Write for Catalog

**LYRIAN PHONOGRAPH CO.**

DEPT. T. 7 SOUTH STREET CINCINNATI, O.



# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Record Trade Keeps Up in Most Satisfactory Manner—Industry Now of Semi-National Importance—Solving of War Problems Augurs Well for the Future—Planning Post-War Activities—German and Austrian Catalogs Displayed—New British Trade Bank Incorporated—Some Features of the Latest Record Lists—The Question of Foreign Trade Names—The Gramophone Co.'s New Circular—Gramophone Thief Ends in Army—"Cuthbert" Ninety-Five Years Old But Still Active—Practising Economy in Packing—News of Month

LONDON, E. C., ENGLAND, July 6.—It is pleasing news to report the existence of a continuously good record trade from the viewpoint of all sections concerned. In the circumstances such a state of things is the more satisfactory when we consider exactly what those circumstances mean to an industry which in normal times was regarded as a luxury commerce, but is now properly considered as one of semi-national importance. Its trials and difficulties are sufficiently well known and do not call for repeated elaboration; suffice it to say that during the war period problems have been solved in a manner which augurs exceedingly well for the trade's post-war prospects. There is, it is true, one or two flies in the ointment, the most prominent being, in my opinion, the continued lack of serious co-operation between and among each section of the trade, but there must always be something to fight for, and I am not without hope that before the war is over some good results may be achieved in the direction indicated. And although I am not one of those that think the war will soon end, I am yet suf-

ficiently—and I hope reasonably—optimistic to aver a belief that we have seen the worst of it. I believe in looking both ways, and take good stock, as it were, of the position. Undoubtedly, we are not out of the wood; we are fighting hard, and so it must continue for many weary months ahead. But what of the future? Are we to remain deaf to the prospects ahead and avoid all preparation and organization to secure the utmost advantage from our post-war position of dominance? There can be only one answer—a great No! The executive heads of our business houses are mostly men well over military age, not likely to be called into service. Given the will, they have all the facilities available to bring about a gigantic upheaval of those elements of distrust which for long have marred the general progress of a great industry. It is to them that we look; it is they who will sooner or later introduce the threads of a united strength of purpose which will eventually react to the common good. Each firm has its own ideas of the value of co-operative action, and in general all are convinced of the necessity and usefulness of attempting a serious endeavor to link up the many diverse threads of individual policy into a harmonious line of action based upon the broad principle of brotherhood and tolerance. The foundation for a common agreement undoubtedly exists. Perhaps the initial joint trade movement for the consideration of after-war development would be a conference between the heads of the larger firms, to be followed by a general conference of every British gramophone manufacturer. The trade problems common to all might be outlined at the first

meeting and copies distributed generally at the second conference, whereat all should be invited to submit written opinions upon the subjects brought forward. We should then have a good workable foundation upon which to outline future procedure, always keeping within the strictly defined limits of discussion. There already exists a body styling itself the British Trade Defense Committee, whose activities are certainly highly commendable up to a point. Its scope, however, is mainly confined to dealing with official legislation affecting the development of the musical instrument trade and, so far as I know, the ordinary industrial difficulties are not within its province. It is generally conceded though that the gramophone trade is not sufficiently represented on the committee, and such as it is by no means a comprehensive authority to voice the general opinions of our large industry. Nevertheless, there is good reason for thinking that the committee might be moved by the unanimous vote of the trade to widen its scope so as to include the consideration of methods for the better organization of the trade, whereby it would be in a position for successfully grappling with post-war conditions. That something should be done is very obvious. The superficial ideas concerning serious preparatory organization which now prevail are not likely to result in much good without the guidance of an authority such as may be vested in a committee of prominent traders at a conference convened for the purpose. Let us immediately to business!

Display German and Austrian Catalogs  
At the Foreign Samples Section of the Board  
(Continued on page 134)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

#### Branches

DENMARK: Skandinavisk Grammophon-Akti-  
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115  
Boulevard Richard Lenoir, Place de la Répub-  
lique, Paris.

SPAIN: Compañía del Gramofono, 56-58 Balmes,  
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-  
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky  
Prospect, Petrograd (Petersburg); No. 1  
Soljanka, Soljanski Dvor, Moscow; 9, Golovinski  
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33,  
Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya  
Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bai-  
laghatta Road, Calcutta; 7, Bell Lane, Fort,  
Bombay.

Great Britain:

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

#### Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole  
Concessionaries of The Gramophone Company,  
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120  
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,  
Capetown; Mackay Bros. & McMahon, Post Box 419,  
Durban; Ivan H. Haarbuerger, Post Box 106,  
Bloemfontein; Franz Moeller, Post Box 108, East  
London; B. J. Ewins & Co., Post Box 88, Queens-  
town; Handel House, Kimberley; Laurence &  
Cope, Post Box 132, Buluwayo; The Argus Co.,  
Salisbury.

EAST AFRICA: Bayley & Co., Lourenso  
Marques.

HOLLAND: American Import Co., 22a, Amsterd  
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the  
Ottoman Empire): K. Fr. Vogel, Post Box 414,  
Alexandria.

## FROM OUR LONDON HEADQUARTERS—(Continued from page 133)

of Trade, 32 Cheapside, London, British manufacturers may inspect a comprehensive index of German and Austrian commercial catalogs which have been collected from all parts of the world. It is a most interesting illustration of the remarkable and widespread trade penetration of our enemies in different countries. British manufacturers are not quite so unenterprising as they are sometimes made out to be, and in many respects can boast as good a record regarding methods of foreign trade development as our Teutonic foes. But the opportunity now presented, after considerable trouble by the Board of Trade people, of glean- ing information and perhaps a few tips, concerning the undoubtedly successful methods of the central Empire manufacturers and exporters should not fail to interest those British firms who are speeding up their preparations for an organized endeavor to maintain a post-war trade supremacy.

It may be noted that in special cases where a visit is not possible firms may apply to the Board of Trade for the short loan of such catalogs pertinent to their particular trade as may be available. There is in fact no possible excuse for not studying and profiting by the lessons which the catalogs in question must convey to all open and intelligent minds. The Board of Trade is out to offer all possible assistance to British houses, and of which, we trust, they will take every advantage.

**British Trade Bank**

There has been issued as a White Paper the Royal Charter incorporating the new British Trade Bank, which is to be known as the British Trade Corporation, together with the terms of the deed of settlement under which the operations of the institution are to be regulated. Its general objects will be to assist the development of British trade and industries, to procure for British manufacturers orders in connection with new overseas undertakings, and to finance contracts in connection therewith. Clause two of the charter, which is dated April 21 last, sets out the objects and powers of the corporation, in part, as follows: The corporation shall be established for a term of sixty years, commencing from the date of this our charter. (a) To act as agents for any governments or authorities, or for any bankers, manufacturers, merchants, shippers, and others, and to carry on agency business of any description, including the power to act as attorneys and to give discharges and receipts. (b) To carry on business as contractors, merchants, and traders on their own accounts. (c) To promote or finance or to assist in the promotion or financing of business and undertakings of any description, and to develop and prove the same, either through the instrumentality of syndicates or otherwise, and to act as an issuing house. (d) To enter into any partnership or other arrangement for sharing profits or on joint account. . . . (k) To establish and maintain information and investigation bureaus, and to

collect statistics, returns, particulars, and information likely to prove useful for the consideration of business and financial propositions, and to undertake experimental and research work.

The share capital of the corporation will be £10,000,000, with power to increase this total, and to borrow or pledge the corporation's credit as provided under the deed of settlement. Business is not to be commenced until at least £1,000,000 sterling of the capital has been subscribed, and at least one-fourth of that sum has been actually paid up. The corporation must remain British in character and free from foreign control, and must have their principal domicile and principal place of business in England, and the controlling board of directors in England.

These conditions are set out in detail in the deed of settlement, which also contains provisions for the holding in England of the controlling board and general meeting of the corporation, for the prohibition of the issue of share warrants to bearer, for the keeping of a register of members, and a register of mortgages, and for the making of returns to and the inspection of the registers by the Board of Trade.

**Insure Delivery of Important Correspondence**

The loss of mails at sea by enemy action has inspired the Postmaster General to make known that duplicate letters may be sent to countries abroad for conveyance by a mail separate to that of the original. In addition to the ordinary postage a separate fee of 6d is charged. Those who wish to avail themselves of this brilliant official idea may obtain instructions at any postoffice as to the exact method of procedure, and incidentally, one may add, the full measure of official red tape. As a matter of interest to the Postmaster General we would mention that most business firms having a large foreign correspondence have taken this very simple precaution for a long time past!

**A New Music Trade Paper**

The official prohibition against the starting of new papers came into force just too late to affect *The Music Trade*, the first issue of which journal is to hand. It is published monthly at the price of 3d by Messrs. Crawford & Marchmont, Ltd., 3 Hills place and Oxford street, London, West, and is described as "a national representative trade journal," the editor being our old friend and journalistic colleague, C. J. Comerford. As its title suggests, *The Music Trade* is designed to cover every section of the industry from music publishing to the manufacture of pianofortes. This is a very wide ambition. Nevertheless, a perusal of the first number gives definite indication that our friends are on the right road to achieve their goal. The matter is throughout instructive and interesting, while the remarkably good display of advertisements bespeaks at least a wide recognition of the ability of the men at the helm to carry their journalistic venture along

the high road of successful endeavor. Long life and prosperity to *The Music Trade*.

**British Zonophone Co.'s Record List**

The May-June record program of the British Zonophone Co. is an interestingly varied list, comprising items of extreme selling value. All the records are ten-inch size. The popular opera, "Young England," a fairly recent production here, is well represented by the Black Diamond Band, whose rendition of selections one and two is handled in an able manner, as are two vocal numbers, "The April of My Heart," by Harold Wilde, and "Who Sings of England," by Foster Richardson. From the revue, "Three Cheers," selections one and two are contributed by the Black Diamond Band. A perfect record is No. 1758, bearing "God Send You Back to Me" and "Garden of Sleep," both pleasingly recorded by the Royal Cremona Orchestra. Sidney Coltham's sweet tenor voice is heard to good advantage in "Parted" and "If I Might Only Come to You," two favorites that are certain of big sales. Peter Dawson, Ernest Pike, Herbert Payne, G. H. Elliott, Florrie Forde, all names eminent in the musical world, are down for selections of the quick-sales type. There are other first-rate records itemized, including orchestral accordion solos—"Annie Laurie" and "Kathleen Mavourneen," which are beautifully played by Prof. Granville. This fine list will doubtless reach all the company's dealers in due course.

**The Goodwill of a Trade Name**

An interesting statement was recently made in Parliament bearing upon the goodwill of enemy firms. Sir Henry Dalziel asked if it was intended to amend the Trading with the Enemy Acts so as to preclude concerns of British constitution from trading under names which closely identify them with firms of enemy origin? Firms so trading are maintaining the goodwill of enemy firms. As an instance he mentioned that of Blüthner & Co., pianoforte manufacturers, Leipzig, which is maintained by a British constituted limited company—Blüthner & Co., Ltd., Wigmore street, London, West. In reply, George Roberts said: "I doubt the expediency of legislation of the nature suggested. I am disposed to think that there may be some advantage in a trade being carried on under a name which indicates the origin of the goods sold. A view which we think all business men will endorse."

**"H. M. V." Staff Fete Wounded Soldiers**

The employees of the Gramophone Co., Ltd., recently entertained about seven hundred wounded soldiers in the Shepherd Bush Empire. Each munition worker undertook the pleasure of seeing that one soldier enjoyed himself, giving up for that purpose the Saturday afternoon's recreation. Eminent artists and many of the best known people on the music hall stage gave of their best service, and that the soldiers passed a most enjoyable time goes without saying.

(Continued on page 136)

# GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

We can ship you *immediately*, any quantity of Records:

BANDS      ORCHESTRAS      INSTRUMENTAL SOLOS      VOCAL

## SELECTION OF AMERICAN AIRS

including "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner", etc., etc. Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

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# NEEDLES

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## FINEST GRADE STEEL GRAMOPHONE NEEDLES

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*We can fill all your  
requirements*

**W**E quote, War Risk included, c. i. f. any United States or Canadian Port in quantities of not less than five millions.

Send us a wireless to reserve you a parcel, or talk it over with our representative, Mr. Herbert S. Stoneham, Waldorf-Astoria Hotel, New York City.

### LEVETUS & COMPANY

194 BISHOPSGATE  
LONDON, E. C. 2

*Bankers*  
MESSRS. BARCLAY & CO.  
HEAD OFFICE, LONDON

## FROM OUR LONDON HEADQUARTERS—(Continued from page 134)

## A Selection of "His Master's Voice" Instruments

Under the above title, the Gramophone Co., Ltd., has just issued a neat folder which illustrates some of the models at present available for supply. Ten different types are shown from the forty-four guinea satin cabinet grand, the £20 table grand, to the £10 exterior horn model, a variety, indeed, to suit all tastes and purses. Of each instrument a full description is given, a point worthy of observance being that, war conditions notwithstanding, the mechanism, general fittings and construction of these models in every way conform to the pre-war excellence and standard for which the "H. M. V." Co. is renowned.

The folder in question also draws special attention to the different volume-strengths of the firm's needles, by the judicious choice of which complete musical control is ensured.

## Put Up in Attractive Albums

"His Master's Voice" records of the following musical works have now been put up complete in attractive albums at an inclusive price: "In a Persian Garden" (Liza Lehmann); "The Boatswain's Mate" (Dr. Ethel Smyth); "The Starlight Express" (Sir Edward Elgar), and "Young England" (G. H. Clutsam and H. Bath). In view of the increasing demand for high class music by British composers, the records comprising the foregoing sets may be taken as an earnest of the company's determination to do all possible in bringing the compositions of eminent British musicians more prominently before the public than has hitherto been the case.

## A Robbery That Led to the Army

The army profited by a robbery at the premises of the Rex Gramophone Co., this city. The story was told in court recently when a man was charged with stealing four gramophones. After evidence by M. Nottingham, the proprietor, it was stated that prisoners might be wanted for the army. The case was thereupon adjourned so that he might be medically examined. The result was a good general service man for the army, and the prosecution raising no objection, the magistrate discharged the prisoner, who was immediately taken under the wing of an escort.

## Seen 94 Summers and Still Working!

The Gramophone Co.'s staff are justifiably proud of an old man, nicknamed "Cuthbert," who, though in his ninety-fifth year, is working "all the hours a man could work," to quote his own words, on munition work in the cabinet factory. He makes wooden cases for shells and glories in the chance of doing "his bit" for his country this last two years or more. Formerly he was a gardener, which may account in some measure for his physical vigor and healthy mental attitude. He works out of pure patriotism for six days each week and on Sunday evening helps in the local Y. M. C. A. Hut. Cuthbert is a dear old fellow and enjoys the respect and esteem of all his mates. "His Master's Voice" is proud of him, and so say all of us!

## "Service Songs" on Columbia

There have been a plethora of war songs of all sorts and styles, but only a few of them are actually reflective of the scenes at the front as the soldiers themselves see them. In this narrow category fall the latest "Service Songs" by Howard Fisher, the first records of which appear in this month's Columbia list. Speaking of these, the Daily Telegraph referred to the fact that the average song about the war is usually the production of somebody whose sole incentive to write is patriotism. In Howard Fisher's "Service Songs," however, you get the freshness and vitality, to say nothing of the local color, which are only possible to someone who knows thoroughly the theme he is out to illustrate. It may be admitted at once that Mr. Fisher's music, though very sturdy, is not remarkable, and indeed it needed no merits but strength and simplicity. But Mr. Fisher has been his own lyricist, and for that reason he scores heavily over his rivals, because he is a practical soldier, and things seen are mightier than things heard. At the present his "Service Songs" number only two—"Billets" and "Going to the Trenches." But both of these are so illuminating and so out of the ordinary that it is to be hoped Mr. Fisher will make haste to provide a few successors. The printed words of the songs are given with the records, by special courtesy of the publishers, Messrs. Metzler & Co., Ltd.

## Economy in Wooden Packing Cases

The director of Timber Supplies points out that a large quantity of useful wood is consumed by the practice of using packing cases, and that in view of the necessity of restricting imports and at the same time of supplying essential war requirements, the strictest economy is necessary. Great assistance could be rendered by traders if the use of wooden packing cases and crates were abandoned altogether or, where this is not possible, if crates were substituted for packing cases.

The Board of Trade, it should be noted, have had under consideration the issue of an absolute prohibition on the export, except under license of wooden packing cases containing goods, but it is hoped that the response of the trading community to this appeal for economy in the use of wood will render such a step unnecessary.

## The Price of Regal Records

It seems advisable to remind dealers that the price of Regal records is now 1/8, not 1/6. In pointing this out the Columbia Co. mention that every Regal list carries a warning note as to the strict observance of price. In their own interests, therefore, the new price must be adhered to by all dealers.

## "His Master's Voice"

The fifth number of this most interesting house organ is now in the hands of dealers. It is what may be described from the gramophonic viewpoint, a book of concentrated brains, so wide is the variety of subjects; intellectual food

## 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

for the record enthusiast, instructive to the company's host of retail salesmen. The making of records, anecdotes of prominent artists, useful sales tips, and general trade guidance, constitute but the fringe of its chatty contents. We can well believe those dealers who say that "His Master's Voice" is of great assistance in the conducting of a successful business.

## Harry Lauder as an Author

Harry Lauder, the great music hall and record artist, has blossomed forth as an author. Under the title of "Harry Lauder's Logic" the book will shortly be published by Messrs. Cecil Palmer and Hayward. It deals with a host of topical subjects, which are debated by the man-in-the-street, and is sure of a good reception by his many admirers.

## Steel Scarcity Affects Needles

Owing to the increasing scarcity of steel for purposes other than war work, the price of gramophone needles again shows an upward tendency. The situation indeed is becoming so acute that retailers have received urgent advice from the supply houses to exercise the greatest economy. In no case should a customer be supplied with more than one box at a time. It is even recognized that every needle should be used twice, and there is no particular reason against this becoming a practice during the war providing the position of the needle is not changed or turned around, as often is done, for playing the second record. It may be noted that the British Zonophone Co. has recently increased the price of its needles to five shillings per 1,000, or 13d for a box of 200 retail.

## Australia in "The Star Spangled Banner"

An adequate record of a great occasion is the new Columbia record of "The Star Spangled



## GRAMOPHONE RECORDS

10 Inch Double Sided  
"NEEDLE CUT"

for Overseas Keen Buyers

A British Firm of Repute  
Manufacturing  
HIGH CLASS PRODUCTS

OFFERS CLOSE QUOTATIONS

5,000 Lots and Up to CUSTOMER'S SELECTION

"OPENING ORDERS" for sample 1000 "assorted" "containing" 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

CORRESPONDENCE INVITED

## POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestras.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.

Address

SOUND RECORDING CO., Ltd., "Export Dept."

18-19 Swallow Street, Piccadilly  
LONDON, ENGLAND  
Cables "GRAMMAVOX" London

The public used to buy a record because of the artist's name on the label. That time has gone by. *Tone* is what tells now—which is a condition peculiarly satisfactory to us.



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

Columbia Graphophone Co.  
Woolworth Building, New York

FROM OUR LONDON HEADQUARTERS—(Continued from page 136)

Banner," sung by Mme. Stralia and full chorus. At a first glance, it seems a graceful compliment that the famous Australian soprano should employ her glorious voice in the National Anthem of our Allies, but it is really something more. The song is a difficult one for any vocalist, for it demands a full exercise and control of all registers. It requires a Stralia to do it full justice, and the famous Australian prima donna has lost no opportunities, the record being a paean of triumph from her glorious voice. The full chorus produces an additionally majestic effect, and the thrilling record is a striking addition to this artist's fine Columbia work.

**Limited Companies and Name Registration**  
With the object of bringing limited companies within the scope of the registration of Trade Names Act, a bill has been introduced in the House of Commons which imposes upon companies the liability to register at Somerset House, and to print on their business stationery the names and nationality of all directors. The names of the directors are already on the file, and their nationality will have to be added when the bill becomes law. The publication of the directors' names on business stationery (with nationality if not British born) brings companies into line with private firms.

**Levetus & Co.'s Announcement**  
An important announcement appears elsewhere in this section from Levetus & Co., 194 Bishopsgate, London, E. C., in which they announce to the foreign trade their ability to supply high grade steel talking machine needles. In view of the scarcity which prevails all over the world this announcement should arouse considerable interest. Levetus & Co. are at present represented in New York by Herbert Stoneham, who is making his headquarters at the Waldorf-Astoria.

**New Columbia Records**  
Mme. Clara Butt contributes "Annie Laurie" to the Columbia records this month, and she was never more happy in her interpretation of this delightful old song.

Leopold Godowsky, the world-famous pianist, is represented in the Columbia list this month by Chopin's "Berceuse" and "Valse in E Minor" together with the Moszkowski "Serenata."

The immensely popular waltzes by the American composer, F. McKee, "Cecile Waltz" and "Millicent Waltz" will be found on a Columbia twelve-inch record this month.

**Death of Channing Ellery Regretted**  
Admirers of the Ellery Band records in this

country learned with much regret of the death of Channing Ellery, manager and owner of the famous band, which occurred in the United States recently. It was in 1910 that the Ellery Band made its debut in Great Britain at the Glasgow Exposition, when it made a great hit—so much so that a return visit was arranged for the following year, during which stay the Columbia Co. secured a number of the remarkable records by this organization.

**READY FILE POPULARITY**

Make a Great Sales Record in Short Time Company Has Been Organized—H. E. Whitman at Atlantic City During Convention Period

INDIANAPOLIS, IND., July 12.—H. E. Whitman, secretary-treasurer of the Ready File Co., Inc., of this city, has been out of town last week attending the national convention of talking machine jobbers at Atlantic City, as the first representative of Ready File to attend such a gathering. Since its incorporation, the Ready File Co. has made a point of having a repre-

sentative at all the big musical gatherings. It occupied an imposing space at the Chicago show and made the acquaintance of hundreds of dealers who are now pushing this talking machine necessity.



Ready File Co.'s Shipping Room

Mr. Whitman is a "charged wire," as the English say, and expected to make good friends of the majority of jobbers at Atlantic City. He says that since the Ready File Co. has been in business it has sold 23,000 sets of Ready File to 700 dealers and thirty-five distributors, which is some record, he says, for a "baby" company that is not yet out of its swaddling clothes.

The Ready File concern has grown so rapidly that it is now confronted with the necessity of building a new factory in the near future, having outgrown its present quarters.

They are reliable, made of material that will insure good and long service.

**Mermod Swiss Motors**

**ARE THE BEST**

**15,000 Motors on Hand For Immediate Delivery**

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. Croix, Switzerland

**THE KICKER**

I do not blame the kicker, who has a kick to land; I never try to get away, but take him by the hand, and say, "You're very right, old top!" (I always make it strong!) "Don't ever fail to register a wallop when we're wrong." But when the kicker hasn't got a blooming thing to say, except he doesn't like the stock, or

**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

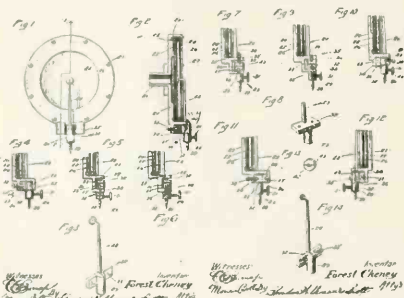
**Supertone Talking Machine Co.**  
18 West 20th Street NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8—CUSHION SUPPORT FOR RIVOT JOINTS.—Forest Cheney, Chicago, Ill., assignor by Mesne Assignments to the Cheney Talking Machine Co., same place. Patent No. 1,228,406.

The principal object of this invention is to provide a new and improved pivotal support for the needle or stylus of a gramophone reproducer. Another object is to provide a gramophone reproducer with means for mounting and supporting the needle so as to improve the quality of the tone and eliminate certain objectionable tone components that occur in connection with the ordinary needle mounting.

Figure 1 is an elevation of a gramophone reproducer. Fig. 2 is a vertical section of the same on the line 2—2 of Fig. 1. Fig. 3 is a perspective view of the needle-carrying lever. Figs. 4, 5, 6 and 7 illustrate modifications in the pivot members for this lever. Fig. 8 is a perspective view of the lever as employed in the modification of Fig. 7. Figs. 9, 10, 11 and 12 illustrate further modifications of the pivot



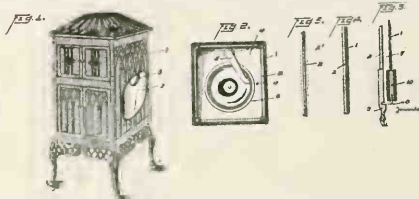
members. Fig. 13 is a perspective view of a bearing washer for the pivot of Fig. 12, and Fig. 14 is a perspective view of the lever of Fig. 12.

TALKING MACHINE CABINET.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,228,446.

This invention relates to a novel way or method of dampening out sympathetic sounds set up in the supporting structure or cabinet of a sound reproducing or conveying device and dealing in this instance with the supporting structure or cabinet portion of a talking machine, of the internal horn type. Cabinets as they have been built in the past are constructed in such a manner and of such material as to be extremely resonant, thereby sympathizing with the original tones coming from the record, thus setting up foreign sounds throughout their structure, where as a matter of fact only the amplifier itself should respond to the original vibrations, and this to a limited extent, and only at its mouth, as a talking machine is a rehandling device and should only amplify by reason of the shape of the passage through which its sounds must travel rather than by secondary vibrations set up in the walls of the cabinet, which in every instance distorts and in the majority of cases renders unrecognizable many of the more beautiful shadings of the music coming from the record. As stated, a talking machine is essentially a rehandling or reproducing sound instrument, consequently we must consider this device almost if not entirely acoustically neutral. The cabinet portion or supporting structure should not play any part in the building up of the tones coming from the record, which should be left entirely to the amplifying passage, which is of the utmost importance with respect to shape, size and the material of which it is constructed. The amplifier or horn, sound box and tone arm, are acoustically the vital elements in a talking machine, and their arrangement, and protection from foreign influences should be treated with the utmost seriousness.

Figure 1 represents a perspective view of a talking machine cabinet embodying the invention being broken away at the side to show its

complete formation. Fig. 2 shows a plan view of a talking machine, tone arm, turn table, and motor-board, surrounded by the novel construction of a cabinet. Fig. 3 is a diagrammatic section of a portion of the side wall of a talking machine, showing a greatly magnified vibra-



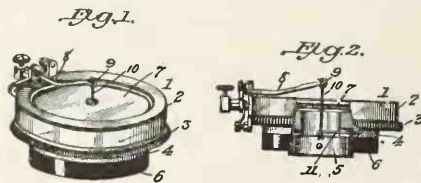
tory movement resulting from the motion of sound waves. Fig. 4 shows a complete section taken on dotted lines 4—4 of Fig. 2 through one wall of this novel talking machine cabinet with the platted case pressing firmly against the solid board or inner case. Fig. 5 is a slight modification of Fig. 4 which shows the platted case slightly spaced away from the board case. Similar numerals of reference represent corresponding parts in the figures.

SOUND BOX FOR PHONOGRAPHS.—Joseph C. Kulp, Linwood, N. J. Patent No. 1,229,197.

This invention relates to talking machines and more specifically to the construction of the sound box and particularly in means to be used in causing the diaphragm of a phonographic sound box to be vibrated in accordance with the recorded sound waves of the record.

One object of this invention is to provide such a means of vibrating the diaphragm as will eliminate the objectionable "scratchy," metallic or grinding sounds common in instruments of this class. Another object is to provide such a means of vibrating the diaphragm as will give a clear, full and distinct tone. A third object is to provide such a means of vibrating the diaphragm as will be sensitive in action, and very simple in construction.

Figure 1 illustrates a perspective view of a phonograph sound box showing the exposed



parts of improved vibrating attachment. Fig. 11 illustrates a sectional view through a phonograph sound box equipped with improved vibrating attachment.

APPARATUS FOR RECORDING SOUND.—Robert L. Gibson, Philadelphia, Pa. Patent No. 1,228,902.

It is the object of this invention to produce a sound record or phonogram in the form of a raised ridge or rib, which may be used as a mold (directly or indirectly) to form in a plate or disc of suitable material a complementary groove adapted for the reproduction of sound in the usual sound reproducing machines.

In Letters Patent 943,631, dated December 14, 1909, and in application 379,712, filed June 14, 1907, there is described a process and apparatus for making sound records in this matter, by depositing upon the surface of a revolving plate through a hollow stylus vibrated under the impulse of sound waves a substance capable of forming a raised spiral phonogram.

It has been found that a much more perfect phonogram can be produced when the ridge is built up by depositing the material upon itself to the required height instead of being formed by laying a continuous thread or stream upon the surface of the plate. This building up of the ridge is accomplished by forcing the fluid substance of which the ridge is composed through the vibrating stylus, and upon the re-

volving plate, in an exceedingly minute stream under very high pressure at a speed of ejection substantially greater than that at which the receiving surface of the revolving plate moves. It follows that instead of merely depositing upon the plate a thread or ridge having the same cross section as the orifice of the stylus, the ridge may be built up from an exceedingly minute stream and will have a cross section substantially in excess of that of the orifice through which it is discharged. When the ridge is thus produced a much more perfect phonogram is obtained than is otherwise possible.

The present invention relates primarily to an apparatus designed for the purpose above described; it also relates to features adapted generally to sound reproducing machines in which the phonogram is produced in the form of a raised ridge by the ejection of suitable material through a hollow vibratory stylus upon a revolving plate.

In the drawings: Figure 1 is a vertical sectional view of a sound recording apparatus embodying the invention; Fig. 2 is a transverse vertical sectional view of part of the same showing the recording stylus and its supporting frame at right angles to the position shown in

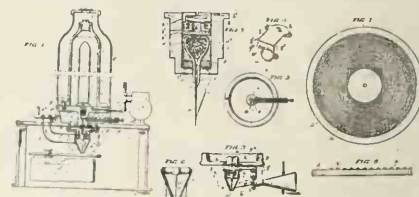


Fig. 1; Fig. 3 is a horizontal section on the line A—A of Fig. 1; Fig. 4 is a perspective view of the frame or head which carries the recording stylus; Fig. 5 is a vertical sectional view on an enlarged scale of the recording stylus and the thimble which carries it; Fig. 6 is a view of the stylus and its inclosing casing showing a modification of the means for supporting the stylus against transverse vibration; Fig. 7 is a plan view of a sound-record produced by the apparatus shown; and Fig. 8 is a transverse vertical section of part of the same on an enlarged scale.

PROCESS FOR RECORDING SOUND.—Robert L. Gibson, Philadelphia, Pa. Patent No. 1,228,901.

This invention comprehends the use of a suitable substance which, maintained in a plastic or fluid condition, is forced under pressure through a hollow stylus which is kept in a state of vibration by the recording diaphragm of a recording machine, and which, upon emergence from the stylus, is deposited upon the surface of a revolving plate and there immediately congeals or solidifies to form the rib or ridge above mentioned.

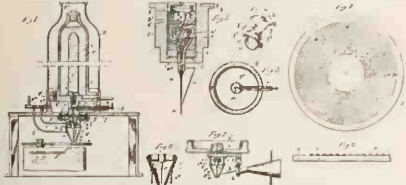
In order that the phonautographic ridges shall be formed free from defects that will prevent the accurate recording and reproduction of sound, including the harmonics and overtones, several factors are important. First, the thread or stream of plastic material should be of substantially less cross-section than the phonautographic ridge formed thereby and the stylus orifice should therefore be exceedingly fine, that is, much finer than the finest orifice through which the material could pass by gravity or by the drawing effect produced by the deposition of the ridge. Second, the material of which the phonautographic ridge is formed shall be one which, by the use of heat, may be maintained fluid until after it emerges from the stylus and will quickly harden upon striking the traveling surface which receives the record. Third, the material shall be subjected to considerable pressure in order to force the same through the stylus orifice. Fourth, the speed of ejection of the material shall be substantially greater than that at which the receiving surface of the revolving plate moves.

It must be appreciated that the factors of size of orifice, pressure, temperature and relation between the speed of ejection of the material and the rate of travel of the receiving

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 138)

plate, are not constant but are variable, more or less, relatively to each other. For example, it is obvious that the smaller the orifice, the higher the pressure required to eject the material and the greater, therefore, the velocity of the minute stream discharged from the stylus relatively to the speed of travel of the moving surface.

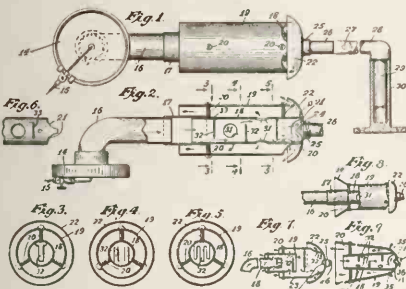
Figure 1 is a vertical sectional view of the sound recording apparatus. Fig. 2 is a transverse vertical sectional view of part of the same



showing the recording stylus and its supporting frame at right angles to the position shown in Fig. 1; Fig. 3 is a horizontal section on the line A—A of Fig. 1; Fig. 4 is a perspective view of the frame or head which carries the recording stylus; Fig. 5 is a vertical sectional view on an enlarged scale of the recording stylus and the thimble which carries it; Fig. 6 is a view of the stylus and its inclosing casing showing a modification of the means for supporting the stylus against transverse vibration; Fig. 7 is a plan view of a sound-record produced by the apparatus shown; and Fig. 8 is a transverse vertical section of part of the same on an enlarged scale.

PHONOGRAPH.—Reinhold Thomas, Brooklyn, N. Y. Patent No. 1,229,346.

The objects of the invention will be in part obvious and in part specifically referred to in the course of the following description of the elements, combinations, arrangements of parts, and applications of principles constituting the invention. Figure 1 is a side elevation of a device embodying the invention, with parts broken away and parts in section; Fig. 2 is a view taken at right angles to Fig. 1 and with parts in central longitudinal section; Fig. 3 is



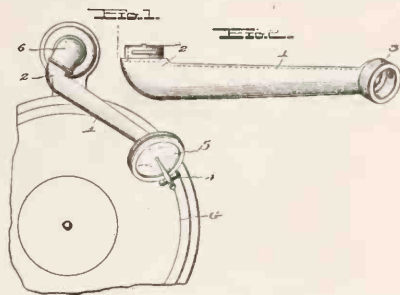
a section taken on the line 3—3 of Fig. 2; Fig. 4 is a section taken on the line 4—4 of Fig. 2; Fig. 5 is a section taken on the line 5—5 of Fig. 2; Fig. 6 is an elevation of the end portion of one of the tubes shown in Figs. 1 and 2; Fig. 7 illustrates a modification of the device in which more than two tubes are sleeved one about the other; Fig. 8 is an elevation partly broken away and partly in section illustrating a modification of the device shown in Figs. 1 and 2; Fig. 9 is a central longitudinal section of still another modification.

TONE ARM.—Frank W. Hutchings, New Haven, Conn. Patent No. 1,229,466.

This invention relates to improvements in tone arms, and pertains more particularly to a tone arm for use in substitution of the usual tone arm of Columbia type of phonographs, which enables the playing therewith of records having hill and dale grooves, as distinguished from lateral record grooves which the Columbia machine is primarily and only designed to play. The usual type of tone arm mentioned is exemplified in the U. S. Patent issued to C. E. Woods, No. 1,108,302, dated August 25, 1914.

The object of the invention is to provide a tone arm which is attachable to the vertical section of the usual tone arm shown in the

patent mentioned, and which will enable the playing of records having the commonly termed hill and dale grooves, without in any way chang-



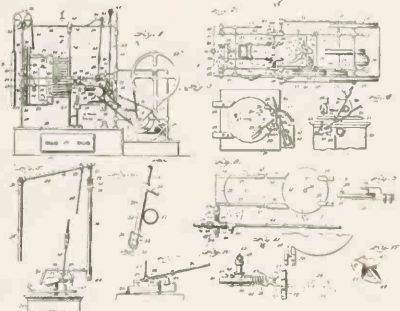
ing or modifying the remainder of the structure. In brief, the invention resides in a tone arm which can be readily substituted for the usual tone arm which the Columbia machine is originally equipped with so as to allow the playing of hill and dale groove records.

Figure 1 is a top plan view of the invention applied to a tone arm of the Columbia type of talking machine; and Fig. 2 is a plan view of the invention detached.

GRAPHOPHONE.—William C. Potts, Harrisburg, Pa. Patent No. 1,229,518.

This invention relates to improvements in disc record shifting mechanism for graphophones and has for its object to provide an apparatus which will automatically place, in succession, a plurality of sound records upon the rotating table of a talking machine. A further object is to provide means for periodically winding the operating spring of the talking machine while the records are being changed, so that a predetermined number of records can be played in succession without manual co-operation.

Figure 1 is a side elevation of the improved apparatus; Fig. 2 is a horizontal sectional view on the line 2—2 of Fig. 1; Fig. 3 is an enlarged detail plan view showing the graphophone in



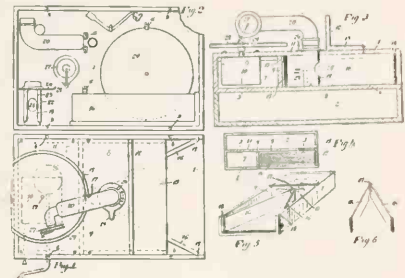
connection with several improved attachments; Fig. 4 is a rear elevation of the parts shown in Fig. 3 and showing the tone arm in section; Fig. 5 is a detail section on the line 5—5 of Fig. 1; Fig. 6 is a detail perspective view of the improved pushing lever; Fig. 7 is a detail longitudinal section of an electric switch used in the apparatus; Fig. 8 is a detail plan view of a portion of the apparatus showing the disc cabinet in section and one of the feeding fingers; Fig. 9 is a vertical sectional view on the line 9—9 of Fig. 8; Fig. 10 is an enlarged side view partly in section of one of the feeding fingers; and Figs. 11 and 12 are detail views illustrating the construction of the disc engaging ends of the feeding fingers.

PHONOGRAPH.—Frank S. Moore, Brooklyn, N. Y. Patent No. 1,229,775.

This invention relates to an improvement in phonographs and is particularly directed toward the sound amplifying and controlling means, although other features of invention will become apparent as the description develops.

Figure 1 is a top plan view of the lower casing or body portion of a phonograph illustrating the invention, part being broken away; Fig. 2 is a plan view from the inside of the top of the casing showing lever certain parts detached from

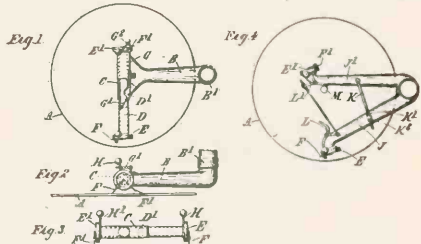
the body portion and housed in said top for transportation; Fig. 3 is a side view partly in section and partly broken away, of the parts as shown in Fig. 1, the top being shown beneath to act as a sound box; Fig. 4 is a sectional view of the casing assembled, with the



phonograph parts removed to show the construction of the casing and showing also a means for storing records; Fig. 5 is a perspective view of the body portion, parts being removed, to show more clearly the arrangement of sound amplifying and directing means; Fig. 6 is a perspective of the detachable sound director.

SOUND BOX FOR TALKING MACHINES.—Walter Opel, Leipzig, Germany. Patent No. 1,229,780.

In order to increase or to weaken the tone action in talking machines use is made in connection with the sound box of needles of appropriately greater or smaller thickness. It is, therefore, necessary to interrupt the playing when an alteration in the tone is to be obtained. Moreover, the exchange of the needles is not only costly but frequently results in in-



conveniences. Experiments have been made with a view to changing the tone action by enlarging or increasing the passage, in the sound tube by means of a closing member. The known devices of this kind, however, have the drawback that the individual oscillations of the closing member result in disturbing noises while at the same time the adjustment is so complicated that it cannot be effected during playing.

The object of this invention is to avoid the above defects by controlling the clear passage of the sound box casing with the aid of two superposed discs having perforations which are adapted to register with each other. This is accomplished by making one disc rotatable, that is to say, this disc is capable of oscillating about an axis so that its perforation more or less frees that of the other disc as will be more clearly understood from a description of the accompanying drawings, in which Figure 1 is a front view of the improved sound box; Fig. 2 is a partial elevation and vertical section thereof, on the line a—b of Fig. 1, and Fig. 3 is a front view of a modified construction.

# REPAIRS

All Makes of Talking Machines  
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR  
AND SALES CORPORATION  
ANDREW H. DODIN, President  
176 Sixth Avenue New York  
TELEPHONE, CHELSEA 4837

RECORD BULLETINS FOR AUGUST, 1917

COLUMBIA GRAPHOPHONE CO.

- POPULAR SONG HITS
A2271 The Man Behind the Hammer and the Plow...
A2272 We'll Be There, on the Land, on the Sea, in the Air...
A2273 For Your Country and My Country...
A2274 Joan of Arc...
A2275 Oh, Jack! When Are You Coming Back?...
A2261 'Till the Clouds Roll By, from "Oh, Boy!"...
A2265 Oh, Johnny! Oh, Johnny! Oh! from "Follow Me"...

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18233 Everything Is Going Up...
18289 Just Dreaming of You...
18315 I Called You My Sweetheart...
18317 Sing Me Love's Lullaby...
18317 Suki San...
18318 Huckleberry Finn...
18319 A Tear, A Kiss, A Smile...
18320 The Man Behind the Hammer and the Plow...
18313 Dance and Grow Thin...
18305 Fascination Waltz...
18308 Irish Jigs...
18310 For Me and My Gal...
18314 Musette...
45116 Gavotte...
18307 For Your Country and My Country...
18316 The Battle Cry of Freedom...
45123 Pull the Cork Out of Erin...
45124 Flag of My Heart...
64693 La Marsaillaise...
88586 Musica Proibita...
64688 All the World Will Be Jealous of Me...
88585 Love's Old Sweet Song...
64586 Marche Lorraine...
64660 Underneath the Stars...
64694 There's a Long, Long Trail...
74529 Nocturne in F Sharp Major...
74530 Polonaise Militaire...
64638 Massa's in de Cold, Cold Ground...
SONGS OF THE TIMES
3239 America, Here's My Boy...
3233 Boy Scouts of America March...
3245 Man Behind the Hammer and the Plow...
3243 It's Time for Every Boy to Be a Soldier...
CONCERT LIST
28268 Mamma mia, che vo' sape?...
28269 Serenade (Franz Drdla)...
SONGS THAT ARE "ALL THE GO"
3229 Hawaiian Butterfly...
3228 Hong Kong (Von Holstein-Sanders)...
3240 I'm a Poor Married Man...
3237 Oh Johnny, Oh Johnny, Oh!...
3244 There's Egypt in Your Dreamy Eyes...
LATEST DANCES
3241 Canary Cottage...
3236 Daly's Reel...
3223 Hawaiian Butterfly Medley...
3228 "Jass" One-Step...
3235 Mo-Ana-Hawaiian Waltz...
BANDS AND ORCHESTRAS
3227 My Waikiki Mermaid...
3242 Poor Butterfly...
3232 Rocco (Rendezvous)...
NOVELTY RECORDS
3234 Cute Little "Wiggin'" Dance...
3234 Gentle Spring...
3230 Henry and Hank in Vaudeville...

- TWO HYMNS AND A BALLAD
3231 Cora (Taylor). Tenor, orch. accomp.
3225 Scatter Seeds of Kindness...
3226 Why I Love Him...
3234 Cute Little "Wiggin'" Dance...
3234 Gentle Spring...
3230 Henry and Hank in Vaudeville...

PATHE FRERES PHONOGRAPH CO.

- OPERATIC AND STANDARD RECORDS
63009 Fortunio (Messenger), in French...
60054 Aida (Verdi) "Ritorna Vincitor...
60053 Faust (Gounod) "Le veau d'or"...
59006 Lakmé (Delibes) "Fantaisie aux ailes d'or"...
26001 Faust (Gounod) "Mort de Valentin"...
20178 Far Away in Honolulu...
STANDARD VOCAL RECORDS SUNG IN ENGLISH
52022 My Laddie (Thayer)...
59008 Little Billee (Peel)...
52021 Killarney (Falconer-Balfie)...
40081 There's Egypt in Your Dreamy Eyes...
40023 The Pretty Skating Girl...
40082 The Night Watch...
20137 The Butterfly...
20177 Bagpipe Solos...
40080 Mignon (Thomas) "Gavotte"...
64009 Non M'Amate Più!...
60052 Faust (Gounod) "Invocation"...
62027 Marta (Plotow) "Canzone del Porter"...
60022 Le Prophète (Meyerbeer) "Ver bin ich!"...
(Continued on page 141)

EDISON BLUE AMBEROL RECORDS

- SONGS OF THE TIMES
3239 America, Here's My Boy...
3233 Boy Scouts of America March...
3245 Man Behind the Hammer and the Plow...
3243 It's Time for Every Boy to Be a Soldier...
CONCERT LIST
28268 Mamma mia, che vo' sape?...
28269 Serenade (Franz Drdla)...
SONGS THAT ARE "ALL THE GO"
3229 Hawaiian Butterfly...
3228 Hong Kong...
3240 I'm a Poor Married Man...
3237 Oh Johnny, Oh Johnny, Oh!...
3244 There's Egypt in Your Dreamy Eyes...
LATEST DANCES
3241 Canary Cottage...
3236 Daly's Reel...
3223 Hawaiian Butterfly Medley...
3228 "Jass" One-Step...
3235 Mo-Ana-Hawaiian Waltz...
BANDS AND ORCHESTRAS
3227 My Waikiki Mermaid...
3242 Poor Butterfly...
3232 Rocco (Rendezvous)...

RECORD BULLETINS FOR AUGUST

(Continued from page 140)

- 62001 Rigoletto (Verdi) "Questa o quella" (Mid the Fair Throng), in Italian, Aristodemo Giorgini, Tenor 12
- Rigoletto (Verdi) "La donna è mobile" (Woman Is Fickle), in Italian, Aristodemo Giorgini, Tenor 12
- 63001 Lohengrin (Wagner) "Mein lieber Schwam" (The Swan Song), in German... Leo Slezak, Tenor 12
- Lohengrin (Wagner) "In fernem Land" (In Distant Lande), in German... Leo Slezak, Tenor 12
- 80060 La Tosca (Puccini) "Vissi d'Arte (For Love and Art)", in French... Mme. Mèrentie, Soprano 14
- Werther (Massenet) "Air des larmes" (Aria of the Tears), in French... Mme. Mèrentie, Soprano 14

STARR PIANO CO.

DANCE RECORDS

- 10015 Shim-Me-Sha-Wabble—Fox-trot (Williams), Starr Band
  - That Creepy, Weepy Feeling—I Want 'Em All—One-step, From "His Little Widows" (Schroeder) Starr Band
  - 10016 Pozzo—Fox-trot (Rose) Starr Band
  - Where the Black-Eyed Susans Grow—Fox-trot (Whiting) Starr Band
  - 7570 Aloha Waltzes—Introducing the Favorite Songs of the Hawaiians (Arr. by Geo. P. Howard) Weher's Prize Band
  - Wagner Hits Darktown—Two-step (Perrington) Weber's Prize Band
  - 7587 It Wasn't My Fault—One-step—Introducing "Don't Tempt Me" from "Love O'Mike" (Kern) Starr Military Band
  - Poor Butterfly—Fox-trot (Hubbell), Starr Military Band
  - 7594 España Waltz (Waldteufel) Starr Military Band
  - 7595 Jolly Fellows Waltz (Volstedt) Starr Military Band
  - 7595 Pray for the Lights to Go Out—Fox-trot and one-step (Skidmore and Tunnah), Starr Military Band
  - My Hawaiian Sunshine—One-step (Gilbert and Morgan) Starr Military Band
  - 10014 March Patriotic (Rosey) Starr Military Band
  - National Emblem March (Bagley), Starr Military Band
  - 7600 Hapa Haole Hula Girl—My Hawaiian Maid (Hawaiian Airs) (Cunka), Instrumental duet, Louise and Ferera
  - Kawaihau Waltz—Hawaiian Medley, Instrumental duet Louise and Ferera
  - 7604 Andante from Organ Sonata (Volkmarr), Jones Brothers' Saxophone Band
  - Yarney's Ideal (Negro Sketch), Jones Brothers' Saxophone Band
- STANDARD AND POPULAR VOCAL RECORDINGS
- 7601 The Sweetest Story Ever Told (Stults), Male quartet, unaccomp. Manhattan Quartet
  - Come Where My Love Lies Dreaming (Foster), Male quartet, unaccomp. Manhattan Quartet
  - 7606 Vulcan's Song—"Philemon et Baucis" (Gounod), bass with orch. accomp. Frederick Martin
  - Gipsy John (Clay), Bass with orch. accomp. Frederick Martin
  - 7602 Huckleberry Finn (Hess-Lewis-Young), Tenor with orch. accomp. Arthur Hall
  - Everybody Loves a Little Bit of Irish (Weslyn-Smith), Tenor with orch. accomp. Larry O'Tool
  - 7603 Cross My Heart and Hope to Die (Kilgour-Von Tilsner), Soprano with orch. accomp. Ada Jones
  - If I Catch the Guy Who Wrote Poor Butterfly (Jerome-Green), Soprano with orch. accomp. Ada Jones
  - 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

THOS. A. EDISON, INC.

NATIONAL AND PATRIOTIC MUSIC

- 50275 Fourth of July Patrol, New York Military Band with Chorus
- Yankee Doodle, Metropolitan Mixed Chorus
- 50289 Dixie (Emmett), New York Military Band
- 50290 American War Songs—No. 1, American Brass Quartet
- 50399 Cavalry Charge—Descriptive (G. Liders), New York Military Band
- Flying Squadron—Descriptive (Arr. by J. A. Kappey), New York Military Band
- 50410 American Eagle March (J. G. Boehme), New York Military Band
- New Colonial March (R. B. Hall), New York Military Band
- 50422 Battle of the Marne—Descriptive (J. Luxton), New York Military Band
- Heart of America—March (Arthur Pryor), New York Military Band

The August list of Emerson records will appear in the August issue of The World.

TALKING MACHINE DEALERS VISIT VICTOR FACTORIES

Members of the Talking Machine Men, Inc., Spend Day at the Camden Plant of the Victor Co., Inspecting the Various Processes of Manufacture Employed There—Entertained at Luncheon

A delegation made up of members of the Talking Machine Men, Inc., the organization composed of talking machine dealers from New York, New Jersey and Connecticut, visited the

at each table. After luncheon other departments were visited, including the assembling and shipping departments and the record fac-



Starting From New York

factory of the Victor Talking Machine Co., Camden, N. J., on Wednesday, June 13.

Arriving in Camden the party was met at the



The Arrival in Camden

tory. While many marveled at the method of turning out records others seemed to be most interested in the shipping department.



Members of Talking Machine Men, Inc., at Victor Factory

station with a number of automobiles and was immediately escorted to the factory. Over fifty members of the association being present, the party was divided into squads of seven and

The dealers after the trip through the plant were unanimous not only in their praise of the courtesy and hospitality shown by the Victor organization, but felt that they could better sell the products of the company after such a close-up view of the different workings.

In the group pictures herewith the Talking Machine Men will be seen leaving the Pennsylvania station and arriving in Camden. The party was under the capable chaperonage of W. G. Fulghum, manager of the order department of the Victor Talking Machine Co.

The following is a list of those who were present: Wm. Berdy, Saul Birns, E. G. Brown, Michael Gottlieb, Philip Marcus, B. R. Foster, M. W. Gibbons, Paul Helfer, P. R. Hanssen, H. Jaffee, J. T. Kertz, H. S. Conn, R. Bisceglia, J. L. Unger, Matheu Levin, F. B. Roth, Fred Michaelis, R. Montalvo, Jr., A. P. McCoy, Jas. Davin, M. M. Reinhart, A. I. Ross, Ben W. Roth, Max Rothstein, E. V. Bragdon, M. Singer, A. V. Schouler, A. V. Schouler, Jr., E. H. Smith, M. Goransky, I. Zion, J. T. Coughlin, H. Mielke, Albert Galuchie, Sol Lazarus, Max Landay, B. Tish, F. B. Schoemaker, E. H. Fontaine, Jas. Donnelly, Frank Mandel, Louis Epstein, Jos. Mayer, John Lanzaro, B. Guy Warner, Max Goldsmith, A. H. Mayers, J. Schwetz, M. Berlow



W. G. Fulghum



The Red Button Squad

the members of the party were surprised at the speed and thoroughness of the work there.

At noon the party was escorted to the dining hall where a very satisfying luncheon was served, an officer of the Victor Co. sitting

John M. Dean Corporation  
Putnam, Conn.

Manufacturers of

Talking Machine  
NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

**CELEBRATE "REGISTRATION DAY" IN ELIZABETH CITY, N.C.**

ELIZABETH CITY, N. C., July 5.—An interesting feature of "Registration Day" in this city was the playing of patriotic music in front of the

and played a never-ending variety of patriotic airs as the boys registered. This feature attracted a great deal of attention and interest,



**Starr Phonograph Used by Duff Piano Co.** Duff Piano Co.'s store. The Duff Co. has the agency for Starr phonographs, and a style 11 was placed in front of their place of business

in front of store on "Registration Day" and the Duff people received many congratulations for the originality of the idea which acted as a patriotic stimulant.

**O. K. HOUCK PIANO CO. WINS PRIZE**

For Special Window Display in Connection With "Buy a Home" Movement in Its City

MEMPHIS, TENN., July 3.—The merchants of various lines in this city have taken great interest in the "Buy a Home" movement at present under way in this section, particularly in view of the fact that a number of substantial prizes were offered for the most elaborate window displays. Among those who competed with spe-



**The Prize Window Display** special window displays was the O. K. Houck Piano Co., who won the second prize of \$50 with the window arrangement shown herewith.

The house shown in the window was a model of the home of President Wilson. The driveway and walks were made of white sand with borders of very small crushed rock. The small plants were left in the original pots, which were all covered over with moss. The small flag was kept continually waving by a concealed electric fan. The wording on the sign to the

extreme left was, "There Should Be Music in Every Home."

**TO TAKE STATE INDUSTRIAL CENSUS**

Governor Whitman Orders New State Enumeration of Resources

ALBANY, N. Y., July 5.—A census of the industrial resources of New York State is to be taken under the supervision of the State Census Bureau of the Adjutant General's office by the industrial division of the mobilization bureau. Governor Whitman has issued instructions that there shall be no duplication of the work being done by the State Industrial Commission. The Census act empowered the Governor to order a census of industrial resources as well as of man power. At his suggestion and with the co-operation of the other members of the industrial commission, Henry D. Sayer, of the commission, has been designated by the Adjutant General as chief of the industrial division of the mobilization bureau. The services of experts in the Department of Labor will be brought in touch with the work of the Adjutant General's office. A question with which the division is greatly concerned is the present labor supply and the future needs of the vital industries working on Government contracts. Study is also being given to the question of the maintenance of proper standards in industry. The industrial division intends to utilize the services of the industrial committees of the Home Defense organizations in the counties.

**\$830,000 FOR THE LIBERTY LOAN**

Employees of the Edison Works at Orange, N. J., Oversubscribe \$300,000 Pledge by Nearly 200 Per Cent.—Praise From McAdoo

In a record smashing finish the campaign of the Edison Liberty Bond Club closed with \$500,000 more than was pledged. The total amount subscribed was \$830,000. The huge electric torch atop one of the laboratories that recorded only \$300,000 had to be abandoned the last day because of the amounts that came tumbling in. Immense electric letters "We Got \$600,000" were pressed into service and set above the torch. In this way it was flashed through Northern New Jersey that the Edison laboratories had done their bit.

Charles Edison informed Secretary of the Treasury William G. McAdoo in the following telegram that the pledge had been more than kept:

The pledge of the Edison Liberty Loan Club for \$300,000 has been oversubscribed \$500,000, or a total subscription of \$800,000, making practically a \$100 bond for every man and woman employed in Edison interests.

CHARLES EDISON.

Secretary McAdoo replied that night in the following telegram:

Thank you very much for telegram. Hearty congratulations on the splendid subscriptions of the men and women of the Edison factories. It is highly creditable to them and is an inspiring example to the country. Best wishes.

W. G. McADOO.

**RECORD ROYALTIES IN COURT**

Figure in Attempt to Satisfy Judgment Held by Hammerstein Against Constantino

BOSTON, MASS., July 2.—Referee Olmstead, of the United States Bankruptcy Court, acting as special commissioner in the New York bankruptcy case of Oscar Hammerstein, will sit next week for the examination of Frank Leverone, a Boston attorney, relative to royalties claimed to have been assigned to him by Florencio Constantino from the Columbia Graphophone Co.

The trustee of the bankrupt estate of Hammerstein is seeking to satisfy a judgment of the bankrupt estate against Constantino to the amount of \$30,102.30, which is a matter of record in the Supreme Court of New York.

**J. H. GILES AT PLATTSBURG**

James H. Giles, a member of the traveling staff of the Blackman Talking Machine Co., New York, Victor distributor, is now at Plattsburg, N. Y., and will probably leave for France in the near future. Mr. Giles, who is a lieutenant in the First New York Field Artillery, spent several months on the Mexican border last year, and is in splendid trim to do his "bit."

A certificate of incorporation was issued this week to the Reliance Phonograph Co., of Chicago, with a capitalization of \$10,000. The incorporators are: George Heidman, P. A. Florell and Winifred A. Shaw.

**READY REFERENCE OF GENERAL SUPPLIES**

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Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

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Manufacturers of Regina Music Boxes; Reginalphones; Coin-operated Mandolin Orchestrations; Vacuum Cleaners and other specialties.

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WE MANUFACTURE  
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Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.  
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.  
Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.  
Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.  
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.  
Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.  
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.  
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.  
Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.  
Louisville, Ky., Columbia Graphophone Co., 403 S. Fourth Ave.  
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.  
New Haven, Conn., Columbia Graphophone Co., 25 Church St.  
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.  
New York City, Columbia Graphophone Co., 83 Chambers St.  
Omaha, Neb., Schmoller & Mueller Piano Co.  
Philadelphia, Pa., Pennsylvania Talking Machine Co., 210 N. Broad St.  
Pittsburgh, Columbia Graphophone Co., 101 Sixth St.  
Portland, Me., Columbia Graphophone Co., 43 Exchange St.  
Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.  
Rochester, N. Y., The Grafonola Co., 23 Clinton Ave., South.  
Salt Lake City, Utah, Columbia Stores Co., Dooly Block.  
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.  
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.  
Spokane, Wash., Columbia Stores Co., 818 Sprague Ave.  
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St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.  
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# The NEW EDISON



“The  
Phonograph  
With a  
Soul”

*New York Globe*

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<b>CALIFORNIA</b> Los Angeles—Diamond Disc Distributing Co. San Francisco—Edison Phonographs, Ltd.	<b>LOUISIANA</b> New Orleans—Diamond Music Co., Inc.	New York—The Phonograph Corp. of Manhattan.	El Paso—El Paso Phonograph Co., Inc.
<b>COLORADO</b> Denver—Denver Dry Goods Co.	<b>MASSACHUSETTS</b> Boston—Pardee-Ellenberger Co.	Syracuse—Frank E. Bolway & Son, Inc.	<b>UTAH</b> Ogden—Proudfit Sporting Goods Co.
<b>CONNECTICUT</b> New Haven—Pardee-Ellenberger Co., Inc.	<b>MICHIGAN</b> Detroit—Phonograph Co., of Detroit.	Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)	<b>VIRGINIA</b> Richmond—C. B. Haynes & Co.
<b>GEORGIA</b> Atlanta—Phonographs, Inc.	<b>MINNESOTA</b> Minneapolis—Laurence H. Lucker. St. Paul—W. J. Dyer & Bro. (Amberola only.)	Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	<b>WISCONSIN</b> Milwaukee—The Phonograph Co. of Milwaukee.
<b>ILLINOIS</b> Chicago—The Phonograph Co. James I. Lyons. (Amberola only.)	<b>MISSOURI</b> Kansas City—The Phonograph Co. of Kansas City.	<b>OHIO</b> Portland—Edison Phonographs, Ltd.	<b>CANADA</b> Montreal—R. S. Williams & Sons Co., Ltd.
<b>INDIANA</b> Indianapolis—Kipp Phonograph Co.	<b>MONTANA</b> Helena—Montana Phonograph Co.	<b>PENNSYLVANIA</b> Philadelphia—Girard Phonograph Co. Pittsburgh—Buchner Phonograph Co. Williamsport—W. A. Myers.	St. John—W. H. Thorne & Co., Ltd. Toronto—R. S. Williams & Sons Co., Ltd.
<b>IOWA</b> Des Moines—Harger & Blish. Sioux City—Harger & Blish.	<b>NEBRASKA</b> Omaha—Shultz Bros.	<b>RHODE ISLAND</b> Providence—J. A. Foster Co. (Amberola only.)	Vancouver—Kent Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd.
	<b>NEW YORK</b> Albany—American Phonograph Co.	<b>TEXAS</b> Dallas—Texas-Oklahoma Phonograph Co.	Calgary—R. S. Williams & Sons Co., Ltd.