

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, May 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



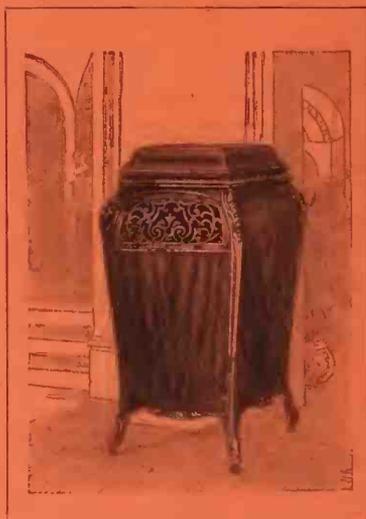
THE public appreciates the many features which are exclusive with Sonora and that make the Sonora peerless. It is no unusual occurrence for a visitor to inquire carefully about the *technical* features of this phonograph.

Some of Sonora's foundations are:

(A) The beautiful, natural tone—rich, true, clear—is a result of splendid design, careful workmanship and perfection of mechanical details.

(B) The "Bulge" (Curved) Cabinet Design Lines are extraordinarily graceful and attractive.

(C) The Motor Meter (on the higher priced machines) indicates how many more records the



motor will play without rewinding.

(D) The tone control is at the sound source, the correct place.

(E) The universality of playing: Sonora is *designed* (not adapted) to play all types of disc records.

(F) The sound amplifier is constructed on correct scientific principles to get a clear, accurate tone.

Sonora is bought for its beauty of tone and construction. It will pay you to investigate the merits of this unequalled phonograph, the winner of the highest score for tone quality at the Panama-Pacific Exposition.

Today write for complete information

Ten models

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City

BOSTON: 165 Tremont St.

PHILADELPHIA: 1311 Walnut St.

DETROIT: 3 Madison Ave.

CHICAGO: 218-222 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. 5

New York, May 15, 1917

Price Twenty Cents

KEEPING TRADE ACTIVE DURING THE SUMMER MONTHS

Talking Machine Dealers Should Plan a Campaign to Make Their Instruments More Popular With the Public and in the Home the Coming Summer—How This May Be Accomplished

An old-fashioned idea prevails among some dealers that interest in the talking machine ends with the winter, or late spring, and therefore, dealers should relax in their activity during the summer and await the fall months for larger business. As a matter of fact, now is the time, with the near approach of summer and the arrival of pleasant weather to prepare for the inauguration of an active campaign for the use of the talking machine in country homes, in public parks, amusement places, and camping out resorts. Where proper attention is given to business during the summer months it will prove as successful in the way of sales, with the live dealer, as during the fall and winter.

Results, however, will not come automatically. A campaign that is carefully considered and properly developed should be prosecuted in thousands of the small towns and cities, particularly those with small parks where concerts are usually not given during the summer months.

What a rare opportunity for the dealer to call upon the village trustees, the town council, or authorities of the city, and emphasize the fact that the talking machine, as now developed, is one of the great creations of the age; that to-day the greatest bands and orchestras and the greatest singers of world-wide fame can be heard through this medium; that it is not only entertaining but distinctly educational—that music for the public is as necessary as music in the home.

How much better to hear the perfected talking machine than the incompetent village band? And if there is no village band, how pleasing these concerts would be of a summer evening in the public square or park.

Of course, this cannot be brought about unless the dealers start the ball rolling. It is necessary to be aggressive and persistent in presenting

the claims of the talking machine to the consideration of those in authority. It will be found in the end not only profitable for the dealer, but for the community, for the music of the great bands, orchestras or the singers of grand opera of popular fame, cannot be heard without being helpful, carrying pleasure, consolation and enlightenment in their train.

Last summer a number of talking machine concerts were given in public parks throughout the country. They proved to be so successful that arrangements have been consummated for their repetition the coming summer.

Now the same activity that is necessary to bring the talking machine to the attention of the town authorities can be displayed in the matter of getting the talking machine into the home and amusement resorts. There is nothing so interesting or so entertaining for the summer home as the talking machine.

Special literature bearing upon this phase of the talker should be sent out by the dealer or jobber in his territory. People who leave town for their summer homes at the seashore or mountain should be tabbed and circularized.

The fact is the business will come to him who seeks it; but, like everything else, it means hard work. It is the kind of work, however, that brings compensation, and that is what the business man is in business for.

Dealers must get over the old-fangled idea that the talking machine is an instrument of seasons. That might have been true ten years ago, but it is not true to-day. The talking machine is a necessity for all days of the year. And this must be continually pounded into the people. But the dealers must wake up to the conditions. They can't expect the manufacturers to do everything. They have a duty which they should not shirk.

The thermometer itself, by the way, must not be overlooked. It undoubtedly costs something to keep a store comfortably warm in winter and comfortably cool in summer, but the money so spent pays big dividends.

Does the customer find your store cool and refreshing in summer or does he hurry to get out of it as quickly as possible?

The personal comfort of your clerks and your own personal comfort produces an effect, but the effect on your customers is more important still. It is easy to acquire a habit of dropping into a store that is really comfortable, but it is just as easy to avoid the store where one can scarcely endure the atmosphere.

These things all come under the head of store service, and it is in store service that the public most benefit by competition. We buy things for the satisfaction they give us, and no less surely do we buy where there is the greatest satisfaction in buying.

PHONOGRAPH SINGERS ON THE STAGE

Well-Known Record Artists Now Touring the East and Entertaining the Public—Working in Conjunction With Various Dealers

The Phonograph Singers is the title of a new singing act now touring the Eastern States and featuring the well-known record makers, Billy Murray, Henry Burr, the Sterling Trio, Peerless Quartet, Collins & Harlan, with Theodore Morse as pianist. The singers have made records for many years for practically all the talking machine companies and their appearance in person will serve to attract large audiences. Many live talking machine dealers are co-operating with the singers, realizing that the act affords the best kind of publicity for the records.

CONVENTION FOR EDISON DEALERS

Large Attendance Expected at Meetings to Be Held in New York on July 12 and 13—Important Trade Matters to Be Discussed and Elaborate Tone Test to Be Given on July 13

It is expected that at least several thousand Edison dealers from all sections of the country will attend the annual convention to be held at the Waldorf-Astoria, New York, on July 12 and 13, under the auspices of Thos. A. Edison, Inc.

One of the interesting features of the convention will be the question boxes. Each Edison dealer will be allowed to submit one question regarding some business matter that perplexes him. Question blanks will be sent out on May 1 and should be filled in by the dealer and returned between May 15 and June 15, so that the answers may be in readiness by the time the convention is in session.

All addresses and discussions at the convention will be by the dealers, and the factory officials will not participate except to answer questions. Among the topics to be discussed at the convention will be: "How I Can Make Tone Tests Pay," "How I Can Make Mechanical Inspection Pay Profits," "How I Made My Store a Musical Center and Cashed In on It." A list of those who will handle the various subjects will be announced later.

In addition to the addresses by the dealers, M. M. Blackman, well-known jobber of Kansas City, will deliver his now famous "Soul Talk." Then there will be staged a sales playlet similar to the sketch, "Bought and Nearly Paid For," given last year.

The annual banquet which will be followed by a show will be held on the evening of July 12, and a number of prominent Edison artists will be in attendance. On the afternoon of July 13 there will be a big tone test with several famous artists participating, and on July 14 those dealers who desire to be invited to visit the Edison factory.

IMPORTANT DEAL IN WHEELING

Newly Organized Company Takes Over Business of Diamond Disc Shop, That City

WHEELING, W. VA., May 4.—An important deal was consummated in this city last month by which a local company, with H. L. Baer, of Baer's Pharmacies, as president, took over the Diamond Disc Shop located at 44 Fourteenth street, exclusive agents in this district for the Edison Diamond Disc phonograph. The deal is said to involve about \$20,000, and the new company plans to push the business very strongly. J. C. Gilts, from the Edison Laboratories, is general manager and treasurer of the company, and will have active charge of the business. The directors are H. L. Baer, Clarence Feeney, of the Geo. S. Feeney Co., J. C. Gilts and A. L. Francis.

THE TELEPHONE AS A SALESMAN

How a Dealer Promotes Sales of Records Through This Convenient Medium

A World reader in a recent communication advocates the use of the telephone as a business promoter. He says that whenever one of his salesmen has a few minutes' leisure he rings up some of the customers of the house and describes some new song by a favorite composer, or a couple of good duets, or some new band, orchestra or instrumental records, whatever the customer will be likely to be interested in. Of course, this implies some knowledge of the tastes and requirements of the customers, but it pays the dealer to have this knowledge and to make use of it suggestively as often as new goods appear. We recommend this suggestion to the consideration of other dealers.

THE ATMOSPHERE OF A STORE

Has Much to Do With the Amount of Business Which Will Be Done—Try and See It Through Customers' Eyes—Pointers of Value

We obviously cannot see ourselves as others see us and yet it is most important that we should be able to make a pretty close estimate. For no one is it more important than for the talking machine dealer.

Some stores, regardless of the state of the thermometer, have an atmosphere of chilliness which is positively repellent to the customer, while others radiate so much good will and cheeriness that doing business is a pleasure.

To which class does your store belong? Possibly to neither extreme, but which way does it lean?

It will quite possibly be difficult for you to find out, merely because you are the proprietor of it. Your clerks will be alive enough, cheery enough when you enter it because you are you, but are other people coming into the store similarly affected? It's about up to you to find out.

Pick out some friend of yours who is sensitive to such things. Ask him to take mental notes of other stores and of your own. You must have some confidence in his judgment and above all you must be willing to give his criticism the utmost consideration. If you meet his suggestions or criticisms with disbelief and argument, then no good can come out of the experiment. Depend upon it, there is a very decided discrepancy between the customer's opinion and the proprietor's, and your success depends to a very great extent upon your ability to see things in the light in which your customers see them.

When the "Prospect" List of the Talking Machine Dealer Should be "Scrapped" By J. L. Loomis

A rather interesting topic came up for discussion recently as to the length of time a prospect card should be considered "live," and the conclusion arrived at in substance was that very many prospects are being carried on their lists by salesmen which are no more or less than an actual weakness thereto, by reason of being really "dead."

Now the difference between a live and a dead prospect is, of course, the simple difference between the existence or the non-existence of a chance to sell. Theoretically, of course, and in the absolute sense, it may be argued that so long as a person has not bought an instrument from a concern or its competitor that person is still a prospect. But the practical side of the question is less accommodating. Practically speaking, it seems to be a true and tried maxim that no single prospect is worth more than a certain amount of time. When that amount of time has been given, systematically and after the method of good salesmanship, the prospect should have responded; or should be considered dead.

The statement last made sounds radical, if not wild; but there is a growing school of expert sales managers who have come around to the view here expressed; namely, that less time should be given to the cultivation of old prospects and more time to hunting up new ones.

If a prospective customer does not buy at the first interview and cannot be convinced by the ordinary visit to the store, the salesman should certainly nevertheless call again and perhaps twice again. But, after so many calls, any good salesman will have found out for himself one of two things. He will have found that the customer was only "shopping" in the first place, or he will find that some real reason for not buying exists.

As a matter of fact, there always are a certain number of people who begin the preliminaries to a purchase and then shy off; and such persons are the hardest of any to close up ultimately.

Apart from this, however, it is a fact within the experience of every good salesman that prospects, unlike wine, do not improve with age. Of course, almost every one of us has had the experience of the prospect who showed up two years later, and proceeded to buy, remarking that he had never forgotten our courtesy the

first time, etc., etc.; and most of us have had the experience of selling finally to some one, after whom, for some reason, we had unsuccessfully run for just as long. But all these are really extremely unusual cases; and to keep one's card drawer filled with old dead names on any such account is not good business.

The important point is that we have only just about so much time to spend and our biggest problem is how best to lay out our expenditure of that time. When a prospect comes in of his or her own accord, then the salesman who knows his business may rightly regard that prospect as not only live but certain, unless impossible conditions immediately develop. But when a prospect is dug up from the outside and promises to come in some time or other, then it is dollars to doughnuts that if that party does not come in as promised after a little further argument or persuasion the prospect is dead; and should be decently interred without further delay.

There is still another point. Every hour spent in writing letters to, or making calls on, old prospects is an hour that might have been given to developing new ones. The outside salesmen who call on the persons whose names have been secured know well that if they cannot make the sale within a few weeks the chances are slim of ever making it; and grow slimmer with each month. It is actually more profitable to canvass from door to door than to spend one's time running around with a bunch of old prospect cards. For when the old prospect has neither left town nor brought a talker, the chances are pretty slim that any interest or ginger can be infused into him or her.

Some of the best sales managers in the country are now putting a time limit on prospects. Every name that is more than ninety days old and has not yet shown signs of immediate action is relegated to the discard. Where a prospect hangs fire for definite reasons that can be understood and that have some real business meaning, the card may be retained; but where three months have elapsed without producing anything more than desultory conversation, the funeral is performed quickly and quietly, and without flowers.

It is a well-known fact that the greater part of the talker business is done in sales to prospects who have been dug up by the outside men and who did not come into the wareroom

of their own accord at all. Such prospects the outside man will not trouble much about, when once he finds himself unable to land them at the first store demonstration. If the prospect is one which deliberately is set aside for a time, for reasons that appear good to the salesman, then the prospect may remain alive; but not otherwise.

The writer has been in retail stores where the prospect drawer seemed altogether to be too much of a fetish. It is well to have system; in fact it is necessary. We cannot run a business successfully on guess-work. We must know how to concentrate our selling efforts, and so we must have some kind of system for finding prospects as well as a system for selling them if possible. But that is one thing; and the notion that every name on a prospect card is going to bring us in a nice little commission "some day" is a notion that spoils many a good salesman.

It takes courage to scrap a lot of nice-looking names, just as it takes courage to scrap a nice-looking lot of machinery that nevertheless is out-of-date. The reason in each case is the same, however. It is that whatever produces friction and clogs the wheels of business must be got rid of, and that quickly, if the business machine is to travel smoothly and efficiently along the road of commercial success.

H. E. SPEARE BECOMES MANAGER

Of the Columbia Co.'s New Retail Store at Fifth Avenue and Thirty-seventh Street

R. F. Bolton, district manager of the Columbia Graphophone Co., New York, announced recently the appointment of H. E. Speare as manager of the company's new store at Fifth avenue and Thirty-seventh street. This store will be ready for occupancy about the middle of this month, and from present indications will be one of the finest establishments in the city.

H. E. Speare is well known in local talking machine circles, having been manager of the Victor department at the Lord & Taylor store for the past two years. He is thoroughly familiar with handling a high class clientele, and is ideally fitted for his new post.

Daner's Standard Drug Store, Mt. Clemens, Mich., has taken the agency for the Edison Diamond Disc phonograph in that city.

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

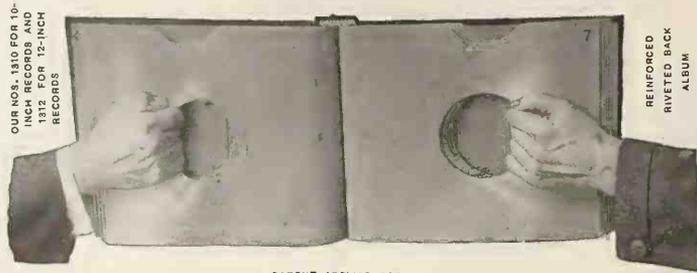
BOSTON, MASS.

THE 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



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.

S. ROLAND HALL TAKES CHARGE

As Advertising Manager of the Victor Talking Machine Co.—Got Into Harness on May 1—Has Had Wide Publicity Experience and Is Acknowledged a Leader in His Field

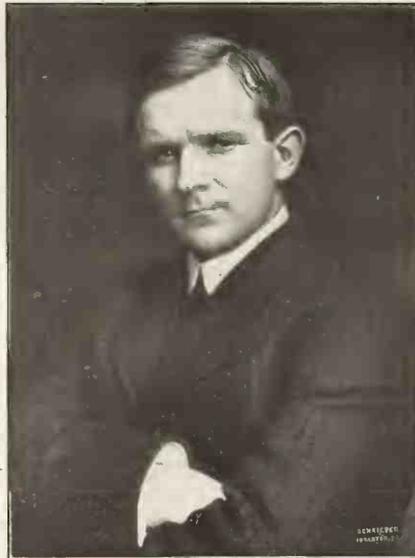
S. Roland Hall, the new advertising manager of the Victor Talking Machine Co., succeeding Henry C. Brown upon the advancement of the latter to the post of assistant to the general manager, comes into the talking machine field with a record of long and successful experience in all branches of the advertising work, as it is expressed, on both sides of the desk.

Mr. Hall entered the advertising field eighteen years ago as office man in the New York office of the Washington Star, Baltimore News, Indianapolis News and other publications. After three years he became connected with the Manhattan Reporting Co. which handled expert reporting and published a magazine. Two years later he went with the International Correspondence School as a prospectus and special writer on follow-up matter, and was later put in charge of the School of Advertising in which capacity he prepared the present International Correspondence School Advertising Course and the I. C. S. Salesmanship Course. He was also chief instructor of their Field Representatives' Training School. While in Scranton he also worked for some time with the Lord Advertising Agency.

In his early days Mr. Hall tried fiction writing, but as he puts it: "I was not long in learning that my descriptive skill, which some editors had praised, would better be devoted to making housewives see how much brighter life was when they used Shincee for their pots and pans and how Smith's fertilizer made cabbages grow. I still write a story or a general article now and then, just for the fun of the thing, but when they

come back as 'unavailable' I chuckle for I know where the real market for writing ability is."

After ten years with the International Correspondence School Mr. Hall went to Easton, Pa., as advertising manager of the Alpha Portland Cement Co., one of the "big four" in the cement field, and held that position with dis-



S. Roland Hall

tinction until attracted by a broader opportunity offered him by the Victor Talking Machine Co.

Mr. Hall has achieved considerable reputation as a writer of business and advertising articles for Printers' Ink, Advertising and Selling, System, etc., and started and ran for several years the Class Room Department in Printers' Ink.

He is the author of a number of books including "Advertiser's Hand Book," "Salesmen's Hand Book," "Stenographer's and Correspondent's Hand Book," published by the International Correspondence School; "How to Get a Position and How to Keep It," Funk & Wagnall Co., New York; "Short Talks on Retail Selling," Funk & Wagnall Co.; "Writing an Advertisement," Houghton, Mifflin Co., Boston.

Mr. Hall is a great believer in carrying out co-operative plans with retail dealers, and has also put much effort into ways and means for improving the work of retail sales people. As advertising manager for the Victor Co. he plans to carry out these policies which already have worked so successfully in the talking machine trade.

OPERAPHONE CORP. MOVES OFFICES

Headquarters of Record Manufacturers Now Located at 489 Fifth Avenue, New York

The Operaphone Mfg. Corp., maker of the Operaphone talking machine records, has moved its offices from 200 Fifth avenue to new and more centrally located quarters in the Depeu Building, at 489 Fifth avenue, near Forty-second street. The new offices near the terminal of the Queensboro subway will facilitate communication with the factory of the company in Long Island City which is reached by that route.

The Operaphone Corp. is steadily increasing the size of its record lists, as well as the record production, and the factory is being equipped to take care of the future growth of the business without delay.

GIVES UNIQUE MATINEE RECITAL

Miss Edna Bailey Provides Original Entertainment at Hotel McAlpin—Is Assisted by New Edison Phonograph and Re-Creations

Miss Edna Bailey, well known as a society entertainer and who makes a specialty of entertaining children, gave a unique matinee recital at the Hotel McAlpin on last Saturday afternoon, May 12. The program consisted of numerous dramatic recitations, Southern negro and fairy tales and dialect stories presented with the assistance of the New Edison phonograph and Edison Re-creations of Miss Bailey's recitations. The program was interspersed with various musical selections on the new Edison, including the "Meditation" from "Thais," a violin solo by Albert Spalding, the "Ave Maria" sung by Mme. Rappold with violin obligato by Albert Spalding, and several other numbers.

Miss Bailey has for some time past been recording for Thos. A. Edison, Inc., and the re-creations of her recitations have been very popular. One of Miss Bailey's special talks to children concerns "The Wizard Who Lives in an Orange," and naturally refers to Thos. A. Edison and his works, although the story is presented in the form of a fairy tale.



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.

BETTER ALBUMS FOR YOUR MONEY—NO MATTER WHAT GRADE ALBUMS YOU SELL.

Write for Samples of Our Three Grades

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



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy is real



It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor dealer.

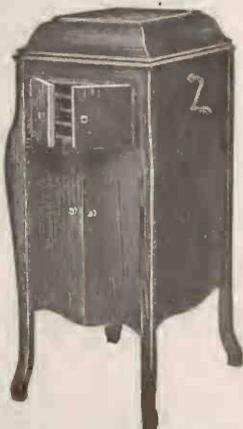
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

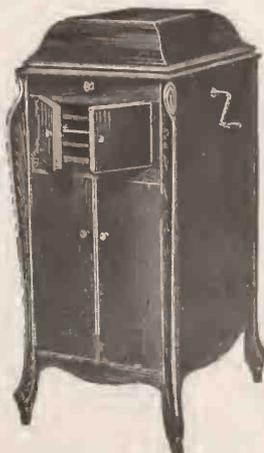
Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture, and their use, one with the other, is absolutely essential to a perfect Victor reproduction.

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

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



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President, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, J. Raymond Bill, 373 Fourth Ave., New York; Secretary and Treasurer, August J. Timpe, 373 Fourth Ave., New York.

J. B. SPILLANE, Editor

J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, Business Manager

Trade Representatives: B. BRITAIN WILSON, L. M. ROBINSON, WILSON D. BUSH, C. CHACE, E. B. MUNCH, L. E. BOWERS, A. J. NICKLIN, V. D. WALSH,

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Republic Building, 209 South State Street. HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1917

FOR the man in a luxury line—and let us consider talking machines as at least semi-luxuries, for the sake of argument—the problem during these stirring times is to differentiate for the benefit of the trade between conservatism and false economy. Waste at any time is a little short of criminal, but prosperity almost invariably begets waste to a greater or less extent.

Now comes the cry of war-time economy, particularly economy in those lines that will tend to protect supplies used in military movements. It is up to the talking machine dealer to convince his trade that the cutting out of all expenditures, except those for shelter, heat, light and clothing, is the worst possible policy to pursue, for the reaction from such a policy will be detrimental to the best interests of the nation.

If every one simply bought the absolute necessities of life, the ultimate result would be that the greater part of the working population of the country would be turned out of employment; that their spending powers would be cut off; that they would in fact become actual charges upon the community.

To pursue a normal course in spending; to enjoy, for instance, the entertaining and educational qualities of music, means that business keeps on in the usual way and every one is protected.

It must be understood that the \$7,000,000,000 war fund, part of which will be loaned to the Allies, means that this vast sum, and the appropriations that will follow, will come back to or remain in this country in the form of payments for munitions and the other supplies that are made necessary to war. The makers of such supplies will profit by the demand and in turn their personal demands will have to be met, whether it be for talking machines or records, or for other things. Every talking machine dealer should make it his business to convince those with whom he comes in contact that it is only by continuing in a normal path and carrying out the "business as usual" slogan, that the interests of the industrial world as a whole will be protected and conserved. In other words, a false and hysterical economy at this particular time is far worse than any normal condition of waste.

A GREAT many dealers are overlooking the immense possibilities that exist in developing the sale of foreign records. There is no city, or town, for that matter, of any importance in this country, that has not a large foreign population, and no

matter how these people may enjoy the popular "hits" by American composers, yet down deep in their hearts there is a sincere love and keen appreciation of the simple folk songs, or classic compositions of their home lands.

We know of a number of dealers who have twice doubled their business in foreign records during the past year. They have accomplished this by putting into being a well thought-out campaign, whereby those people of foreign birth are approached personally, or through the newspapers printed in their own language, and also through circular work and window displays.

It means a little concentration, and a fair measure of work, but the results show a profit that is beyond belief to those who have not considered this field of operations. As a matter of fact there is a ready demand for foreign records in every dealer's community. The way to get the best results is to first stock the records and then make it known that you have done so.

Foreigners are clannish, live within a small circle as a rule, and keep in close touch with one another. When they know that they can hear in their own homes their favorite national songs, dance and concert numbers by leading native artists, it will strike them as a very happy thought, and they will pass the idea along, with satisfactory results to the dealer.

The leading talking machine companies carry a very imposing list of records that will appeal to those desirous of handling a department devoted to foreign records, and it only needs a little enterprise, which, by the way, will be backed very enthusiastically by the manufacturers, to build up a volume of sales that will pay a good profit, compared with the expense involved. The matter is worth considering.

JUDGING from the results obtained by trade organizations already in existence, it is difficult to see why any city, even small sized, should be without its talking machine association not only for the social atmosphere brought about thereby, but for the actual business benefits that result.

The fixed price policy has served to protect the talking machine trade from many of the difficulties that face manufacturers and merchants in other lines of business, but there are still half a dozen questions that can only be settled by an agreement between the dealers themselves.

These questions include those of the charging of interest on instalment sales, the sending of records on approval and the advertising of machine cabinet combinations in a way that gives the impression of a special sale, and it has been proven that dealers can solve these questions to their own benefit through mutual effort.

Take the most recent case of an association in Washington, D. C. A live wire man got the dealers together. The result was a better acquaintanceship and an agreement to charge interest and a discussion of the record approval plan that will result in some definite action. As one prominent man of that city put it: "One of my competitors with whom I cultivated only a bowing acquaintance during his score of years in business, has become a fast friend as a result of our meeting at two sessions of the new association. That in itself is worth while."

Local talking machine merchants need not enter into the formation of a new association with fear and trembling, for the secretaries of successful associations already existing have shown a decided willingness to co-operate with their brothers in other localities, when requested to do so.

The dealer who is prone to decry conditions as they exist in his particular vicinity may find that the same amount of effort directed toward organizing an association may serve to eliminate the very evils of which he complains. At least the attempt is worth the making.

IN somewhat less than two months from the time this issue of The World reaches its subscribers, the National Association of Talking Machine Jobbers will be holding its annual convention at its favorite convention center, Atlantic City, the headquarters being at the Hotel Traymore, as was the case last year. Victor jobbers should arrange to attend, or at least be actively represented at the meeting, for the Arrangement Committee is now preparing an elaborate program of educational matter for the enlightenment and benefit of the talking machine men.

The present trade and general situation would appear to make it most desirable that the jobbers get together this year with a particularly earnest spirit of co-operation and make definite plans for accomplishing everything possible that will insure the continued permanency and stability of the trade.

For those who desire to mix pleasure with business, and they are in the majority, Atlantic City offers opportunities for entertainment that are unsurpassed. For the man devoted to his business, the convention offers a pleasing vacation that can be made distinctly profitable in a business way.

This in itself should be sufficient cause to get away for a few days in July. The dates are July 9, 10 and 11, and the place the Hotel Traymore.

THE talking machine dealer who has not already profited by the demand for patriotic music as a result of the present situation, or who has not made definite plans to take care of such a demand, has little claim to be classed among the live dealers of the trade.

The record companies have prepared large lists of patriotic numbers for the convenience of dealers and the public, but the retailer should not be satisfied with displaying or mailing out these lists. He should go after the patriotic music demand on his own hook. The primary appeal for the sale of patriotic music at this particular time is of course the home. The dealer who really wants to do business, however, should find an opportunity for the sale of both machines and records developed through the new situation.

In practically every city, town and village in the East, for instance, as well as in many sections of the West, there have been organized companies of Home Guards, various Home Defense Leagues, new battalions of Boy Scouts, organizations of women as nurses, or for other purposes, all of whom are engaged in drilling at regular intervals.

Such organizations, for the most part, have no facilities to employ band music by which to conduct their drills and many are forced to go through their maneuvers without the inspiration of lively marches. If the dealer will look up these local organizations he should find a fertile field for selling machines and records.

Good business from a commercial viewpoint and likewise good work in a patriotic sense, for the music of the talking machine will tend to add interest to the work of drilling and promote greater effort.

WHETHER the war tax program of the administration goes through in its present form or not, the business world may feel assured that it will be taxed and taxed heavily to provide for the necessary funds to carry on the conflict in which we are now engaged. It is to be hoped, however, that whatever the

final program may be, the talking machine trade, while undoubtedly figuring in it, will nevertheless receive just treatment as compared with other industries. Ways and means for meeting taxes must be considered when something definite is offered to work upon, but inconsiderate assessments will present difficulties that will require quick adjustment.

The manufacturers for the past two or three years have been facing the steadily increasing cost of materials, to say nothing of unexampled difficulties in obtaining certain essential supplies. These increasing costs and expense producing difficulties have been met, except in a very few cases, without adding to the retail prices of machines and records, but new and heavier taxes may make it impossible for the manufacturer to absorb this additional overhead. It will be necessary to pass along the tax to the ultimate consumer, where all other war taxes will, in one way or another, find their resting place. Whatever the outcome, the talking machine industry can be depended upon to adjust itself to the new conditions, as it has adjusted itself to unusual conditions growing out of the actual development of the business.

The trade has the advantage of not being burdened with old ideas—for instance those of a quarter of a century ago. It is a new trade built on new methods and as such is quick to adjust itself to any problem that may arise.

THE WORLD is right in line with the general sentiment of the country in its desire to be of service to the nation, and last month the following letter was sent to Grosvenor V. Clarkson, secretary of the Council of National Defense, Washington, D. C.:

"After consultation with our board of directors, The Talking Machine World has decided to offer to all departments of the United States Government the absolute co-operation of our industrial publications, both in the matter of editorial co-operation, and the free use of advertising space, for the purpose of assisting the Government in the mobilization of our industries, publicity in methods of finance, and the promotion of any project undertaken by the Government during the present condition of war. We shall seek to interest the active co-operation of the important business interests of the talking machine industry in their local centers, and shall hope to establish assistance in placing the bond issue without expense to the Government. In any of these matters your commands will receive our prompt and immediate attention."

EVERY time a man or woman is misled by a false advertisement, the selling power of all advertising is lowered. Every time a false, exaggerated statement is printed in an advertisement all advertising is discredited to a certain extent. As a means of self protection every business man who advertises and who is a believer in the value of publicity should help to drive out the fakers.

The TRINITY of SERVICE

VICTOR DITSON—BOSTON

Gets the Most Goods to the Dealer the Quickest

OLIVER DITSON CO.
BOSTON

Try
Ditson
Service

CHAS. H. DITSON & CO.
NEW YORK



Every money-making reason for carrying Columbia Records gets a 50% increase in strength by the addition of the new records listed in the June Supplement (out May 20th).

(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

GREAT WISCONSIN TRADE FIRST THREE MONTHS OF YEAR

Slight Halt Following Severance of Relations With Germany, But There Has Been Quite a Picking Up in Trade Recently—Budget of Interesting News From Milwaukee

MILWAUKEE, WIS., May 7.—Music and microbes must be divorced forever, according to the Milwaukee Association of Music Industries, which, at a recent meeting, discussed the returned record problem on the basis of its being an unsanitary evil. Many instances were noted and remarked on regarding the prevalence of disease in certain homes of cities that practice the returned record habit and the undesirability of allowing any such practice to continue because of the imminent jeopardy in which it places the health of a community. Talking machine records seem to be peculiarly suited to the congregation of germs of variety. Be the disc one of grand opera or of ragtime, it is said that diversified germs, germesses and germlets dance their dire dips of death in the needle tracks of the musical disc.

"The talking machine business in Wisconsin for the first three months in 1917 was by far the biggest in the history of the state," said George F. Ruez, president of the Badger Talking Machine Co. "This is true not only of the Victor line, but others as well. Our travelers report greater interest and demand right now than for any corresponding period.

"It is true," added Mr. Ruez, "that immediately following the declaration of war there was a slight halt, but this merely gave dealers a chance to catch up with deliveries on sales made as long ago as last December. We are firmly convinced that the present year is going to make new records in the talking machine industry. The people of this state are all employed at bigger wages than ever before; general merchandising has been profitable, and money is plentiful. In the rural sections our dealers advise us that they are selling machines just as fast as we can deliver them," continued the head of the Victor wholesale business in Wisconsin. "The farmer is making more money than ever before. I certainly am an optimist on the future of our country, the outlook for a prosperous year for Wisconsin, and the prospects of the Victor in our community."

Peter F. Piasecki, Victor dealer, 441 Mitchell street, lieutenant-colonel of the Wisconsin Na-

tional Guard, is expecting a call to active service any day. Colonel Piasecki is one of our oldest Victor dealers.

The Brunswick continues to be one of the best little recruiters in Milwaukee. For five weeks its snappy patriotic melodies have put spring and pep into the pedal appendages of Wisconsin youths. The advantageous location of the store of the Brunswick representative, Emil O. Schmidt, on the mezzanine floor of the rotunda, gives the Brunswick every opportunity to play its lively tunes to the crowds of visitors to the military quarters in the Plankinton Arcade.

L. C. Parker, manager of the Victrola department of Gimbel Bros., was recently the principal speaker at an enthusiastic meeting of the Salesmanship Club, of which he was the first president.

Lawrence McGreal, president of the Pathophone Co. of Wisconsin, recently made an extensive trip throughout the entire northern part of Wisconsin.

The largest Grafonola department in the state of Wisconsin is located in Racine, at the department store of Bloch's.

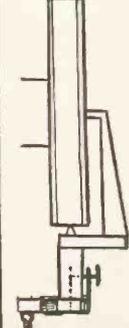
The Phonograph Co., Edison dealer, has filed an amendment to its articles of incorporation.

The Aeolian-Vocalion, represented here by the Edmund Gram Piano House, will make a strong appeal at Oconomowoc this summer. Oconomowoc is one of the leading summer resorting cities in the Middle West and the appointment by P. A. Secger, head of the department at Gram's, of a new representative in the City of Lakes presages progress for the Vocalion. Mr. Secger, head of the phonograph department at Gram's, reports the business for March, 1917, to have been one hundred and fifteen per cent in excess of that for the same month last year.

H. M. Hahn, manager of the Edison department, recently handed in his resignation, which took effect May 1.

The Edison Shop, 211-215 Second street, has as its chief diversion the conducting of tone tests. Thousands of people not long ago heard the Edison on the stage at the Majestic Theatre play a xylophone duet with Frisco, said to be high among the wizards of that instrument. The Edison Shop furnished the machine.

"De Stilus"
Patented Apr. 17, 1917
Other Patents Pending



There is an increasing demand for a simple attachment that will play Edison, Pathé, or other Hill and Dale records on Victor, Columbia and other vertical type reproducer.

"DeStilus" will do it perfectly without changing either the reproducer, tone-arm or machine in any way. Is easily attached, inexpensive, no trouble, no changing. Simply attach "DeStilus" as you would the ordinary steel needle. With care will last a lifetime.

Retail price with either Edison or Pathé sapphire jewel, \$1.00. When ordering state which is desired. Liberal discount to dealers on quantity order.

Descriptive literature on request. Send \$1.00 for sample and try it out.

Attached in Position **OMAR C. DeSELMs, Attica, Indiana**

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK
FACTORIES, ELYRIA, OHIO—NEWARK, N. J.



CHICAGO

ATLANTA

SEATTLE

TORONTO

We Announce the Amalgamation

of the

Otto Heineman Phonograph Supply Co., Inc.

NEW YORK, N. Y.

and

A. F. Meisselbach & Bro.

NEWARK, N. J.

The Meisselbach motor will continue to be manufactured under the present efficient management of Messrs. A. F. Meisselbach and Pliny Catucci, and this plant will be known as the

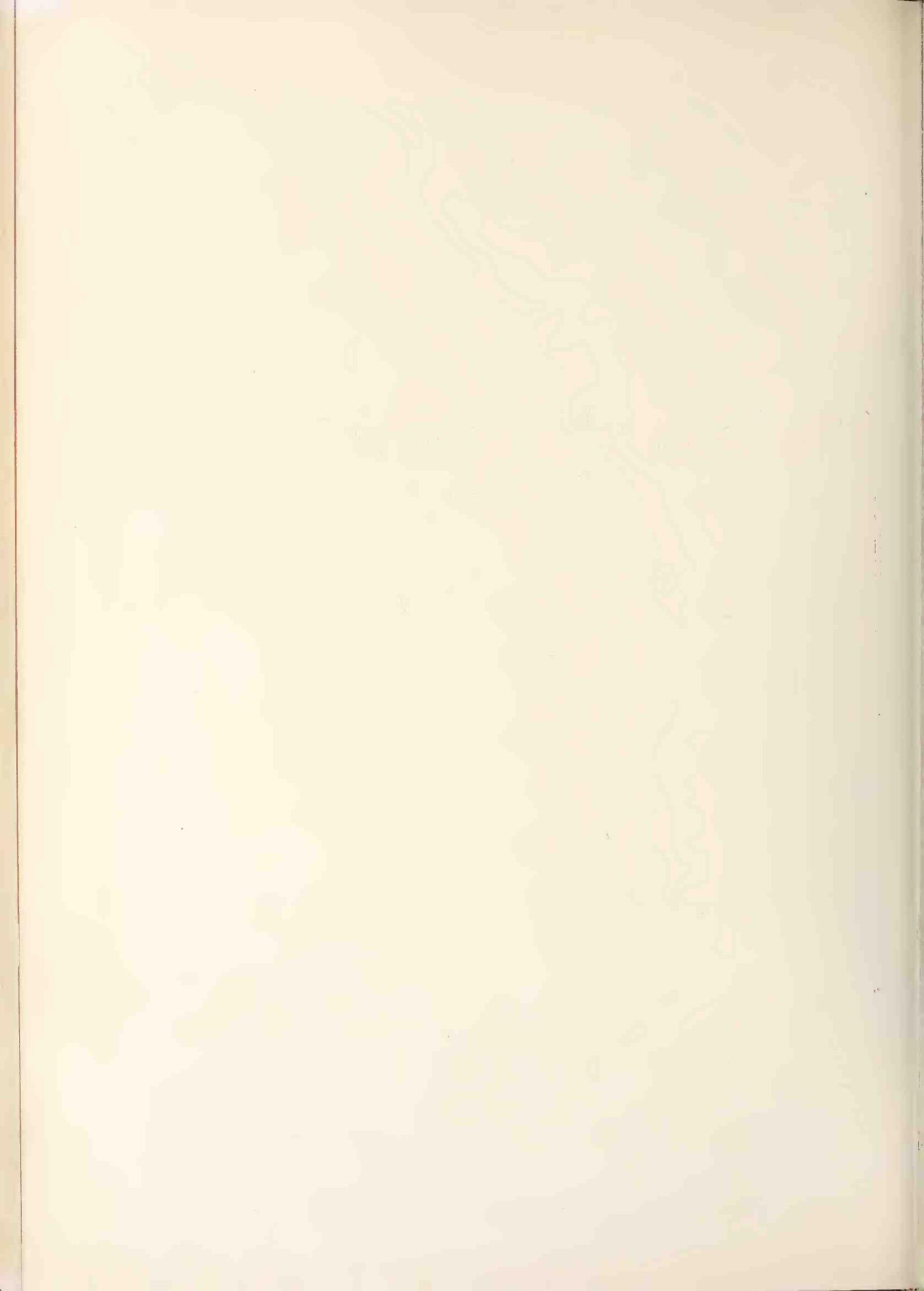
MEISSELBACH DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Inc.

Otto Heineman
President





SEEKING A SOLUTION TO ANNOYING EXCHANGE PROBLEM

Milwaukee Association of Music Industries to Take Up Subject at Next Meeting—Exchange Problems Should Be Solved as Easily in the Talking Machine as the Automobile Trade

MILWAUKEE, Wis., May 5.—With all the prosperity that local dealers in talking machines have enjoyed during the beneficent months of the immediate past several bugbears to the business have crawled about the "pie" to harass and vex even the greatest optimists. One of those bugbears is represented in the "exchange" jinx.

"It is about time that something were done to settle, or at least to offer a solution to, the big problem of the talking machine business that has threatened every dealer at various times; it is the business of exchanging old instruments for new," said the manager of a leading downtown establishment a short time ago.

"We have a list of about 100 people who come to us in several months' time and offered to take a machine of the line we represent provided that we would take their old machines in on the deal," said another musical instrument man. "Surely, there must be a solution of the exchange problem. If we had but an outline sketch of a plan or idea which we might follow we would consider it a big step toward solving the difficulty. Up to the present time there has not been offered even the slightest 'tip' as to some organized system of dealing with the subject."

Would a clearing house solve the problem?

The Milwaukee Association of Music Industries will take up the matter at its next meeting. The association has among its members nearly every prominent dealer in musical instruments in the city. It was organized last February for promoting the business and social interests of the musical instrument element. Its meetings are a kind of "open house" to expression. Since its inception only a short time ago many matters have come before its rostrum. It has done much to alleviate the evil of returned records in Milwaukee.

Members of the association believe that the exchange problem in talking machines can be

solved as easily as the used car difficulty in the automobile line is being coped with—and successfully. Talking machine dealers in all parts of the country know that a home which is already equipped with a talking machine is open to another sale, provided the old machine is taken into the deal. Could there be offered some definite idea as to how the dealers might get together on the subject and offer organized resistance to the evil and thereby resolve it into a solution, a great service would be rendered.

Not so long ago automobile dealers of some parts were getting ready to give up in disgust because of the exchange proposition in dealing in automobiles. Now every dealer in America has at his service a current weekly report on

the value of every kind of used car in every important city of the United States.

"It is not necessary that the solution of the used talking machine problem be based in the same manner as that of the used car difficulty," said a member of the association, "but certainly there ought to be a step in the direction of clearing up in the minds of the dealers just how the problem should be handled, how much the old machine is worth, where it should be resold, and many other things known only to the dealers themselves."

"If the used car problem can be settled there is no reason why we should not expect at least a few ideas as to how the used machine difficulty can be coped with," said Henry M. Steussy, of the Steussy-Schulz Piano Co., Magnolia and Pathé, 525 Grand avenue, and secretary of the association that is determined to blaze the trail as a pioneer, believing that there is a solution.

TALKER TRADE BASIS FOR EDITORIAL

Increase of Columbia Graphophone Co. Business in Canada During the War Referred to by Literary Digest as Proof That Business in the United States Has Nothing to Fear

The fact that the business of the Columbia Graphophone Co. in Canada during 1915 was the greatest in the history of the company, and that the total business of the company in Canada for 1916 was just 100 per cent. greater than that for the preceding year, has been used by the Literary Digest in an editorial argument to show that business in the United States has nothing to fear as a result of this country being at war.

Commenting upon the question of business and war, the Literary Digest says:

"Canada has been at war for nearly three years, sending great numbers of men to the front, utilizing its available resources to the utmost, bearing its full share of the struggle. But these efforts have assuredly not spelled disaster for manufacturers and Canadian business. It is safe to assume that our participation in the war, which is likely to involve a much

smaller sacrifice relatively than Canada has made, will prejudice American business even less. That, of course, is the attitude of the American business community. When Europe went to war American business was anxious and uncertain. When America went to war it was calm and self-contained. It had had a chance to understand the problem better, to take stock of itself. As evidence of this state of mind we may take the authentic statement that the great national advertisers of America, far from contemplating retrenchment in their expenditures for newspaper and magazine space, are preparing in many cases to place larger orders.

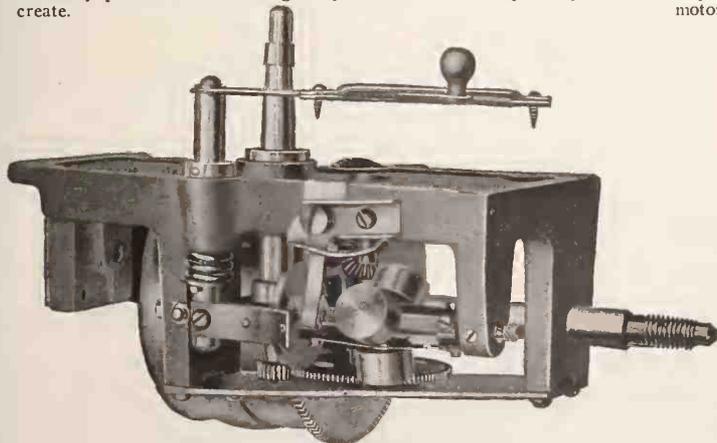
"There is thus every reason for business confidence. With an assured market for everything that can be produced or manufactured, with a financial organization fully capable of meeting the needs of the situation and any special emergency that might arise, and with the possession of the largest stock of gold ever accumulated in any country in the history of the world, the United States is as well protected against mischance as is humanly possible under the circumstances.

A Talking Machine is known by the Motor it has. It is impossible for it to be any better than its Motor, and the satisfactory service rendered by



has prompted many phonograph makers to make the Meisselbach a part of their standard equipment.

We have done so much experimenting for you—thousands of dollars being invested in laboratory work alone—that the Meisselbach motor is as nearly perfect as human ingenuity and mechanical supremacy can create.



We would like to say that you will have more time to SELL talking machines if you have FEWER MOTOR TROUBLES. No motor is yet perfect, but manufacturers have told us that the Meisselbach motor gives the least trouble and the greatest satisfaction.

This is our No. 16 motor, which will play five 10-inch or three 12-inch lateral cut records with one winding. Double springs, made from the highest quality material. Worm driven governor. Cast iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

By the turn of one screw, the spring cup can be easily removed. When you see this motor, it represents the highest quality, for it has been made by a concern that has had thirty years' experience in this line. We also manufacture TONE ARMS, SOUND BOXES, and other parts.

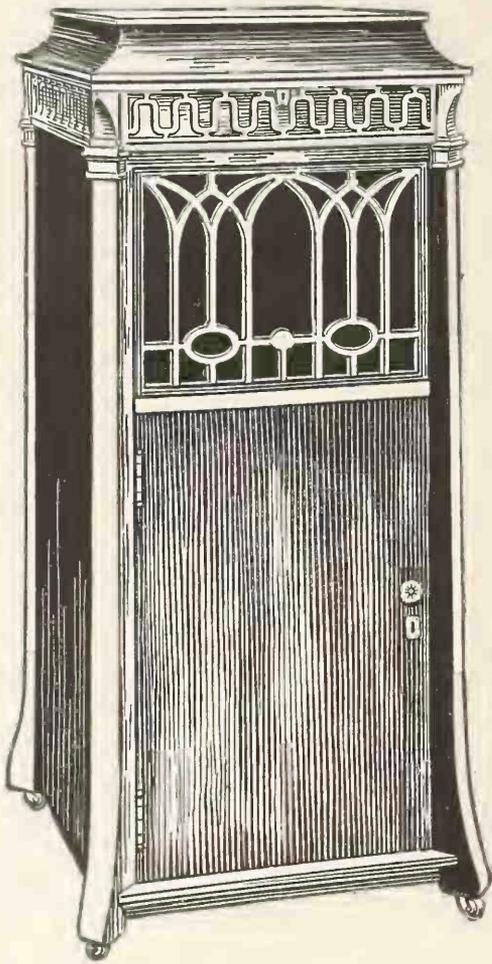
Pioneers in the Development of Quality Talking Machine Motors

A. F. MEISSELBACH & BRO.

Newark, N. J.

Factory: 29-31 CONGRESS STREET and 22-30 PROSPECT STREET

Offices: 29 CONGRESS STREET



There is no higher standard than the Edison standard. It was to this exacting standard that the New Edison was designed by a master mind and wrought by master hands.

Doesn't the New York Globe call the New Edison "The Phonograph With a Soul"? Doesn't the New York Tribune say "Edison has Snared the Soul of Music"? And doesn't the St. Louis Republic say that "The problem of music in the home is solved when the singing of the greatest artists is made possible by an instrument that does not betray itself in the very presence of the artist herself"?

What more can *we* add?

THOMAS A. EDISON, Inc.

279 Lakeside Avenue, ORANGE, N. J.

The NEW EDISON

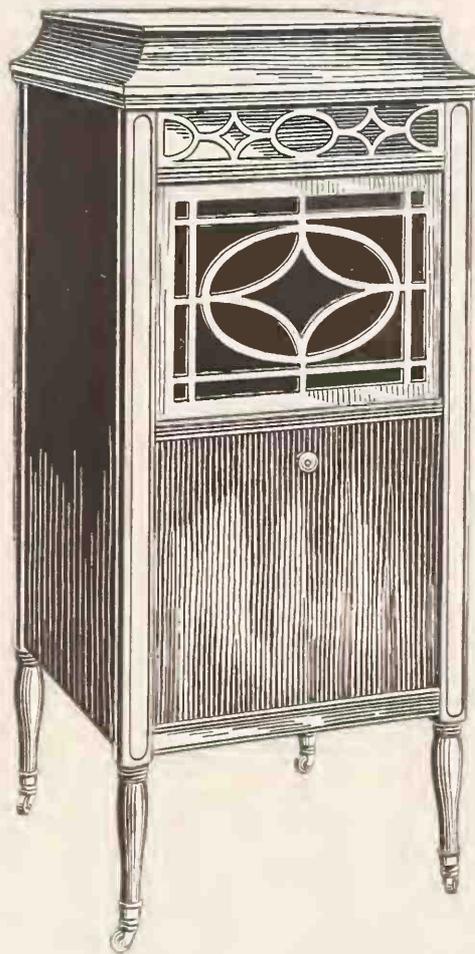
The Edison Hall-mark stands for super-excellence. It is an asset on which every Edison dealer places the highest value, for it means that any product bearing it is already half sold.

Edison dealers operating under the Edison Probationary Zone plan have enjoyed almost unbelievable increases over all previous sales records. The Edison Probationary Zone Policy is a healthy stimulant that constantly keeps the dealer keyed up to his best sales-producing pitch.

What is the Edison Probationary Zone Policy? Address

THOMAS A. EDISON, Inc.

279 Lakeside Avenue, ORANGE, N. J.



The NEW EDISON

How the Talking Machine Dealers Can Best Do Their Duty to the Flag :: By Howard Taylor Middleton

As I write this, on the morning of April 26, word has come that a little blue-clad sailor boy crouching behind the U. S. S. "Mongolia's" six-inch gun has fired the first shot of the war, and in doing so has sent to the bottom a German submarine. This means that the conflict has actually begun and that the stern reality of a world conflict is upon us.

Have you given thought to the question, Mr. Dealer, of doing your part toward hastening an early and satisfactory solution of this terrible problem which now confronts us?

Do you realize, I wonder, that there are few business men in a better position than yourself to kindle the flames of patriotism and keep them burning?

Upon your shelves are many records longing for the opportunity to speak, sing and play their way into the hearts of (until now) passive Americans, who are but waiting for a final spark, such as a patriotic song, superbly sung, can light, to set their steps in the direction of a recruiting station.

When postmasters throughout the country are gathering recruits by the hundreds at the request of their government, why should not you, with your vastly superior facilities, do more?

Patriotic window displays are already in the field with their call to arms spirit. In one Western city a prominent dealer has established a talking machine at each recruiting station, and this is as it should be, but there is much more to be done.

You should, by every means in your power, hammer home the fact that every citizen must assume a share in the responsibilities of this greatest of all crises. I know of no better way to do this than through the medium of patriotic records. Have them constantly in evidence. Arrange no concert, however brief, without a generous sprinkling of war songs, thrilling military marches, and speeches by great men whose oratory in days that are gone helped to lift our beloved land to the peerless position she now holds, that of the greatest country on the earth.

If ever in all your life, Mr. Dealer, you were glad to be an American, you should be so now. When a country enters a world war, not for the love of conquest, not for the high-flung hope of mighty indemnities to be levied upon a vanquished foe, but simply in order that civilization and not barbarism shall triumph upon the earth, then it is that the man who can claim that country as his own should be proud indeed. But we were speaking of records.

While, as I said before, there are many records already listed which may be used to the greatest advantage toward establishing patriotism in our land, it is for the manufacturers to come to the fore with great masterpieces along this line that will, by their irresistible appeal, make your labors easier.

If I were a recording laboratory director today, I would rush post haste to Washington and arrange with General Joffre, the idol of the French people and the hero of the Marne, former Premier Viviani, and other members of the French War Commission now in this country, to place upon everlasting discs a call from the citizens of La Belle France to the citizens of America. If it so happens that these gentlemen do not speak English, that need not matter, for upon the reverse side of the record I would have engraved a translation by a competent American artist.

Mr. Balfour, and his staff of doughty Englishmen, some of them fresh from the trenches of somewhere in France, who are also in Washington at this writing, would be asked to talk to the recording apparatus about the war, making clear the fact of how eagerly the entente troops are waiting for the planting of the Stars and Stripes along their battle line.

I would invite Irvin S. Cobb, that golden-tongued gentleman from Kentucky, who knows all the details of the horrors of the German advance at the beginning of the war, because he witnessed them, to tell his gruesome story to the disc lest we treat the persecution of Belgium too lightly.

Up to April 25, 123,000 volunteers, 10,000 of them negroes, have signified their willingness to go to France with Theodore Roosevelt, thus proving his value as a recruiting agent and his standing as a patriot. Mr. Roosevelt has made records before and I would lose no time in having him duplicate his performance before the recording horns. An earnest plea for enlistment from the lips of this magnetic personality, and widely circulated through the medium of the talking machine, would be of the greatest possible assistance to the government at this time.

I imagine there must be many British and French military bands, now at the front, whose records are listed in the foreign catalogs of the various companies. Would it not be wise to investigate this subject thoroughly with the end in view of featuring selections played by them? If ensemble photographs could be procured and used for window display purposes, etc., in connection with the records, so much the better.

I understand that the government is collaborating with the moving picture corporations toward the stimulation of recruiting, and I can but wonder why the same thing has not been done by Uncle Sam and the talking machine fraternity. Why would it not be well for a famous soldier, like Gen. Leonard Wood, for instance, to address the people through the talking machine? Let us go still another step, and ask the President of the United States to show these people their duty by this attractive method.

It is true that this has been done by the public press, but there is a certain novelty and appealing force in the spoken word that carries far above the written word; this is common knowledge. A speech by Woodrow Wilson, delivered by a talking machine at a recruiting station, would draw a crowd—that goes without saying. In that crowd there would naturally be a number of young Americans eligible and

willing to enlist, and just such a dramatic appeal as this call from the lips (not the pen) of their President would send them surging into the service.

Not only at the recruiting stations, Mr. Dealer, but in your store as well, would a Wilson record be popular. You should use your best endeavors to bring this idea before your manufacturer at once in order that such a record may be on the market without delay.

The slogan upon every lip to-day is "Stand by the President," thus showing the faith his fellow-citizens have invested with him; also their appreciation of his splendid stand for the right. Therefore, they would welcome a spoken word from him with open ears. A record by President Woodrow Wilson is needed NOW! It is up to you, Mr. Dealer.

Of course, everything you do for your country in the way of distributing patriotic records, dressing your show window in the colors of the nation, and talking preparedness, cannot do less than stimulate trade, which means that your business will enjoy an increase of prosperity. This is satisfying in the extreme because there will not be the attending hardships that loom big when one sacrifices his earning capacity to the cause. But pray remember, Mr. Dealer, when your pockets bulge over much that the Red Cross flag waves close beside the Stars and Stripes, and that the care of your wounded brothers in those grim days which the future may unfold before our eyes, will take countless dollars from good men and true. If this does not give the proper stimulus, remember Louvain and the Lusitania.

FAVORS CLEAN CONSTRUCTIVE ADS

At the recent convention of the American Newspaper Publishers' Association in New York Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co., made a strong appeal for honest advertising and pointed out that for every \$1,000 of dishonest advertising that will be thrown out of the newspapers there will be a gain of \$10,000 in clean, honest and constructive advertising. Mr. Brown's address was listened to with much interest.

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.

TWO HUNDRED EDISON DEALERS MEET IN MINNEAPOLIS

Dealers From Upper Mississippi Enjoy Hospitality of Minnesota Phonograph Co.—Great Artists in Recital—Musical Events at Dyers—Majority of Dealers Report Good Business—Other News

MINNEAPOLIS and ST. PAUL, MINN., May 6.—Two hundred Edison dealers of the upper Mississippi Valley met General Manager Thomas J. Leonard, of Thos. A. Edison, Inc., in Minneapolis last week under the general management of the Minnesota Phonograph Co. It was a great event for everybody, and Laurence Lucker unanimously was elected the best arranger ever. More than 2,000 people heard the great concert in the Minneapolis Auditorium, where the Edison phonograph, ably assisted by Marie Rappold, Rudolph Polk and Guido Ciccolini, was the star of the program. The concert was introduced by Verdi E. B. Fuller. The dealers were the guests of the company at a neatly arranged banquet at the Hotel Dyckman, where all manner of compliments were passed on Thomas A. Edison, Inc., the Minnesota Phonograph Co., their representatives, and their dealers. As Ring Lardner would say, "A good time was had by all present." This applies particularly to General Leonard.

Business is excellent with the majority of the dealers, whether they are jobbing or retailing. Manager Mairs, of the talking machine department of W. J. Dyer & Bro., reported last week that the house is behind in its orders to the extent of several hundred instruments, and is unable to give any assurance to their customers as to when the goods may be expected. He is not sure whether it is a sign of success to be unable to satisfy the wants of one's patrons, and is not disposed to argue the philosophy of the proposition. He knows that he does not begin to get the number of machines that he wants, and that he is the goat for the country dealers.

The retail sales of the Victrolas by the Golden Rule store are far ahead of the volume indicated a year ago, about 20 per cent. is Manager Pofahl's estimate. He expects the new style machines to stimulate public interest materially when they

appear. In the meantime records are going as fast as the clerks can pack them.

An increase of about 33½ per cent. in the volume of business for the first part of 1917 as compared with the totals for a similar period in 1916 is noted by the Victor jobbing house of the Beckwith-O'Neill Co. Under the circumstances the gain is most satisfactory.

The Victor recitals by W. J. Dyer & Bro. are musical events of note, and are regarded as an institution in St. Paul. Two weeks or so ago W. Davidson Thomson, the remarkable Canadian baritone, was prevailed upon to take part in a Dyer recital. He astounded everyone by

the power and quality of his voice, and his artistic singing. The grand opera stars in the city at that time suffered by comparison with Mr. Thomson in the opinion of ninety-nine out of a hundred of his auditors. The Dyer recital programs are models of their class of entertainment.

Excellent business is being registered by Foster & Waldo. This house handles Victor and Edison goods of all kinds and in large quantities. Mr. Foster, the dynamo of the plant, concedes that he has been obliged to turn on some more "juice," but whatever has been done is bringing results. He is not of the type to repine because business might have been better if this, that or the other had not happened or was about to happen. He just turns on more juice or takes another road.

THE ENDORSEMENT OF A POLICY

Resolution of Talking Machine Men, Inc., Emphasizes the Justice and Popularity of The Talking Machine World's Stand Against the Price-Cutter Since Its Inception

The Talking Machine Men, Inc., at their annual meeting held recently in the rooms of the Merchants' Association in the Woolworth Building adopted the following resolution:

"Resolved, That our secretary be and he is hereby instructed to engross upon the minutes of this meeting a vote of thanks and a word of commendation to the various publications interested in the talking machine industry for the admirable stand they have taken in upholding the general principles of the industry, and also the determination on their part in upholding us by eliminating all undesirable advertising matter from their columns, and also the position they have adopted with respect to 'price cutters,' particularly those handling general merchandise who have in the past sought to make 'bargain' talking machines the new bait for a gullible public. And it is further resolved that an extract

of this resolution be forwarded to the various publications interested in the talking machine industry."

The Talking Machine World, since this publication was first started, has been a consistent and strong advocate of the policy of price maintenance in the talking machine trade, and an enemy of the price-cutter. This policy has been carried out in the advertising as well as the editorial columns of The World, sometimes at the sacrifice of revenue, but always upholding the principle we have believed right for the progress and permanence of the trade, and for the protection of everyone, even the smallest dealer. Talking machine dealers long ago recognized the policy of The World by giving it their unquestioned support.

FEATURING COLUMBIA DEPARTMENT

DALLAS, TEX., May 3.—The Will A. Watkin Co., of this city, has been using successful publicity in the local newspapers to feature its Columbia Grafonola department. The company recently announced the inauguration of a "Red Starr" service for Columbia records.

What Are You Short In VICTROLAS AND RECORDS

Try us—we've a large stock. This, with our unsurpassed facilities for quick filling of orders and prompt shipment—and our unswerving aim to be of real assistance to you in meeting the wants of your Victrola and Record-buying public, assure you service you'll find highly pleasing.

List of Best Sellers

From the advance list of Records gladly furnished free each month on request. The service doesn't obligate you in the least. These Records are selected by our committee of musical experts, and you'll find their recommendation of definite value to you. It helps you to stock only with live numbers.

Grinnell Bros

Distributors, Victrolas and Records

First and State Streets
DETROIT



Our Exclusive Wholesale Building

To Help Supply Your Needs

- Building 80 x 100 feet; six floors.
- Matchless shipping facilities.
- Complete stock of Records at all times.
- Experienced, efficient employees.
- Mechanical experts, familiar with every detail of Victor and Victrola construction.
- Complete stock of Victor and Victrola parts always on hand.

Lucy Gates **RAY**
sings the most exquisite record ever made of the

RECORDS

HERE are...
cesses—
neous h
sparkling, bu
any dancer u
Listen to
—they are sure to prove
even more! Columbia recordings of dance
music are almost "too good to be true!"

"It's Not Your Nationality"
Columbia Record A5944, \$1.00
A big song-success turned into a still bigger dance hit.
introducing the melodious "You May Hold a Million
Girls in Your Arms," with a merry bell accompaniment.
"Some Fox" is the verdict of every dancer! "Ev'ry Little
White," Tate's tuneful fox-trot, is splendidly recorded on

Columbia
Records
TRADE MARK
Note the Notes

BARRIENTOS

BARRIENTOS on Columbia Records! The new-found treasure-voice of the Metropolitan Opera—the supreme coloratura soprano of the day! There is infinite sweetness in Barrientos' voice—a voice of such rare beauty that critics bow before it, acknowledging the splendor of a gift unmatched, supreme. All the exquisite art of Barrientos is beautifully reflected in these, her first Columbia recordings:

12-inch—\$3.00 each

44627 LUCIA—MAD SCENE "ARDON GL'INCENSE"
(Three dancing papers). With flute obligato by Marshall P. Linsky

44628 LUCIA—"BENNAVA NEL SILENCIO."
(Silence over all)

44630 MIREILLE—VALSE. (Waltz-song)

—famed selections
Records

HERE is one thing you are pre dealer. And something you

A Columbia list is not just a list of one, not a few, but every record in —artists, selections, all the way th

Take the June list, for instance. end and you won't hit one record list of records as sure to "go big. last record. In this list—and in e

Al Jolson, Anna Wheaton, Charle do big business with these favorites exhibit at the Music Show in Chic believing"—the best of proof!

COLL
Records





**Hawaiian Music—
the Hit of the Day**

THE rhythm, the swing, the tuneful charm of Hawaiian music is the inspiration of most of



**A Big Musical Novelty—
The Saxonhorne**



Al Jolson

sure to know if you are a Columbia
ought to know if you're not:

records. It's a list of *big sellers*—not
It's a *picked* list. A list of *winners*
gh.

right through it from beginning to
at you wouldn't pick *yourself* in any
The point is that it's so with *every*
y list Columbia puts out.

Harrison, Brice & King—you ought to
the list! Hear this list at the Columbia
, from May 19th to 26th. "Hearing is




Louis Graveure
Appearing at Aeolian Hall on February 1st




**Clever Novelties
on Columbia Records**

THERE is an endless lot of fun, real pleasure and enjoyment in the many delightful musical novelties that Columbia Records provide.

Listen to Harry C. Browne's record (for instance) of "When I Used To Work Upon The Levee" and "Kingdom Come"—two irresistible darkey jollifications. They have the real old "plantation days" swing: banjo plink-a-plinking, jolly laughing chorus, and a regular old-time "breakdown" at the end!

Then listen to Don Richardson fiddling away at "Old Zip Coon" and "The Arkansas Traveler," and see if you can keep your feet from keeping time! Or enjoy that Miniature Orchestra gem, "The Music Box," whose tinkling silver strains actually remind one of the old-fashioned music box. These are three records you surely ought to own!

- A 2135 WHEN I USED TO WORK UPON THE LEVEE. Harry C. Browne, baritone. With banjo effect. 10 inch 75c
- A 2140 OLD ZIP COON. Introducing "Old Folks At Home." Don Richardson, violinist. 10 inch 75c
- A 2161 THE MUSIC BOX. Columbia Miniature Orchestra. 10 inch 75c
- A 2162 SERENADE. Menard and Schueze. Bassoon and harp duet. 10 inch 75c

Ask your dealer to play these and the many other novelties he has for you: Hawaiian records, marmba recordings, accordion, saxophone and other novel music.

If you are interested in enjoying new sensations, you are going to have the treat of your life! Go in to see your dealer today.

New Columbia Records on sale 19-20-21

COLUMBIA



Grafonolas

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., May 6.—There probably are few lines of business wherein the war spirit has had a better opportunity of demonstrating itself than in the talking machine trade. Emphasis everywhere is placed on records of a patriotic character, the Stars and Stripes are flying from the buildings or are displayed conspicuously inside while the window displays themselves are such as to stir the feelings of every man, woman and child who pass. It is interesting to study the novel effects that are devised by some of the dealers, for there is ingenuity and real artistry displayed in many cases. In several stores there are men who already have enlisted, and now with the draft facing others there is a grave possibility of many establishments losing a number of their employes. In the meantime business is fairly good in most places, and this is equally true of the wholesale and retail departments.

Eastern T. M. Co.'s Handsome Quarters

Following radical changes at the Eastern Talking Machine Co.'s warerooms in Tremont street the public is now privileged to enjoy the luxuries and comforts of one of the handsomest stores and series of demonstration booths to be found in Boston. The entire second floor, which is reached by elevator service, has been done over in the style of the Adam period, and robin's egg blue is the prevailing color, this being admirably set off with ecru, touches of gold and mirror effects. The floor is handsomely carpeted, the furniture is in harmony with the color scheme and the architectural style, in fact nothing has been left undone to make the department the acme of perfection. The booths for purposes of demonstration are in keeping with the general effect and the entire scheme is most harmonious.

Building Up New England Trade

When it was announced that the retail store of C. F. Hovey Co. in Summer street had opened a phonograph department there was general surprise among the patrons of this old-time store, which has long been one of the most conservative of the Boston establishments. However, Richard M. Nelson, who had come to Boston with a valuable experience in the talking machine business, was able to persuade the house of the advantages of such a department with the result that the Harmonola was soon installed in the basement. The wisdom of the

arrangement soon became apparent, and from the start Mr. Nelson, who is in personal charge, and at the same time the general manager for New England for the Harmonola, has worked up a most creditable business. Recently he was in Portland and closed arrangements whereby William Emerson & Co., distributors of Emerson records, will handle this machine in that territory. The Gamble-Desmond Co., of New Haven, which has been handling the Harmonola since November, has been meeting with marked success, says Mr. Nelson, and the same is true of such places as the I. H. Morse Co. at Worcester, where a department was opened in the middle of January and branch places in Lowell and Taunton. With headquarters in Boston it is Manager Nelson's intention to develop a large business throughout the leading centers of New England.

Have Most Attractive Quarters

The Royer Talking Machine Co. has evidently started in upon an era of great prosperity, and the Victor line is being shown under excellent and attractive conditions. Manager Herbert L. Royer, whose retirement from the head of the Victor department of the M. Steinert & Sons Co., was announced in *The World* recently, has surrounded himself with an intelligent group of employes who are familiar with the business, one of these being Meyer Price, who lately was with the Eastern Talking Machine Co. Mr. Royer has made a few changes, the demonstration booths, for instance, coming in for some interior adornment which adds to their attractiveness; but this is only a small part of the elaborate plan which Mr. Royer has for beautifying and generally improving the establishment at the corner of Summer and Chauncy streets.

Making Patriotic Displays

Manager Arthur Erisman, of the Graphophone Co., of New England, will shortly start in upon the changes and improvements of his store which will make it among the most attractive ones on Tremont street. The patriotic element has played a conspicuous part in the development of Mr. Erisman's business, for the music which always makes a quick appeal in times of war is having a great sale. A window which has been arranged in the store is among the most noticeable ones in the city. It features the "Star Spangled Banner," and a picture of

President Wilson in the center is surrounded by a group of waving flags, while the foreground is filled in with "Star Spangled Banner" records and other patriotic selections. A recent addition to Manager Erisman's staff is R. H. Spencer, a young man, who promises to make good in the business.

Looks for Poor Summer Business

W. O. Pardee, head of the Pardee, Ellenberger Co., Inc., when he was here from New Haven a few days ago spoke rather encouragingly of the business outlook. He said that while there was a disposition in some quarters to await further developments in the war situation there were those who were willing to see good business shortly, and were placing large sized orders for delivery in a month's time. He said that all the enterprising dealers with whom he had come in contact were looking forward to a good spring and summer demand, and were preparing for it accordingly; that many dealers even were enlarging their quarters and making improvements all with an eye to the business that was confidently looked for.

Mr. Pardee, in citing instances of progressive business, mentioned several dealers who were making ready for positive developments. He said that Orville Stillman, who has a very successful Edison business at Westerly, R. I., has opened a new place at Norwich, Conn., which promises to duplicate the success of the other shop. The establishment is located in Main street, and is in charge of E. B. Stillman, his son. The senior Mr. Stillman has an old-established business, conducted on splendid principles and full of honorable traditions.

The establishment at 204 Worthington street, Springfield, conducted by B. L. Conchar has lately been undergoing several advantageous changes. It has been refitted with new booths, and is now an extremely attractive Edison store.

Quick Recovery From Fire

Despite the fact that the Fulton, Driggs & Smith Co. at Waterbury, Conn., had a serious fire two months ago, the store to-day is ready for business under the most improved conditions. Almost completely rebuilt it is now one of the leading phonograph and piano houses in that city, and the entire building is devoted to musical goods. Tasteful, comfortable and attractive are the words that best describe the

(Continued on page 20)

EXCLUSIVELY EDISON

PARDEE-ELLENBERGER

Music's Re-Creation is Edison's latest contribution to the arts and the sciences. It has inspired more than two hundred music critics to declare that Edison's Re-Creation of music, both vocal and instrumental, is utterly indistinguishable from the original when heard in direct comparison. Write us for particulars.

BOSTON

NEW HAVEN

Established 1870

Incorporated 1917

W. H. BAGSHAW CO.

To Relieve the Shortage of Steel Needles

IF YOU knew under what developed principles these Needles are produced, how carefully the steel is selected, how scientifically they are made, and how specialized our factory is along these lines, you would know why it is that the demand for BAGSHAW NEEDLES is so taxing our factory that, in order to serve this extraordinary demand, we are increasing our capacity four hundred per cent.

W. H. BAGSHAW CO.
LOWELL, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 18)

new conditions. A. P. McCoy is the head of the concern, and on the day of the opening, April 25, there was a tone test recital by Hardy Williamson, who is making some excellent records for the Edison Co.

Miller Display Rooms on Ground Floor

The Victor department of the Henry F. Miller Co. in Boylston street has been changed from the second floor down to the ground floor, and is in every way better adapted to the growing business of the house. A large line of machines and a full list of records are now in full view of the customers instantly they enter the doors. Taking advantage of the demand for patriotic music the house has devoted two windows to an attractive display in which military and naval figures stand out prominently.

Making Favorable Showing

The Victor business at the A. M. Humc Music Co. is making a very favorable showing these days. Warren Batchelder, manager of the department, lately resigned to accept a flattering offer with an automobile concern. Mr. Humc, head of the house, has been receiving the sympathy of the trade in the death of his wife, who passed away at the family home in Melrose.

Progress of New Ditson Building

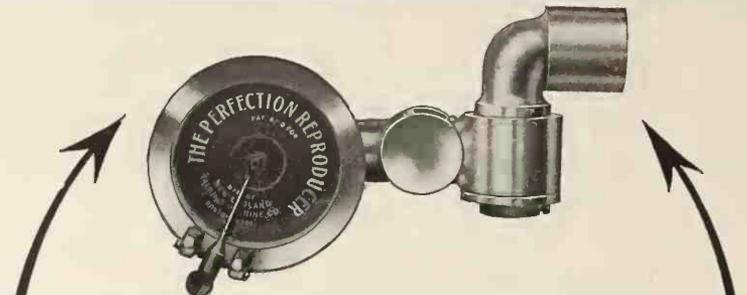
The Oliver Ditson Co., which features the Victor machines, is making marvelous progress on its new building in Tremont street, near Boylston street, and already it is rearing its head high into the air. Large signs on both sides of the top of the structure tell the passers-by and those traversing Boylston street, whose establishment it is. The marble front is creating a great deal of complimentary attention. Of the various departments, that on the second floor, given over to the Victor outfits, will be among the most complete and up-to-date, and will rank with the best Victor departments in the city.

Recitals Were a Great Success

The C. C. Harvey Co. has given the last of its recitals and teas in the red room of its Boylston street store, and the success of the series has been far beyond expectation in popularizing both the Edison and Victor outfits. Miss Mary Hilton, soprano soloist, was one of the final attractions at this establishment.

Advantageous Changes at Steinert Store

Several changes of an advantageous character are contemplated at the two stores of the M. Steinert & Sons Co. At the Boylston street establishment the Victor department has been located in an upper story, and it is now pro-



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.

(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.)

NEW ENGLAND TALKING MACHINE CO. 16 BEACH STREET BOSTON, MASS.

posed to bring it down to the street floor so that it will be more convenient for customers. At the Arch street store, which is entirely given over to Victor goods, other changes are being planned for. These, too, will be of a character to better facilitate trade.

Systematizing the Record Business

W. C. Schoenly, representing the Victor Co., is in the city in the interests of systematizing the record business at the various houses carrying this line of goods. With Boston as his headquarters he is making a series of visits to the leading centers throughout New England.

CLEVER EMERSON IDEA

Oscar W. Ray's Good Work in New England—Automatic Selling Agency in Favor

BOSTON, MASS., May 9.—The Emerson Phonograph Co.'s business throughout New England, and especially in Boston, appears to be growing rapidly under the able management of Oscar W. Ray, who possesses many qualifications for promoting business along the most approved lines known to modern methods. Lately Mr.



Display That Sells Records

Ray originated a device for disposing of records which is more officially styled the Individual Emerson Record Department, but which might properly be called a sort of automatic selling agency. This is so designed that it can be used in a phonograph department of a store or it can be placed at almost any advantageous place where it would be likely to catch the eye. The accompanying illustration tells the story almost without words. This one picture that is installed in the W. & A. Bacon Co., whose talking machine department is in charge of George

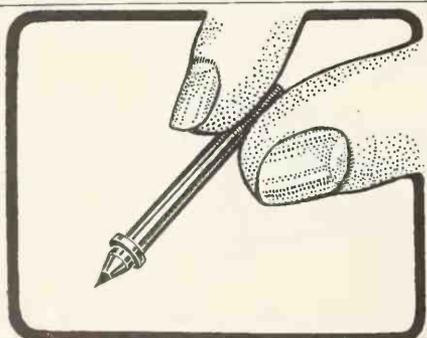
Krumschied. All of the department stores in the city carrying talking machine departments have eagerly accepted Mr. Ray's plan, and in twelve establishments the system is being installed. In those where it is now operative it is making progress most satisfactorily, local managers stating that it has been the means of greatly increasing the sales of Emerson records.

The Emerson Co. has lately added two new salesmen to the New England department. One is Charles Coe, lately located in New Jersey, but who now will have Connecticut as his territory; the other is Horace P. Burrill, of Gloucester, who will confine himself to Maine and New Hampshire.

RISHELL CO. MAKING RECORDS

The Rishell Phonograph Co., Williamsport, Pa., has just placed on the market a line of Rishell double disc records. These records will be issued each month and judging from the character of the May list they will offer the company's dealers unlimited opportunities for developing record business. The Rishell records are hill and dale cut and as the Rishell phonograph plays all makes of records without an attachment the company's dealers will find this record line a valuable adjunct to their business.

The pleasant smile of greeting, the lend-a-hand spirit, the sincere "thank you," and countless other acts so easy of execution, all help to make the daily duties easier; they brighten the lives of those who give and those who receive, and foster a principle of good-will which is of inestimable benefit to the entire store organization, individually and collectively.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 35c each
Half Tone - - - 40c each
Special prices in dozen, hundred and thousand lots.

When ordering be sure and specify the make of record for which needles are desired.

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

Stock Record Envelopes

"WHEN YOU NEED THEM"

Large stock always on hand for immediate shipment

Extra Heavy Non-Fading Green Board THEY LAST

P. L. ANDREWS CORPORATION

BROOKLYN (Bush Terminal) N. Y.

The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy and your capital. (Printing this every little while. Proving it all the time.)

(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



BUSINESS CONTINUES MOST ACTIVE IN INDIANAPOLIS

Leading Members of the Trade Make Encouraging Reports Regarding the Expansion of Business Both in Wholesale and Retail Fields—Many New Columbia Accounts—News of Month

INDIANAPOLIS, IND., May 5.—The talking machine business is generally reported by the local dealers to be fair, with indications in the last two weeks of an early resumption of the briskness that has marked the trade in the last year.

The wholesale field is doing extremely well from all reports. At the Kipp Phonograph Co., jobbers of the Edison, Walter Kipp says that business is not slackening and that he does not think there will be any slackening. The business done in the last month by the company exceeded that of the same month a year ago, Mr. Kipp said.

Ben L. Brown, who several weeks ago came from the Louisville Columbia store to become manager of the Indianapolis store, finds that the out-of-town business is going well. In Indianapolis the record business is good and collections are good. Although there was a decrease in the retail business in Indianapolis in sales of new machines, the business shows a general increase of 100 per cent., Mr. Brown reported.

Mr. Brown pointed to the record of the Banner Furniture Co., of Muncie, Ind., which opened a Columbia talking machine department this month. Miss Mary Martin, who is in charge of the new department, spent a week at the Indianapolis Columbia store, getting familiar with the Columbia machine. The Banner store has already sent Mr. Brown a re-order as evidence of how the new department is going.

D. Sommers & Co., a large furniture house in this city, continues to get the Columbia business on a big scale and the re-orders indicate that there is no complaint about the business being slack.

The Norman Furniture Co., a new Columbia account in this city, is getting started in the talking machine business with a well-planned advertising campaign. Mr. Brown expects to see the Norman Co. become one of the Columbia leaders.

The Columbia talking machine department in the Baldwin Piano Co. store, with C. P. Herdman, manager, in charge, already has developed a nice record business. Advertising the fact that every record is a new record and that no records are sent on approval has enabled the Baldwin Co.'s Columbia department to take advantage of the record business in a practical way.

E. G. Hereth, manager of the store, expresses the belief that by next fall the talking machine department will be one of the chief contenders for Columbia business. Nothing is being overlooked by Mr. Herdman to build up a strong, steady business.

George E. Stewart, manager of the Stewart Talking Machine Co., has applied for a commission in the officers' reserve corps, which begins training at Ft. Benjamin Harrison May 14. Business at this moment is being done in much greater volume at the Stewart house in handling the demand for its dealers for Victrolas than

at the same time last year, the officials of the company report. There is no dropping off in demand directly traceable to war conditions.

At the approach of summer months it has always been that the call for cabinet Victrolas becomes less insistent, since the public turns its mind to thoughts of portable Victrolas and outdoor music. For Victrolas of this class there is a marked shortage at the present time, which goes to show that the American people are disposed to have music in their summer homes or camps just as much as ever before.

At the Pathé Pathephone Shop, M. A. Tobin reports that the business done in March was the best in the history of the store. The record business has been increasing wonderfully in comparison with the number of Pathé machines in use.

Paul Furnas, manager of the Aeolian Co. store, reported that while business in Vocalions started off slow in the beginning of April, the business had picked up in the last two weeks in a most encouraging way, the higher-priced instruments going especially well.

Frank Carlin, of the Carlin Music Co., says that while the talking machine business has not been up to its full standard, it has been keeping up well.

A. E. Pfeiffer, manager of the Starr Piano Co., said that the Starr machine and records

were going nicely. E. W. Stockdale, manager of the Pearson Piano Co., and the Fuller-Wagner Music Co. also report that business is especially good.

STRONG DEMAND FOR AMBEROLAS

K. R. Moses, Back From Long Cross-Country Trip, Reports Both Jobbers and Dealers in Most Optimistic Frame of Mind—Jobbers' Increase Orders by Many Per Cent.

K. R. Moses, sales manager for the Amberola for Thos. A. Edison, Inc., returned recently from a trip of several weeks, covering practically the entire country, except the Pacific Coast, and reporting a prevalence of the most optimistic spirit among the Edison dealers upon whom he called. He declared that there was an unprecedented demand for the Edison Amberola and Blue Amberol records, particularly in the Middle West, which shows no sign of diminishing.

"One jobber, for instance," declared Mr. Moses, "increased his order for last year just 850 per cent. This statement, together with the fact that other jobbers have made heavy increases in their orders, is significant."

Just keep your mind centered on your personal appearance, your manner of handling customers, your enthusiasm for your merchandise, your knowledge of your line, and your appreciation of your customers' patronage, and you will not go far wrong of being a mighty popular and successful salesman.

THE MAINE IDEA

UNIVERSAL SERVICE FOR VICTOR DEALERS THROUGHOUT NEW ENGLAND

Ours is the Sort of Service that really serves everybody in New England alike—and is characterized by our efficient plan of distribution.

CRESSEY & ALLEN, PORTLAND, MAINE

SCHMELZER ARMS CO. SERVICE IDEAS

New Quarters in Kansas City Offer Desirable Facilities for Taking Care of Victor Dealers in That Section—Remarking Machine Shipments to Quicken Deliveries

KANSAS CITY, Mo., May 4.—The Schmelzer Arms Co. in its new quarters here is now prepared to carry out its ideas regarding service to the dealers in a more thorough and comprehensive manner than ever before. In the handling of machines and record stocks and in the shipping department every detail has been

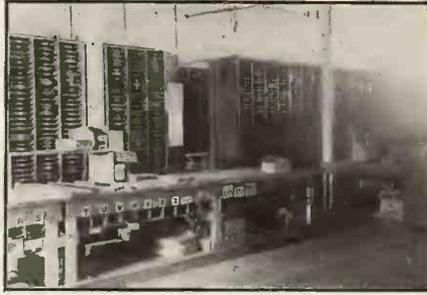


Manager A. A. Trostler in His Office

looked after that will enable the company to get supplies from the factory to the trade with a minimum of delay. Of course, the dealers are still short of machines, and some are loud in their demands for larger shipments, but the Schmelzer Arms Co has met the situation in part by disposing of shipments of instruments at the depot immediately upon receipt from the factory. The cases are simply re-marked and sent on to the dealers without being carted to the storehouse.

The war has not disturbed conditions in this part of the country to any considerable degree, and A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co.,

states that the volume of business is still limited only by the stocks available. There is a tremendous demand being reported for the Galli-



A Section of the Record Shipping Room. Curci records, and especially for the new John McCormack record of "The Star-Spangled Banner" which is proving the most popular of the patriotic selections.

Mr. Trostler went west of St. Louis late last month to attend a meeting of the officials of the National Association of Talking Machine Job-



View of the Record Stock Room

bers in the office of E. C. Rauth, the president, for the purpose of perfecting convention details.

The supply of common sense never exceeds the demand.

JOHN A. HOFHEINZ MARRIED

NEW ORLEANS, LA., May 5.—John A. Hofheinz, manager of the music department of Maison Blanche Co., handling Victor and Columbia lines, is receiving the congratulations of his many friends upon his marriage last month to Miss Thelma Breaux Armstrong, a popular young lady and a member of one of New Orleans' oldest families. There was much interest and quite a romance connected with the wedding, especially in the big store where both are so well known, Miss Armstrong having been a valued employe for several years.

"Jack" Hofheinz, as he is so well known, is one of the best known talking machine men in the city. Before coming to New Orleans four years ago from his home in Illinois he was a well known newspaper man up that way. He first served some time on New Orleans dailies in reportorial work and later entered the phonograph game, starting with the local store of the Columbia Co. Two years ago he opened the music department in the "greatest store south" and that the department has shown a steady growth is due in no small measure to his untiring energy and original ideas. Mr. Hofheinz' newspaper experience serves him well in his present work for he writes all his own advertising and his copy always gets splendid results.

A NEW EDISON CORPORATION

The New Jersey Products Co., West Orange, N. J., has filed a charter under the laws of New Jersey to engage in the manufacture of chemicals, glues, veneers, stains and shellac, paper products, phonographs, sound records, storage batteries, etc., with capital stock of \$500,000. The incorporators are Thomas A. Edison, Charles Edison, R. H. Allen, Stephen B. Mambert and A. C. Emery.

The Emerson Phonograph Co. has leased 20,000 square feet of space in the Little & Ives Building, 425-435 East Twenty-fourth street, New York.

LONG CABINETS



D 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

**CONSTRUCTION
FINISH and
ADAPTABILITY**

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

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



D 79

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

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

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

The combined area of these three plants aggregates the largest floor space in the world devoted to the exclusive manufacture of Die-Castings.

DOEHLER DIE-CASTING CO.
 MAIN OFFICE AND EASTERN PLANT
BROOKLYN. N. Y.

WESTERN PLANT
TOLEDO, OHIO.

NEW JERSEY PLANT
NEWARK, N. J.

SALES OFFICES

CHICAGO 4414 NO. CAMPBELL AVE.	DETROIT 914 FORD BUILDING	ROCHESTER 726 GRANITE BUILDING	BOSTON 723 OLIVER BUILDING
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ASSOCIATION STRONGLY FAVORED IN CLEVELAND

Formation of Organization Delayed Until Next Month—High Grade Talking Machines and Records in Demand—Music Trade Association Discusses "Trade-In"—Business Active Despite War

CLEVELAND, O., May 6.—Because of pressing business the past two weeks some of the leading talking machine dealers of the city have not been able to get together to organize the much discussed of Talking Machine Dealers' and Jobbers' Association of Cleveland. F. W. Buescher, the leading spirit in this movement, called a committee meeting last Monday of some of the dealers to start formation of such an organization, but several members of the committee were out of town, and so the committee session was postponed to early next month. Before May has ended, however, Mr. Buescher declares the association will be a reality.

Practically all of the talking machine dealers and jobbers of the city are emphatically for the new organization. They all believe it will unite the interests of the dealers, and also serve to compel interest in deferred payments which is the main stimulus back of the plan of organization.

High grade talking machines are selling at a fast clip here. There are many more calls for the higher priced models than the cheaper ones, according to the dealers. The prosperous condition of the country is given as a leading cause for this phase of the business.

Galli-Curci records continue in great demand. Mme. Galli-Curci sang at a symphony concert here not long ago, and since then the reproductions of her voice have sold faster than stocks could be received from the factory. Manager Savage, of the Eclipse Musical Co., says his firm cannot get Curci records anywhere near fast enough to fill the wants of his customers. The most popular Curci records seems to be "La Partida," a Spanish ballad in which the singer takes high F with comparative ease.

There is also an unprecedented call for patriotic records such as "The Star Spangled Banner" and "America." Almost every order at the jobbers contains a number of calls for the national anthem.

Henry Dreher will have the main speech at the next meeting of the Cleveland Music Trades Association May 8. He will discuss "The Value of Trade-Ins." Following the new custom at the association meetings the members will deliver five-minute speeches following the principal address. There is a quiz and general discussion after that. This new scheme of conducting meetings is proving very popular with the music men of the city, and talking machine dealers declare that when their new association is formed they will conduct their sessions along the same general plan.

Business is booming in the piano and talking machine department of the Bailey Co. This follows the recent decision of the company to continue these departments with renewed zeal. In addition to a good line of pianos the Bailey Co. sells the Victor machines and the Victor, Edison and Columbia records. According to the manager, John L. Young, Bailey's is the only store in Cleveland that sells records of all three big companies, Victor, Edison and Columbia. John Schreiner, Mr. Young's assistant, has been in the East lately buying talking machines because of the scarcity of them in this district all winter.

The new manager of the Columbia store here is A. W. Roos, who succeeds O. M. Kies, who has been transferred to the Buffalo office of Columbia. Mr. Roos came here from Indianapolis, where he was Columbia manager for four years. Previous to that he was with the Columbia people in St. Louis, New Orleans, Pittsburgh, Rochester, N. Y., and Chicago.

Charles H. Kennedy, formerly of the wholesale store of Columbia at Chicago, is now associated with Mr. Roos in Cleveland as wholesale traveling man in Ohio. The Columbia office force here will remain about the same.

EDISON DEALERS IN CONVENTION

Retailers of Edison Phonographs From Several States Gather in Cleveland Last Week to Discuss Business Problems—Elect New Officers of Association for Coming Year

CLEVELAND, O., May 1.—The International Edison Phonograph Dealers' Association opened a sectional conference in the Hollenden Hotel here to-day. Meetings close to-morrow night. Seventy-five delegates are in attendance from many States.

Harry Meyer, of Pittsfield, Mass., president of the association, presided at the sessions. Gust Holmquist is secretary. The main subject under consideration to-day was new phonograph models. A number of speakers urged that the association vote to have manufactured a new type of full cabinet disc model talking machine to sell for \$100. Those favoring such an idea included J. M. Ford, of Toronto; Dan Thomas, of Barberton, O.; and H. E. Bickle, of Chardon, O. Following the discussion the convention agreed to stand back of such a proposition.

Advertising and selling methods were also discussed by the delegates.

Mr. Roos favors the plan of charging interest on deferred payments on talking machines and records.

R. E. Taylor, district manager of the Starr agency in Cleveland, has been on a business trip recently looking over the talking machine business of the Starr Co. at Alliance, Barberton, Canton and Youngstown. L. T. Dickson is the new sales manager of the Starr Co. for Cleveland. He succeeds W. W. Brett on May 1. Mr. Brett goes into the piano business with his father in the Euclid Arcade.

A. C. Barg, W. H. Alfring and H. W. Hull, all of the Acolian Co., New York, were in town last week visiting Drehers.

The new No. 14 model Victrola is proving extremely popular in Cleveland. The Eclipse Musical Co. manager reports that he had two of these new models in his store one day this week, and that both were sold before he closed the store for the night. The new machine has a taper tone arm and quadruple spring motor, which at once wins favor with the public, is the report of Victor dealers in Cleveland.

The Eclipse Co. has a very attractive show window of a patriotic character. There is a mammoth Victor record loaded down with small records, and all are moving around slowly. On either side are American flags blowing gently in the breeze of an electric fan. The display attracts scores of people in front of the window.

The following officers were elected for the ensuing year: President, H. M. Meyer, Pittsfield, Mass.; vice-president, F. J. Avery, St. Catherine's, Canada; secretary, Gust Holmquist, Erie, Pa., and treasurer, D. J. Crowley, Baltimore, Md.

Among the interesting addresses was that of Arthur Wilkes, of the Klein & Heffelman Co., Canton, O., who gave a talk on selling phonographs on the free trial system. Four resolutions pertaining to matters of great importance to the Edison retail trade were drawn up and adopted at the convention, and will be presented to the officials of Thos. A. Edison, Inc., at the convention to be held in New York City on July 12 and 13 next. During the course of the meeting a concert was given by Dan O. Thomas' Tone Test Troupe, of Barberton, O. The artists were Abraham Bond, violinist; Miss Charlotte Murphy, soprano; Harold Buffington, whistler; Mrs. Edna C. Chisnell, pianist, and Mark Houser, violinist. The concert was given with the assistance of an Edison Diamond Disc phonograph for comparison purposes.

The Binghamton Phonograph Co., Inc., of Binghamton, N. Y., is featuring the complete Sonora line.



ECLIPSE

Eclipse Victor Service—All that the Name Implies

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

FOR IMMEDIATE DELIVERY

Half Tone—Loud and Extra Loud

Brilliantone Steel Needles

55 CENTS PER THOUSAND

Also Victor Fibre and Tungs-tone Stylus

I. DAVEGA, Jr., Inc.

VICTOR DISTRIBUTORS

125 West 125th Street

Victor Records in
all Languages

New York



LIVE TALKING MACHINE MEN IN BROOKLYN AND SUBURBS

Counterfeit Presentments of an Octet of Live Wires in the Talking Machine Business "Over the Bridge" Who Are Optimistic Over the Outlook

The Brooklyn talking machine dealers have been very active the past few months and a



J. L. Dunlap



L. Barg

group of "live wires" are shown in the accompanying illustrations.

Harry Schweiger, of E. A. Schweiger, Inc., of Brooklyn, N. Y., Victor dealers, is one of the most popular members of the talking machine fraternity across the bridge. If Harry's golden smile is a lasting one it is not difficult to account for this popularity.

L. Barg, of the Crescent Hill Music Co., Inc., 7725 Third avenue, Brooklyn, N. Y., dealers, feels elated because "he put one over" on his partner, Alex. Ulman, who just escaped being in the picture.

William Berdy, Victor dealer at 1198 Fulton



Harry Schweiger



Wm. Berdy

street, Brooklyn, N. Y., has temporarily lost his smile because he had to postpone his Atlantic City trip owing to the extent of his business, which has kept him busy every night until 10 o'clock.

A. J. Ross, Victor dealer at Astoria, is proud of his two new billboard signs on Jackson avenue, Long Island City, which, he states, are producing big results. Mr. Ross' son, "Bill," is manager of the Ross Victor store in Steinway, L. I.

J. L. Dunlap, of the Dunlap Sporting Goods Store, Far Rockaway, L. I., is thinking seriously of handling Victor goods exclusively and giving up his sporting goods line. He is getting a little envious of some of the exclusive Victor establishments near by.

Charles and Fred Roemmele, Richmond, L. I., Victor dealers, are making a specialty of effi-



Chas. and Fred
Roemmele



Bill Ross and
A. J. Ross

cient shipping facilities and their motor truck can be seen going through the nearby territory at a terrific pace.

BARS USE OF NAMES AND PORTRAITS

A bill is now before the New York Legislature to amend Sections 50 and 51 of the Civil Rights Law by making it a misdemeanor for any person, firm or corporation to use for advertising purposes, or, for the purpose of trade, the name, surname, portrait or picture of any living person without the written consent of such person. The bill in its present form would put a stop to the use of the names and portraits of prominent people in connection with testimonials or for general advertising purposes, unless their written consent was given. In the music trade at least such consent could be obtained with little effort.

EMERSON EMPLOYEES PROSPER

Association of Employes Through Its Directors Declares Quarterly Dividend of 5 Per Cent.

At a meeting of the board of directors of the Emerson Phonograph Co., New York, held last week, it was voted that the Emerson Employes' Association declare a quarterly dividend of 5 per cent.

This association is made up of the employes of the Emerson Phonograph Co., Inc. It combines the features of a savings bank with those of insurance. There are provisions for mutual benefit, for occasional loans to members, and for safe investment.

Any employe of the company is eligible to membership. The distance of the various factories and branch offices from the home office has tended to restrict the membership largely to employes of the home office. That these have responded is evidenced by the membership of seventy-six.

Members upon joining purchase shares which must be paid for in weekly instalments of 25 cents each. There is no limit to the number of shares which an individual may purchase, but interest will be paid on no more than ten shares to each individual.

The organization of the Emerson Employes' Association is simple and effective. Each department in the company is a unit and entitled to one representative upon the board of directors, whom the members of the department elect. The board has the usual powers, meeting every few weeks, while all the members are called in meeting every few months. Although the association is but three months old, already earnings have been so great as to enable the payment of a quarterly dividend of 5 per cent. The association is thus a great incentive to thrift.

Phonograph Accessories

Tone Arm

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.

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS, SOUND BOX PARTS AND NEEDLES

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

HORACE SHEBLE, PRESIDENT

PHILIP C. ADAMS, SALES MANAGER

A. C. WRIGHT, PURCHASING AGENT

Domestic

TALKING MACHINE CORPORATION

330 AND ARCH STS.

PHILADELPHIA, PA.

An Open Letter to the Talking Machine Trade.

We believe there is a logical field for each Manufacturer to occupy, and after exhaustive analysis we decided our logical field was MODERATE PRICED Instruments.

We believe the Secret of success in manufacturing lies in the following cardinal principles:-

Making what you are best equipped to manufacture.
Constructing each unit in best possible manner consistent with your aim.
Having your plant self contained so as to rely as little as possible on outside conditions.
Standardizing your product to simplify manufacture.
Treating every customer in an unbiased spirit of fairness.

WE ARE AIMING TO COVER THE ABOVE WITH THE NEW DOMESTIC LINE.

Our Plant is fully equipped down to the minutest detail to properly manufacture moderate priced Talking Machines.

Our product is being made from the best materials and constructed under the most approved methods to insure accuracy and strength.

Our operations have been standardized to simplify detail and construction throughout is under direct supervision of recognized experts.

Every minute detail in the New Domestic Line is inspected and reinspected to insure perfect construction.

Through faithfully carrying out the above policy plus extending to our trade at all times fair and equitable treatment we believe we can firmly establish the position our business is assuming as leaders in the manufacture of thoroughly reliable moderate priced Talking Machines and at the same time maintain the slogan our product justifies, namely,

"THE STANDARD FOR MUSICAL TONE."

Our new product is now on the market and the favorable reception accorded by the trade more than justifies our expectations.

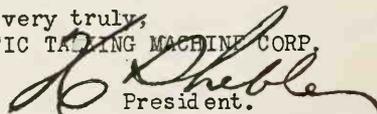
There are four models in the new line,		
Popular,	List Price	\$15.00
Favorite,	" "	20.00
Premier,	" "	35.00
De Luxe,	" "	50.00

The above machines we believe represent point for point the best values ever offered in Reliable Talking Machines; their combination with Record Cabinets provide appropriate floor machines for the moderate priced field.

If you have not as yet seen or heard the new Domestic do so before fully making up your mind as to where your best interests lie.

A postal inquiry will bring catalogue and full details.

Yours very truly,
DOMESTIC TALKING MACHINE CORP.



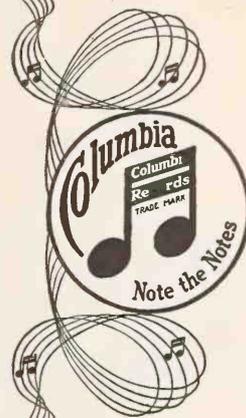
President.

P. S. We extend a cordial invitation to the Music Trade to visit our display at the National Music Show which will be held at Chicago in May.

Good product sold to the dealer and by the dealer strictly on its merits, co-operation always and protection as a matter of course —that's *business*, Columbia style.

(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



STOCK STILL CONTINUES LOW IN SAN FRANCISCO

Despite Slowing Up in Trade Following Economy Hysteria Dealers on the Pacific Coast Are Optimistic Regarding Outlook—Eilers Talking Machine Co. Now California Phonograph Co.

SAN FRANCISCO, CAL., April 28.—The talking machine business in San Francisco is quiet and has been for the past month, due, according to the statements of the different dealers, to a combination of the usual late spring depression and the recent declaration of war. Goods also are short, the Victor stock running so low that several establishments are entirely sold out of many styles of machines with but a vague possibility of being able to replenish their stock at an early date. Needles are also hard to get and sundries of all kinds are short. Several phonograph departments have cut down their selling forces until it shall be possible to obtain stock. No great effort is being made to get talking machine business, as nearly every establishment in the city has many orders ahead which it is impossible to fill.

Clark Wise has turned his Edison stock over to the Edison Phonograph Co., in Mission street, and will devote his time in the future to the Victor and Columbia lines.

Kohler & Chase have bought out the Victor stock of the Reed Music Store, in Berkeley, Cal. This has been added to the stock of the branch store, at 2144 Center street, Berkeley.

Chas. Mauzy, manager of the talking machine department of Byron Mauzy, attended the Knights Templar's State conclave in Sacramento this month.

The talking machine department of the Oakland branch of Kohler & Chase, under the management of Fred Hartman, has been doing an enormous business the past weeks as a result of an extensive advertising campaign being conducted by the establishment.

Enlarge Store in San Jose

R. R. Rugg, manager of the San Jose branch of Sherman, Clay & Co., who was in town recently, announces the remodeling and enlarging of his store at 190 South First street and the doubling of size of the talking machine department. An adjoining store has been leased and the piano department moved to the new location, leaving the old portion for the exclusive use of the talking machines and records. Sound proof demonstration rooms have been installed and the entire interior refurnished.

Andrew G. McCarthy, treasurer and manager of the talking machine department of Sherman,

Clay & Co., is visiting the branches of the company throughout the Northwest in company with Frederick R. Sherman.

Open Music Extension Bureau

J. Gercovich, manager of the talking machine department of Kohler & Chase, has opened a Music Extension Bureau in accordance with the plan recently inaugurated by the Victor Co. The department is under the management of Frederick Vincent and is located in two suites of rooms on the fourth floor of the Kohler & Chase Building. A research bureau and advisory board has been formed, composed of the sixty musicians and teachers who have studios in the building. Much interest is being manifested in Mr. Vincent's work and the department, which is not yet in thorough working order, will undoubtedly be an important addition to the establishment.

Does Not Expect War to Hurt Trade

J. Gercovich, of the Kohler & Chase phonograph department, reports that business is keeping up very well and is quite as active as usual for this time of year, which is usually a little dull. Mr. Gercovich looks for a normal business during the coming months and feels that the war will have little effect as far as selling goods is concerned. He anticipates a shortage which will interfere with the usual run of affairs, although the prospect of it having a serious effect on the trade is, in his opinion, very remote. B. B. Crites and W. I. Shafer, both of whom have been with the staff of the Columbia Graphophone Co., are now with the phonograph department of Kohler & Chase.

Demand for Patriotic Records

There has been a slight increase in the popularity of the patriotic records in the Wiley B. Allen talking machine department, and a heavy sale is anticipated on the new John McCormack record.

Ralph Hogan has joined the talking machine department of the Hauschildt Music Co.

Emerson Phonograph Co. Expands

The Emerson Phonograph Co., in charge of Claude A. Adou, will have larger quarters the first of May when the adjoining suite of rooms in the Monadnock Building will be added to the space now occupied by the company. Mr. Adou says that in face of war conditions business is

increasing and that he is stocking up on records to enable his branch to give prompt service on small orders to dealers in order that it will not be necessary for them to buy in large quantities.

W. S. Gray Visits Domestic Co. Factory

W. S. Gray, of the Domestic Talking Machine Co., returned from a month's trip to the East April 1. During his trip Mr. Gray visited the company's factory in Philadelphia and conferred with the management concerning the sales methods to be employed in introducing the new line of machines being put out by the company, samples of which have not yet reached the Coast. The instruments will be handled through jobbers on the Coast and all the jobbing centers from Spokane to El Paso will be supplied from the San Francisco branch.

Sold Out of Victors

Chas. Mauzy, of the talking machine department of Byron Mauzy, says that he is practically sold out of Victors and that his Victor business is at a standstill because of an inability to get stock.

A Visitor From Kansas City

Clyde Wilson, of the J. W. Jenkins' Sons Music Co., of Kansas City, Victor jobber and dealer in small goods, arrived in town the 25th of April for his regular visit to the local dealers. Mr. Wilson came up from the South, calling on the Texas, Arizona and Southern California towns en route.

Wants Company Name Changed

F. A. Levy, owner of the Eilers Talking Machine Co., located in the Eilers Building at 975 Market street, has petitioned the court to change the name of his establishment to the California Phonograph Co. in order that the public will not confuse his business with that of the piano business of Hy Eilers, who is closing out his retail business in San Francisco. Mr. Levy has a lease for a long term of years, on a portion of the main floor at 975 Market street which he will continue to occupy for the present. Mr. Levy states that while business is not as brisk as it has been conditions are not serious and that his company is doing a satisfactory volume of business for the season.

A. R. Pommer Arranging for New Line

A. R. Pommer, of the Pacific Phonograph Co., 140 Geary street, is expected to return from a lengthy trip to New York May 1. Mr. Pommer's mission East was to arrange for a new line of goods to take the place of the Edison line which is now being handled by the Edison branch in Mission street.

ORDERS FOR READY FILE PRODUCTS

F. R. Robinson, Traveler for the Ready File Co., Gets Excellent Results on Eastern Trip

F. R. Robinson, traveling representative for the Ready File Co., Indianapolis, Ind., manufacturers of improved filing devices for talking machine records, has been spending some time in the East calling on Victor distributors. He states that he has closed some excellent contracts with prominent distributors and that a generous quantity of future orders was in sight.

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

35 EAST 21st STREET

NEW YORK, N. Y.

We Give You the Only Selling Idea in the Phonograph Field Today that is Non-Competitive

WE give you the only feature which no other phonograph in the world can claim. We give you the selling idea which makes the soundest appeal to the phonograph buyer. The idea which appeals to the average man's desire to get the utmost for his money—and then *proves* that he *is getting* the utmost.

What is this idea? It is the idea embodied in the

PATHÉ SAPPHIRE BALL

It is the idea behind this record-saving jewel which, in the Pathephone, takes the place of sharp, metal needles; the idea which enables us to guarantee

LONG LIFE TO THE RECORD

Read the famous Pathé Guarantee, as reproduced on the opposite page.

And the Pathé Sapphire Ball, because it is *permanent*, hits the public strong with the argument of

NO NEEDLES TO CHANGE

But we do *more* than merely create for you this exclusive feature. We help *sell* it for you.

In national mediums we are telling the public the interesting, convincing story of the Pathé Sapphire Ball—what it is, what it does. On the opposite page is reproduced a full page ad from the Saturday Evening Post. It is one of a series extending throughout the year.

In addition to this National Advertising, we give our dealers the strongest kind of selling co-operation. Our efforts do not cease when we see our instruments on his floor. They continue until the Pathephones are in the consumers' homes. We are constantly engaged in an active campaign to *help him get business*. We stand ready to give service that is practical in *every branch* of selling.

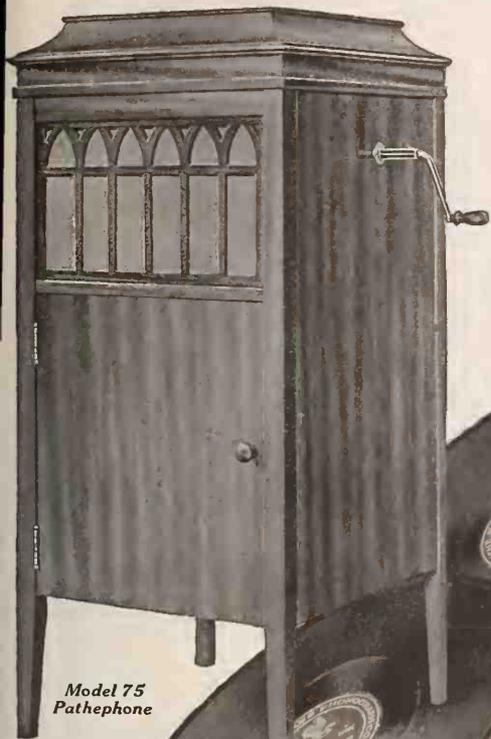
Tell us today that you want to be able to offer your customers the Exclusive Pathé Features—that you want Pathé Selling Co-operation. Don't wait until you "think of it again." Write *now*.

PATHÉ FRÈRES PHONOGRAPH COMPANY

10-32 Grand Avenue, Brooklyn, N. Y.

Pathé Frères Phonograph Co. of Canada, Ltd., 6 Clifford Street, Toronto

Look for this page in the May 24th SATURDAY EVENING POST



Pathé

This Pathephone With 12 Beautiful Pathe' Selections for \$79⁵⁰

YOU can have this outfit *now*—immediately—in whatever part of the United States you may live. It is on sale at all Pathé dealers everywhere.

Furthermore, you can have it on *easiest of terms*—on payments as low as \$5 per month.

THIS \$79.50 PATHEPHONE OUTFIT INCLUDES:

Handsome "Model 75," Pathephone, in mahogany, <i>fumed oak or golden oak</i>	\$75.00
Six Pathé Double Records, size 10, (<i>your selections</i>)	4.50
	\$79.50

This "Model 75," like *all* Pathephones, plays its records with the Pathé Sapphire Ball—a ball-shaped jewel which never digs, rips or cuts the record. This means:

*No needles to change.
Permanent life to the record.*

See Guarantee

This outfit will open to you the great Pathé Library of Records. Selections by favorite artists of the American operatic and concert stage; celebrated foreign stars you have never heard before; famous foreign orchestras and bands; delightful musical novelties. And every Pathé record—including grand opera—is *double*.

Furthermore, *all* makes of disc records may be played on the Pathephone.

Hear this Model 75 Pathephone at the Pathé dealer's near you today, or send coupon for information.

PATHÉ FRÈRES PHONOGRAPH COMPANY

10 Grand Avenue, Brooklyn, N. Y.

PATHÉ FRÈRES PHONOGRAPH COMPANY OF CANADA, LTD., 6 Clifford Street, Toronto.

THE PATHÉ GUARANTEE

WE guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without showing any perceptible wear on the record and without impairment to the unexcelled beauty of tone.

PATHÉ FRÈRES
PHONOGRAPH
COMPANY



An Enlargement of the

Pathé Sapphire Ball

and Pathé Record Grooves

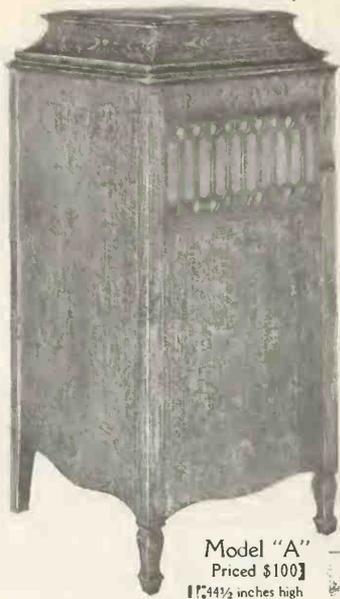
-----If Your Dealer Cannot Supply You Send This Coupon-----

PATHÉ FRÈRES PHONOGRAPH CO., 10 Grand Avenue, Brooklyn, N. Y.

My dealer..... cannot supply me with the \$79.50 Pathephone Outfit. Please send me full particulars regarding offer.

Name.....

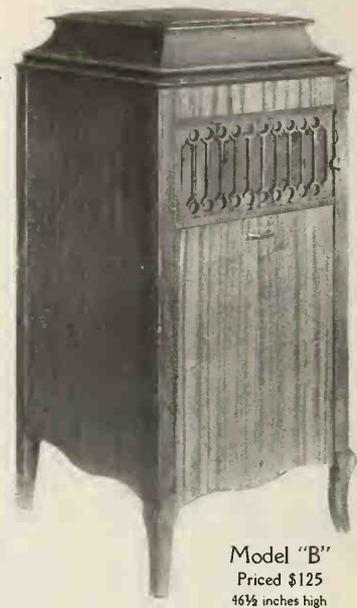
Address.....



Model "A"
Priced \$100
44½ inches high



Model "O"
Priced \$85
43½ inches high



Model "B"
Priced \$125
46½ inches high

Build up your Business with

"The Phonograph with an Individuality"

Each Model Equipped with Every Delpheon Feature



Model "C"
Priced \$150
48¼ inches high

It is the aggressive and wide-awake dealer who sees the advisability of extending his business and upbuilding his reputation by means of an instrument like the Delpheon.

It is the aggressive and far-sighted dealer who sees the advantage of forming connections with a concern which considers its name and reputation of sufficient value to put out under that name only an article that must be as nearly perfect as human ingenuity can make it—one that will continue to uphold that reputation.

It is merely another case of the survival of the fittest. Hence, it is evidence of good business judgment to carry a line that is bound to stay on top—one that does and will continue to lead in every single detail.

The Delpheon stands ready to prove its merits—in tone, exclusive features and design.

When you write for discounts and detailed information, state the approximate number you can dispose of.



Model "D"
Priced \$175
48¼ inches high

THE DELPHEON COMPANY

816 Boutell Place

Bay City, Michigan

SOME BUSINESS POINTERS

Talking Machine Dealers Might Observe When Sending Out Letters on Installment Accounts

The installment machine business in the talking machine industry is steadily growing in volume, and letters, good, bad and indifferent, are sent out, urging the delinquent to meet their obligations. A few pointers are here-with presented which may be available to dealers who like to keep in touch with things:

Do not say: "We will proceed to collect this account by due process of law."

Say, rather: "We do not believe you desire to compel us to collect this by process of law."

Do not say: "This charge is unjust, and we never will pay it."

Say, rather: "We have too good an opinion of you to suppose you want us to pay a charge as unjust as this is."

Do not say: "We need this money, and you must get it here by the 10th."

Say, rather: "If you knew how much we needed this money, you certainly would get it here by the 10th."

Do not say: "After we have done you so many favors, we are surprised that you, etc."

Say, rather: "The favors we may have extended you have been a pleasure to us, and we hope to be in a position to extend many more in the future, etc."

Do not say: "You must, etc."

Say, rather: "You will please us if, etc." Worth trying? Well, we think so.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

ATLANTA

SEATTLE

TORONTO



Chicago National Music Show

Coliseum, Chicago, May 19-26

37

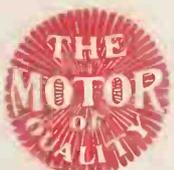
38

Make these booths your headquarters at the show

We have a surprise in store for you

Otto Heineman

President



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

ATLANTA

SEATTLE

TORONTO





CARUSO'S DREAD OF RECORDING

Noted Tenor Declares That Necessity for Absolute Perfection in Singing for Talking Machine Records Still Makes Him Very Nervous

Although Enrico Caruso is probably the best known record artist so far as the public is concerned, and has likewise probably made more money out of royalties from his records than any other artist to date, he is nevertheless not wholly enthusiastic about singing for records, for he claims that he has grown to actually dread a session in the recording laboratories.

In answer to an inquiry put by an interviewer recently, Mr. Caruso said: "I like to; yes. But enjoy it? No. How could I? I dread it more than the most exacting appearance in opera."

"Why?"

"Oh, because, because—it must all be absolutely perfect, the perfection of a perfect mechanism. I must be the heart, the soul, the sentiment of the thing I sing, and I must be the artist, too."

"In listening to your records it has seemed to me that Italian is perhaps the easiest language to enunciate. Do you think so?"

"No-o-oh! No. The artist will find facility in any language. If your diction is good, the words will come out—as words."

"How do you get so much dramatic force into a record like—oh—'Vesti la Giubba?'"

"Oh, that comes from inside! I do not feel even the floor under my feet when I sing into the recording horn. I am Canio, I am the Pagliaccio—the clown himself!"

"Do you find your records helpful from the point of view of study?"

"Yes—my own and those of others. Plancon sang like a cello, and I myself try to imitate the legato of a cello. Listen!"

We listened, and Caruso, with closed lips, hummed an impromptu cadenza so like a cello passage that the illusion even of the bowing was perfect and the room filled with mighty vibrations.

And then I asked him if he had a favorite role, and was very quietly "sat on," as, of course, I deserved to be. In reply to my question he said:

"Artists who have a favorite opera are not artists, but specialists."

Caruso is passionately fond of his two sons, and the great artist, who realizes his responsibilities so clearly that he is never quite free from stage fright, tells how the most trying appearance of all his career was at Covent Garden in London. It was not the audience in the royal box which affrighted him, but the fact that another box was occupied by his own small son.

Caruso was asked if he himself used the Victrola as a source of entertainment, to which he had replied with vigorous assent, and to illustrate his point told of playing records with the two boys at home. He said:

"I played some of my own records, and then I asked Enrico (the older boy) if he liked my singing."

"He said, 'Yes, of course I like it, but I like Harry Lauder better.'"

"I asked him 'Why?' and his answer was, 'Why, papa, you make me cry.'"

SOMETHING WRONG

Johnny was at the opera for the first time. The celebrated soprano was in the middle of her solo, when he said to his mother, referring to the conductor of the orchestra, "Why does that man hit at the woman with his stick?"

"He is not hitting at her," replied his mother; "keep quiet."

"Well, then, what is she howling for?"—New York Mail.

LEO FEIST SUES RECORD COMPANY

Seeks an Injunction Against Snowden Bros. & Co. as Agents for the Indestructible Phonographic Record Co., of Albany, for Infringement of Copyright in Reproducing Songs on Records Without License From Publisher

INDIANAPOLIS, IND., May 5.—Leo Feist, Inc., of New York, in a suit filed under the copyright law in the United States District Court here against George and James Snowden and Henry McSweeney, partners in the Indestructible Phonographic Record Co., of Albany, N. Y., and doing business in Indianapolis as Snowden Brothers & Co., asks an injunction against the defendants preventing them from reproducing and selling records of fifteen song hits until royalties and damages sought by the suit are paid.

The songs, according to the suit, are owned by Feist and protected by the plaintiff by copyright. It is charged the defendants have reproduced records of the songs without any license from the copyright owner. The suit asks that the court order the defendants to give an accounting of the number of reproductions and pay a two-cent royalty on each, and also that damages, not exceeding three times the amount found due as royalties, be assessed against the defendants. The suit is signed by E. F. Bitner, as treasurer of Leo Feist, Inc.

The songs involved in the suit follow: "When I Get You Alone To-night," "Let George Do It," "Dreaming," Waltz, "A Word That Means the World to Me," "Mother," "There's a Little Bit of Bad in Every Good Little Girl," "Peg o' My Heart," "That's How I Need You," "I'm on My Way to Mandalay," "Isle d'Amour," "When You Wore a Tulip and I Wore a Big Red Rose," "I Didn't Raise My Boy to Be a Soldier," "Don't Bite the Hand That's Feeding You," "You Can't Get Along With 'Em or Without 'Em," "Sweet Cider Time When You Were Mine," and "You're Here and I'm Here."

GETTING AFTER SUMMER BUSINESS

Victor Co. Issues Special Folder Regarding Summer Uses of Talking Machine That Should Bring Real Trade to the Dealer

Although the weather conditions do not serve to emphasize the fact, we are assured by the calendar and almanac that we are now living in the springtime of 1917, and that in the natural course of events summer will soon be with us. For the talking machine dealer who arranges his business campaigns for the future by the calendar and not by the weather, it is understood that now is the time to plan ways and means for developing summer business, to associate the talking machine with the pleasures of outdoors, just as it is associated with the pleasures of home in the cold months.

In this connection the Victor Talking Machine Co. has just issued a most interesting and attractive folder entitled: "Take Your Music With You This Summer." The introduction reproduced herewith gives an idea of the character of the text and the arguments presented. It says: "Long, lazy days by sea, lake or river make up the summer's vacation; but for the recreation to be complete it must also be a vacation of the spirit. And nothing can be mentally, emotionally, spiritually more refreshing than music, for, as has been said, 'Music releases the soul from its mortal shell, and takes it to brighter skies, new oceans, mountains, flowers, birds, trees and brooks where time and space do not intrude.'"

The folder is illuminated with attractive features of camp, seaside hotels and outdoor summer features generally, and a proper use of this piece of literature by the dealer should have definite results.

The Victor Co. announces that folders have been mailed to every hotel, every yacht club and every athletic club in the United States and that it would seem that all the live dealer has to do is to call around and get the orders.



No. 403 [Vertical Interior] For New Victrola IX, only

which has a hinged rimmed back that drops down and enables you to slide the new style Victrola IX in. It has the appearance of a single unit.

If you carry a stock of cabinets that really blend harmoniously with the talking machines you sell, there is no reason why every purchaser of either a floor or table model machine cannot be considered a *live prospect* for a cabinet.

Udell record cabinets blend so harmoniously with the Victor, Columbia, Aeolian, Sonora and Pathé machines, which they are especially built to match, that your circle of cabinet prospects is bound to grow broader and **BROADER.**

 Important Notice

An exhibit of the Udell line will be made in Space 9A at the Chicago Coliseum during the week May 19th-26th.

The Udell Works
INDIANAPOLIS



BETTER MUSIC

"Williams" Sounding Board

placed under record on any disc phonograph. Price \$1.50. Usual discount to dealers.

O. B. WILLIAMS CO.
SEATTLE WASH., U. S. A.
Manufacturers Sash and Doors



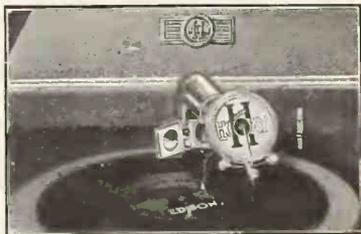
\$85.00

You can sell a machine that has no nasal twang and at the same time **SELL MORE RECORDS**

to your regular trade. Records are sold upon demonstration, and at least one-half the sales are lost when the record sounds nasal, scratchy, or harsh. To offset this and get all out of a record that was originally put in it, you need the

HOFFAY Air-Tight Phonograph

as your record demonstrator and quick selling machine. It eliminates the metallic edge, and the nasal sound of your fine records. It will play any Edison, Victor and Columbia record, as it was never played before. You will be convinced of the merits of this great discovery, which has far advanced the phonograph standard, when you once use the Hoffay. It will not be necessary for us to force our proposition upon you, when you realize the wonderful possibilities for profit and prestige of our franchise.

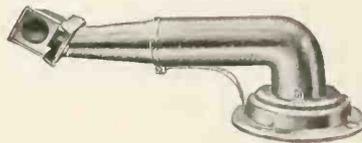


The Hoffay Two-prong Reproducer

is made of metal parts hermetically sealed, and it is to this great reproducer that the credit is due for bringing out of the record all that was put into it without a nasal twang. The only thing that distinguishes violin tone from that of the cornet is the kind and quality of vibrations. The escape of violin vibrations through the loop-holes of reproducers has made the violin tone a difficult one to attain, but you will recognize it absolutely on the Hoffay.

The Hoffay Air-Tight Tone Arm

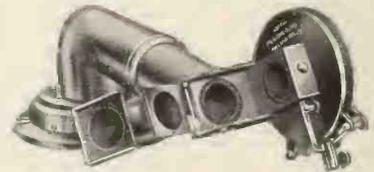
The fact that there is absolutely no crevice in the tone-arm and at the connecting base makes it impossible for the vibrations to lose their force and naturalness. This makes for a



perfect flow of vibrations from the reproducer to the outer edge of the cabinet-horn. The spring underneath the tone-arm is arranged so as to lift the entire weight from the record.

The Hoffay Automatic Adapter

This adapter makes the machine play to perfection the Edison, Victor and Columbia records. It is absolutely fool-proof for unless it is in the correct position it will not play at all. It automatically sets itself into the correct position. More records are ruined today by being played with the reproducer at the wrong angle.



Just fill in and mail at once

HOFFAY TALKING MACHINE CO., Inc.
HOFFAY PHONOGRAPH EXPORT CO.,
3 West 29th Street

Please send me your full proposition and booklet.

Name

Address

For Domestic Business Address

Hoffay Talking Machine Co., Inc.
3 West 29th St. New York City

For Foreign Business Address

Hoffay Phonograph Export Co.
3 West 29th St. New York City

There are four machines
in the Hoffay line

\$85.00 \$125.00
\$175.00 \$225.00

Our proposition has great
merits, which will pay you
to investigate



Two new selections by Pablo Casals in the June list; also new selections by Oscar Seagle, Helen Stanley and the New York Philharmonic Orchestra; also many other recordings of various kinds for every occasion to meet the demand for music and entertainment. *No chance at all of missing a sale!*

(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



SONORA RECITALS IN MILWAUKEE

Chas. J. Orth Has Great Success With This Instrument, Which Was Heard in Pleasing Programs in Two Fine Concert Rooms

MILWAUKEE, Wis., May 7.—The Sonora is playing daily recitals at the store of Charles J. Orth, at 504 Grand avenue, its sole representative in this city. Two elaborate concert rooms have been equipped in the Orth establishment. Under the direction of W. H. Heise its unlimited repertoire entertains crowds of young and old throughout the afternoon and on Saturday evening. "My business was started with a shoe



Chas. J. Orth's Sonora Store

string, so to speak," said Mr. Orth, "and now I believe I am safe in saying that I am the biggest retail advertiser of the Sonora in the country. My medium is the newspaper." Forty Sonoras of the "Elite" model were recently received as one shipment by the House of Orth.

"Beside selling the Sonora we are in a position to handle any mechanical difficulty that may arise in the life of a machine," said W. H. Heise, of the phonograph department. "Since our taking over of the agency of the Sonora we have not once been compelled to send to the factory for parts or help of any kind to adjust a specific case. Our service department is complete."

The Orth establishment also operates a motor truck that is applied almost exclusively to quick service in furnishing machines on short notice to homes or public places in event of social activities.

The Sonora Portable is the little pet of the Sonora representative. It is a real machine with a strong, clear voice. It is set in a case that may be closed as quickly as said and carried about. People with thoughts of summer camping in their minds are already "dead gone" on it. The secret of its portability lies in its construction as regards sound amplification. Instead of a horn for expanding the tone, a more compact device has been devised in a reflector.

ADVERTISING LAW IN NEVADA

House Bill 199, Laws of 1917, recently signed by the Governor of Nevada is the Printers' Ink Model Statute against fraudulent advertising with a few minor verbal changes.

AFTER FAKERS IN INDIANAPOLIS

Vigilance Bureau in That City Handles Several Cases Growing Out of Talking Machine Advertising—How One Victrola Was Sold

INDIANAPOLIS, IND., May 4.—The work of the Vigilance Bureau of the Minneapolis Advertising Forum in prosecuting misleading advertisers is still bringing to light new frauds perpetrated in the local talking machine trade, or rather in connection with the sale of standard talking machines locally.

A recent case concerned the advertising of a Victrola as follows: "New mahogany Victor Victrola costing \$100, and \$40 worth of records, all for \$90. Make fine Christmas present. Call —." The complainant who answered the ad and paid the man declared that he made the purchase with the understanding that the machine was a Victrola XI. and valued at \$100, but later discovered that it was a Victrola X. selling everywhere at the standardized price of \$75, and that the number XI. on the plate had been faked by scratching the figure "I." after the Roman numeral X.

The same machine was advertised several times, and finally offered with a number of records at \$75, but the complainant declares that he purchased it upon the strength of the first advertisement. The Bureau traced the machine by means of the number and found it had been sold over a year and a half before by a local dealer to still a third party for \$75, and

the first purchaser had in turn sold the instrument to the advertiser for \$45.

The Vigilance Bureau lost out in court owing to the fact that the clerks in the newspaper office could not swear positively that the defendant in the case was the man who had inserted the advertisement, owing to the fact that they were unable to keep track of the thousands of advertisers who used the classified columns and that many advertisements were sent in by telephone.

PRIEST PERFECTING INVENTION

Buffalo Clergyman Working on System for Recording Music on Long Strip

BUFFALO, N. Y., May 4.—The Rev. Philip Majorano, of St. Lucy's Church, this city, has entered the ranks of talking machine inventors, and is declared to have perfected a system that does away with the present types of records.

The system devised by the priest provides for the use of a thin flexible strip with sounds recorded on both sides of it longitudinally. It is claimed that under this system the recording can be done on a film of any desired length, an entire opera thereby being recorded and reproduced without a break.

If you buy out of town, and we buy out of town, and all our neighbors buy out of town, what in thunder will become of our town? Ever think about it?



This "ATLAS" 3-ply Veneer Packing Case will increase your shipping-room efficiency. Your cabinet machines will arrive in better condition and freight charges will be reduced to a minimum.

Write us today for further information. The facts with which we can supply you are convincing and worth your consideration.

NELSON & HALL CO.
Montgomery Center, Vermont

Starr

PHONOGRAPHS

"The Difference is in the Tone"



\$50, \$75, \$100, \$125, \$150, \$175, \$200
—and 4 beautiful period designs \$250 and \$300



STARR Phonographs are as finely finished as a \$1,200 piano

Do not underestimate the value of first impressions. Bear in mind that "Clothes make the man." That handsome bodies are selling automobiles. And that, contrariwise, the LACK OF FINISH HAS LOST thousands of phonograph sales. Such has been the experience of dealers who overlooked this point in choosing their line.

Fine woods continue to grow scarcer. And fine woods are the first essential of fine finish.

For fine woods must be seasoned for years. Otherwise, when applied as veneers, they will warp, blister or pull loose. Or doors will swell and stick. In the great Starr factories we are now housing the woods we shall use four or five years hence. Ample supplies of thoroughly seasoned woods are ready for us today.

During the last half-century we have produced more than 150,000 pianos, many valued at \$1,200. Experts who apply—by hand—the final finishes to Starr pianos, apply these same choice finishes to Starr Phonographs.

Thus we doubly fortify the Starr dealer. We make first impressions lasting. The eye is charmed—then the ear. And time but intensifies the satisfaction. For the Starr

finish—like the silvery sweet tone of the Starr "singing throat"—is enduring.

An instrument for every purse. Nationally advertised. Silver Grain Spruce sounding board horn and throat. Starr Records (destined to rank among the largest record libraries). Intelligent and willing sales and advertising co-operation based upon years of experience in marketing musical instruments.

*We invite you to write for the details of our proposition.
The coupon is appended for your convenience.*

THE STARR PIANO COMPANY

Starr, Richmond, Trayser, Remington, Grand, Upright and Player-Pianos. The Starr Phonograph—Starr Phonograph Records.

FACTORIES: RICHMOND, INDIANA

Starr Stores, Distributors and Dealers everywhere

TEAR THIS OFF
AS A REMINDER

THE STARR PIANO CO.,
Richmond, Ind.

Advise fully regarding your proposition on Starr Phonographs and Starr Records.
We (do) (do not) handle phonographs and records now.

Firm Name

Street

City..... State.....

Personal Signature

The first sale of a Columbia Record is the beginning of a steady business—business you should get, and can get, if you go after it right.

(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



WE MUST KEEP BUSINESS GOING FOR OUR COUNTRY'S SAKE

Splendid Exhortation to Maintain the Present Prosperity of the United States Contained in Recent Editorial Talk by John Wanamaker—Our Industries Must Be Strengthened and Upheld

A timely, straight-from-the-shoulder, "talk" on the business situation appeared in the Wanamaker advertising in New York and Philadelphia recently, and it is so admirable in its sobering influence in these days when there is an over-tendency to war talk and over-regulation that we take the liberty of reproducing it in full, and commend it to the attention of our readers:

KEEP BUSINESS GOING FOR OUR COUNTRY'S SAKE

Our country prosperous can pay our war costs, as they come, and have enough left over to aid our Allies.

Our country unprosperous, with business halting, money hoarded, through fear or false economy, will be hard pressed to keep food on the table and clothing on the back.

KEEP BUSINESS GOING is a patriotic slogan. Keep money in circulation. Keep employment for everybody. Keep wages good. Keep on making money that we may have money to spend for war sacrifices.

The worst thing that could happen to the world these days would be a business depression in our United States.

War in itself does not cause business depression. The billions of dollars of money to be expended in war preparations will be put into circulation in our own country and this in itself will create new wealth for use in the world-struggle for humanity.

The one thing that might halt business now is an unpatriotic psychological feeling of panic and a false idea of patriotic economy.

PATRIOTIC ECONOMY
Patriotic economy means the elimination of waste and extravagance. It means the conservation of our food products, our natural wealth, our health, our energies, our labor, our very lives. It means putting more efficiency in everything we do so that each unit of money, energy and intelligence may accomplish the utmost.

Patriotic economy does not mean the lowering of America's standard of living, which would make us less efficient physically and mentally, nationally and individually, and would kill the spirit and the will to do the truly self-sacrificing things to be done.

Cities and communities must go on with their civic improvements. Road building and public works must proceed. Railroads must renew their equipment. Factories must be kept going to their full capacity. Labor must be employed. Homes must be kept up. Merchandise must be produced, distributed and used. War duties and war expenditures must be in addition to peace duties and peace expenditures. The more we do the more we can do. The more money we spend the more we will have in our pockets to spend. Money creates money.

In a word: the natural sane life of the country must proceed as though we were not at war, in order that we may have the necessary prosperity to promote the war to a quick and successful conclusion.

President Wilson sounds the keynote in this sentence: "It is evident to every thinking man that our industries, on the farm, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient."

Our industries can be made more prolific only if the people buy and use the merchandise produced by our industries. Manufacturing slackens when business slackens. Manufacturing grows in a prolific way when business grows. And business can grow and remain healthful only when the people buy and keep money in circulation.

BUSINESS IS GOING STRONG
Business is going—in the East, the West, the North, the South. The country is prosperous. Last month's increase in business was very large. Banks may wait in their operations until the government bonds are assimilated. People may pause temporarily in their outfitting to arrange to meet the new conditions. But the unloosing of billions of dollars will unloose a flow of prosperity absolutely necessary to sustain the world's burden.

Government's set the pace in their expenditures.

Individuals must not lag behind. Seven billions of dollars to pay is only \$70 per capita in the United States. Yet seven billions of dollars, put into work at 6 per cent.—a fair estimate of the producing power of money—will create 420 millions of new wealth.

The income tax we pay will not be a tax on prosperity, but a spur to prosperity. Every dollar the individual pays out will come back to him with interest in the general prosperity of the people.

Keep business going—for our country's sake. War cannot be waged and won without the sinews of war.

PHONOGRAPH AS PUMP DOCTOR

Record of Pulsations of Pump in California Serves to Enable Experts in New York to Tell Where Trouble Is and Give Advice

SAN FRANCISCO, CAL., May 4.—So many and varied have been the commercial uses found for the talking machine that its adoption to a new situation has ceased to cause any considerable surprise. Its latest new use, however, is reported from Elk River, Cal. It appears that one of the big pumps at the pumping station in that city got out of order. The local engineers were unable to arrive at the cause of the trouble. The pump had been made some years ago by a company in New York, and it was deemed too expensive to have a man sent clear across the country for the purpose of making repairs. Suddenly, however, one of the staff at

the pumping station thought of the phonograph, and a machine and several records were called into requisition. The manager spoke into the receiver, describing the symptoms of the ailing pump, and further to indicate the case, he placed the phonograph close to the pump so that its pulsation could be recorded.

Just as a physician listens to the action of the heart or lungs in the human body by means of a stethoscope, so the pump doctor listened by means of a phonograph to the throbs, and pulsations of the pump thousands of miles away, and was enabled by that means to diagnose the disease.

A number of persons listened to the strange combination at the New York office of the company. The voice of the Californian from the phonograph was first heard, giving in a clear, precise and distinct way, the symptoms of the pump. Then was heard the b-r-r-bang! b-r-r-r-bang! of the pump, and an occasional wheezing sound which might be made by escaping steam.

The engineer to whom the phonograph was submitted said that the whole record was so perfect that he felt tempted sometimes to ask additional questions. The experiment proved absolutely successful. The proper remedy was suggested, and the pump was soon running "as good as new."

Common sense is not in the same class as genius, but it often gets more solid comfort out of life.

Cortina Phone-Method Language Records

It's as Easy as LISTENING

You learned English simply by listening. You picked it up naturally. Other languages are easily, naturally and correctly learned by absorbing them by contact with sound. The student's ear does the work while the eye follows the spoken word as he reads from a book. The Cortina Phone-Method makes it a pleasure and a pastime.

The teaching is done by means of phonographic disc records. This not only opens up for the dealer a largely increased field for the sale of records but will be the means of selling many machines to homes who desire to take up this course but have no machine for the records. This course will not only appeal to the commercial student but it has a large field among those wishing to broaden their power of thought through the acquirement of an additional language.

There is now an extraordinary demand for language instruction. The Cortina Phone-Method is being used in every section of the country. Are you getting your share of the profits?

THE CORTINA ACADEMY OF LANGUAGES (Established 1882, Endorsed by Leading Institutions.) 12 E. 46th St., New York

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 5.—The talking machine business in Philadelphia has not been affected very vitally by the recent war scare, and the dealers feel that while April did not show the advance of the previous months of the year, yet it is better than was the April of 1916, and for that reason they are congratulating themselves. Even with this condition the trade has not been supplied with as much merchandise as they needed, but everywhere there is apparent a feeling of optimism in the trade that speaks well for the continuance of good times.

The World correspondent has talked to a number of dealers this week and none of them believes that it will be necessary to retrench in any way. They expect to go right ahead and leave the orders with the manufacturers that have been already sent in, for they feel sure that in the course of a few months, with all the money that will be expended, there is going to be a big demand for the talking machine, and they believe that there will be another big Fall and Winter activity.

Louis Buehn's Views on Business

Louis Buehn, of the Louis Buehn Co., says: "There has been a tendency this past month for business to fall off a bit, which is seasonable, and possibly partially due to the declaration of war. But there is still a substantial demand for machines. Record sales have fallen off a little, but the talking machine business on the whole, in the face of general conditions, is satisfactory.

"I feel that business in the next few months will be a little quiet, at least until the effect of this war scare has been absorbed by the public. I have just returned from a three days' trip up the state among our dealers, and I found that every one entertained the same feelings as I do. People are going to make a great deal of money during the Summer—such people as we depend upon for our business—and when this war scare wears off there will be a resumption of business, as has been the case in panicky periods in the past. I have not changed my plans one iota. I contemplate to accumulate as much stock as I possibly can, to be in good shape for the big demand which I believe will come next Fall and Winter."

On Sunday of this week Mr. Buehn will visit the company's dealers in the southern part of

the state, and a little later will finish up by visiting those in the central part. He wants to get an absolute line on conditions from first hands.

Among the out-of-town merchants who called at the Buehn house last week were: L. C. Wiswell, of Lyon & Healy, Chicago; Charles Bennett, of the Eclipse Musical Co., Cleveland, O.; and J. N. Blackman, of the Blackman Talking Machine Co., New York City.

Conditions With the Penn Phonograph Co.

The Penn Phonograph Co. reports that while in April their business was not as large as they had hoped it would be, yet at the same time they had a very satisfactory increase over the corresponding month of last year. They report that machines are coming in in a very satis-

factory way, and they state that there does not seem to be any particular anxiety on the part of the dealers respecting the immediate future of the business. The new style 14 machine has been most favorably commented upon by their trade, and they believe that it will have a very large sale.

Fred Kohler Had Narrow Escape

One of the young men connected with the Penn Co., Fred Kohler, several days ago while at the store swallowed a nail which nearly resulted fatally. He was removed to the hospital, an x-ray located the foreign object in his stomach, and after an operation it was removed, and Mr. Kohler's entire recovery is expected shortly.

Henry Brown Volunteers for Service

Henry Brown, a son of Henry C. Brown, of the Victor Talking Machine Co., has joined the officers' reserve corps, and will go to a preparation camp. Young Mr. Brown has been conducting a talking machine store at 328 Market street for the past two years, and is very popular in the trade. His father is assistant to the general manager of the Victor Co.

Installing New Booths

The firm of Shifler & Taylor, talking machine dealers at Carbondale, Pa., have sent an order to Philadelphia the past week for the building of several new booths in their store.

Talking Machine Men Getting Married

Manager Elwell, of the wholesale talking machine department at the Heppe store, returned several days ago from a honeymoon trip. He showed his loyalty by marrying a young lady connected with the Heppe store, and no one charges him with disloyalty to his country at having been married just at this time with any idea of avoiding conscription. Several other members of the Heppe talking machine department have also been married in April, and it is rather a singular coincidence that all the Heppe weddings for the month have been from the talking machine department. Is it possible that they wanted a home product, rather than a canned one.

More Room for Burkart & Blake

The firm of Burkart & Blake have had a satisfactory April with the Edison. It was not what was to be expected under ordinary conditions,

(Continued on page 38)



100 Per Cent Record Service
TO ALL DEALERS

WEYMANN

Victor Factory Distributors

1108 Chestnut Street

Philadelphia, Pa.

SERVICE

According to Webster's Dictionary is the performance of labor for the benefit of another, or at another's command.

SERVICE

according to the Penn Co. is the immediate execution of an order, a duty or an obligation for all our clients at their command.

This sort of service is made possible only because of our complete stock of records and a machine supply consistent with factory deliveries and because of our efficient organization.

PENN PHONOGRAPH CO.

PIONEERS IN VICTOR SERVICE

ESTABLISHED 1898

17 So. Ninth St.

PHILADELPHIA



The Louis Buehn Company **PHILADELPHIA**

YOU may now be envying the potato business, but every Victor merchant has a farm for raising big record profits every one of the 52 weeks of the year. You plant potatoes, work and wait six months, and then profit.

The record business requires NO planting, there is NO hoeing, tilling or waiting; there are NO market conditions which might break you.

Every day means VICTOR RECORD PROFITS. Every week adds to your work, and each month's work helps the year's efforts.

Dig into your Victor Record Stock today and get ready for the biggest year's business you've ever had. Look to Buehn Service for the closest co-operation in actually assisting you to profitize your Victor Record Business.

Oscar Saenger Course in Vocal Training is your help to become the educational centre of your city. This wonderful achievement is worthy of your strongest sales efforts, and Buehn Service will co-operate with you on deliveries of the Saenger Course in all voices.

BUEHN SERVICE
on VICTOR RECORDS

THE TRADE IN PHILADELPHIA

(Continued from page 36)

but it was not affected very much on account of the declaration of war. They received several nice shipments of records which assisted them materially. They are going to erect several booths in their 1103 Walnut street warerooms in order to give their talking machine department more room. These booths will take the space occupied by the piano warerooms at present, for they believe that the best thing for them will be to devote as much space as possible to the Edison, which is growing rapidly in demand here.

Sonora Co. Store in Summer Dress

The Sonora Phonograph Co. reports that its business in April was good, and especially so considering the war scare. As this concern reaches only a high class of purchasers, it has found that many of these persons were so absorbed in making preparations for the war that it was hard to get them down to the purchasing basis, but their sales were as large as could reasonably be expected. George E. Brightson, president of the company, was a Philadelphia visitor the past week. All the massive winter draperies of the store have been removed and been replaced with equally attractive summer draperies, and both the window and doorway have been improved with a brick tile flooring.

Sales Promotion Department Popular

Manager Eckhardt, of the Pennsylvania Talking Machine Co., spent several days at the Baltimore branch last week. He found things most satisfactory there. The new Sales Promotion Department, recently inaugurated by Mr. Eckhardt, is working out in a most satisfactory way. The object of this department is to directly aid their dealers in the selling, displaying and exploiting of the product, and in fact a general organization of a dealer's business if he is willing to place that work in their hands.

In this way the new dealer is started right and with all the information and plans at the command of the old seasoned dealer. The special dealers are to be taken up one by one, "and if they will permit us," says Mr. Eckhardt, "we will undertake to organize their business, giving them the benefit of years of experience which we have found to be most successful."

Takes Charge of Dictaphone Department

J. D. Westervelt, formerly Dictaphone sales manager of the Pennsylvania Talking Machine Co., has been put in charge of this branch of the business, and C. F. G. Welford has been appointed sales manager of the Dictaphone.

Mr. Eckhardt says that machines and records are coming through in a satisfactory way. We have been able to ship more completely and

FLAG RAISING BY EMPLOYEES OF DOMESTIC CORPORATION

PHILADELPHIA, PA., May 2.—On Monday, April 23, at 12 o'clock noon, the employes of the Domestic Talking Machine Corp., together with the employes of the Electro Dental Co., assembled on the roof of their factory, where they have a roof garden, and participated in raising a large

feature was the presence of a company of U. S. troops, who took charge of unfurling the flag.

An appropriate set of resolutions had been drawn up by the employes of the two corporations placing the flag in the custody of Mr. Schrem, president of the Electro Dental Co.,



Enthusiasm at Flag Raising at Factory of Domestic Talking Machine Co.

flag, which was a gift from the entire office and factory force.

A very attractive program had been prepared, including an appropriate address by the president of the West Philadelphia Manufacturers' Association and the singing of patriotic airs with a band accompanying. Not the least attractive

promptly than we have been for some months, and our April was substantially ahead of the April of 1916.

H. A. Weymann & Son report a live business during the past month—one which has involved large shipments of records and musical merchandise and which has, in fact, demanded an enlarging of the musical merchandise department of the factory.

The Weymann concern is conducting a vigorous advertising campaign in the municipal street car service of Philadelphia. The Weymann cards are now appearing in 1,000 street cars.

The recent visitors to the Weymann establishment include Robert B. Gregory, president of Lyon & Healy, Chicago; L. C. Wiswell, manager of the wholesale Victrola department, Lyon & Healy, Chicago; C. A. Grinnell, Grinnell Bros., Detroit; Howard Shartle, of the Victor Talking Machine Co., Camden, N. J.; Roy J. Keith, New York Talking Machine Co.

Hand some men a lemon and they will immediately begin the manufacture of lemon extract, a salable product. That's what we call enterprising.

and Horace Sheble, president of the Domestic Talking Machine Corp., and copies of these resolutions, containing the names of those who participated in the presentation, were given to each of the two presidents. Both Mr. Schrem and Mr. Sheble responded with appropriate remarks.

BREAK OPEN UNIT CO. SAFE

A little over a week ago when the members of the Unit Construction Co., Philadelphia, arrived for the usual day's work they found the office safe had been broken into and robbed. As there was very little money in the safe at the time the pecuniary loss was not great. A large irregular hole of some eight inches in diameter which appears in front of the safe, however, gives a melodramatic atmosphere to the office of the shipping department.

J. F. DAWSON WEYMAN TRAVELER

J. F. Dawson has succeeded the late Mr. Whitley as the traveling representative for Weymann & Son through various parts of Pennsylvania and New Jersey.

WELCOME IMPROVEMENT

"I see where some one has invented a woman's theatre hat that shuts up," exclaimed the regular theatregoer, enthusiastically.

"Huh," groused the other, "now somebody ought to invent a box party that would do the same thing occasionally."

Position to Insert Needle

Thomas Tone Arms—Sound Boxes—Motors

Tone Arms and Sound Boxes of the Universal Type—PLAY ANY MAKE OF DISC RECORDS—FOUR STYLES

BUY DIRECT FROM FACTORY AND SAVE MONEY

Thomas phonograph parts are made in our own factory. You are dealing direct with manufacturers. 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 to save money on your phonographs.

QUALITY Thomas motors and parts are made in Dayton, Ohio.—"The City of Precision," the home of the highest class workmen in the world. Our motors, sound boxes and tone arms are the result of long experiment by experts and are being used by high-class phonograph manufacturers all over the country. **HIGH QUALITY—LOW PRICE** is our motto.

Prompt Deliveries We are in a position to give you prompt deliveries. Our capacity is unlimited. Deliveries Guaranteed

Let our service department help you solve your phonograph problems

THE THOMAS MFG. CO. 122 Bolt Street DAYTON, OHIO

*A Liberal
Discount to
the Trade and
a Large Zone
of Territory*



*Will Mail
Catalog
to
Trade Upon
Request*

Unsurpassed in Quality of Tone



Front

Retail Price \$100.00

Supreme
in
Construction
Workmanship
and
Finish



Back

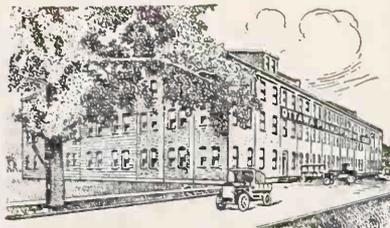
Retail Price \$100.00



Retail Price \$65.00

HAWATHA

*A trade winner for
high-class trade*



Our Factory at Ottawa



Retail Price \$75.00

Factory:
OTTAWA, ILLINOIS

Offices and Display Rooms:
209 So. State Street
CHICAGO

HAWATHA



Trade Conditions in Dominion of Canada

BUSINESS ACTIVE THROUGHOUT PROVINCE OF ONTARIO

New Toronto Incorporations—Music Supply Co. Expansion—Lindsay Co., of Ottawa, Features the Sonora—Canadian Phonograph Supply Co. Organized—Algoma Distributors Have Pathé Line

TORONTO, ONT., May 3.—H. G. Good, formerly of Denver, Colo., and an old talking machine man, is opening up a retail phonograph store at 2191 Queen street, East, this city. He will carry the Ideal perfect tone phonographs, the Musicphone, and Paroquette records. Mr. Good's location is what is locally known as "The Beach." It has a string of bright retail stores, flanked north and south by large residential sections.

The Nordheimer Piano & Music Co., Ltd., report a steady increase in the number of agents throughout Canada for the Aeolian-Vocalion, all of whom report a steady influx of business.

Ida Gardner, the famous American concert contralto, entertained the convalescent soldiers at the Base Hospital with a unique concert recently. Under the auspices of the Women's Musical Club of Toronto, she gave the soldier boys a demonstration of Mr. Edison's re-creation. She delighted her audience by singing in direct comparison with Mr. Edison's re-creation of her voice on the New Edison.

The Music Supply Co., of which Messrs. Sabine & Leake are proprietors, have just started on their seventh year as distributors of Columbia products, and in a recent letter to their dealers said, in part:

"On March 31 we completed our sixth year as Columbia distributors. When we started this business we looked at the figures for previous Columbia sales in this territory, and we made up an estimate as to the amount of Columbia product that we might expect to sell. During the last three months our dealers have bought more Columbia goods from us than we had estimated to sell in six years.

"This is certainly a wonderful record—a record to be proud of—a record for mutual congratulation with our dealers, many of whom have kept pace with our development. And these splendid results are largely due to the fact that Columbia goods are right—honest value, reliable, 'money-back-if-not-satisfied' goods."

They also pointed out that they have paid several thousand dollars for express and war tax on shipments from the United States in order to help dealers out, and that every effort has been made to give the best of service, which has been somewhat difficult in view of conditions. And they add: "But we have succeeded in handling the largest business of its kind in Canada."

The Canadian Symphonola Co., Ltd., have incorporated at Toronto with a capitalization of \$50,000.

The Puch Special Co., of this city, are now Canadian distributors for the Emerson records.

The new Edison Diamond Disc pleased large audiences one week recently at the Regent Theatre, Toronto, in addition to the noon-hour recitals and concerts at the R. S. Williams & Sons Co., Ltd., recital hall.

Heintzman & Co., Ltd., Heintzman Hall, of this city, recently featured with immense success Victrola recitals with local vocal talent.

The Toronto Grafonola Co., 159-61 Queen street West, claim to have 7,000 Columbia records constantly in stock to select from.

Last month the Playola Phonograph Co., Ltd., was incorporated, with a capital of \$40,000, to take over the business of the Playola Phonograph Co. The officers of the company are F. J. Foley, president, and A. J. Bell, secretary. The company has opened offices, showroom and factory at 468-474 King street West, this city.

E. R. Parkhurst, who conducts the Music and Home page of the Toronto Globe, in a recent issue under the caption The Educative Phonograph, says:

"The upturned nose of the professional mu-

sician at the mention of 'canned music' is unwisely tilted. Thousands of people are enjoying through the phonograph the famous selections from grand opera. They have heard Scotti in the prologue to 'I Pagliacci.' They have heard Caruso or Zenatello in 'Celeste Aida,' and 'La Donna e Mobile.' They know at least the quartet from 'Rigoletto,' the sextette from 'Lucia,' the 'Habenera,' and all the other old standbys which have kept opera alive.

"In the old-time only a limited number of people were so favored. The competent pianist might acquire some knowledge of them. To-day in non-musical homes there is a broader knowledge of opera than in the musical homes of twenty years ago. Already the touring grand opera companies find one effect in a growing patronage.

"At last we have discovered the method of weaning people away from the trash of the New York song shops by giving them a taste for something worth hearing. All 'classical music,' as the uninitiated denominate, is merely good music, which they have not heard. Some teachers of singing have begun to realize the advantage in the phonograph record for illustrating the method of phrasing and time variation adopted in certain famous songs by singers of howitzer-calibre. A pupil who can listen to Edvina's or Witherspoon's method of interpretation is likely to be quickened in ambition and stimulated to more ardent and systematic work. The phonograph may yet be regarded as a great factor in musical education in this country."

Notes From Other Points in Ontario

The C. W. Lindsay Co.'s Ottawa branch recently conducted what was termed "Fumed Oak Week," in which they made a special window and wareroom display of Victrolas, Grafonolas and Sonoras in fumed oak cases. This company received, under recent date, the following unsolicited letter from Prof. B. Laing, Ottawa's foremost dancing instructor, endorsing the Sonora:

"Dear Sirs: After several weeks' trial with the New 'Grand Sonora' phonograph, I wish to state that it has proved a revelation to me. My pupils are loud in their praises of its warmth of melody. The tone is altogether different to any phonograph I have ever heard before. It is free from the metallic sound so common to other makes, and the friction is reduced to the minimum. At last I have found 'a masterpiece of the phonographic art.' I have used my new Sonora in the teaching of both private lessons and at assemblies, and never yet has it failed to produce considerable applause and praiseworthy remarks from pupils and others. I only wish I had been fortunate enough to have purchased a 'Sonora' long before. If this letter is of any advantage to you I shall be only too glad to have you use it in any way you may see fit. Believe me, yours sincerely (signed) B. Laing."

W. J. Wray & Co., London, Ont., will shortly place the Wrayola on the market.

The Auronolas, Ltd., Aurora, Ont., has been incorporated with a capital stock of \$40,000 by Samuel King, 235 Poplar Plains road; Oscar H. King, William Cherry, of Toronto, to manufacture musical instruments, records, etc.

The Newbigging Cabinet Co., of Hamilton, Ont., has secured the sole Canadian agency for the "Goldentone" permanent needle.

So greatly encouraged is the management of the Brantford Piano Case Co., Ltd., at its progress in manufacturing and marketing the Brant-Ola phonograph that they are erecting a seventy-foot addition to their plant. On his recent visit to New York, M. S. Phelps con-

tracted for all the supplies necessary for the increased output of Brant-Olas.

The newest organization to commence business operations in the talking machine trade of Canada is that just organized by Messrs. J. A. Croden and W. D. Stevenson, who have formed the Canadian Phonograph Supply Co., with headquarters at London. This new firm has secured the Canadian distributing agency of Starr phonographs and records manufactured by the Starr Piano Co., of Richmond, Ind., one of the best known and most successful piano manufacturing firms in the United States. It is the new firm's purpose to carry a heavy stock of machines and records at all times at their warerooms, 261 Dundas street, London. A large shipment has already been received and other goods are on the way. In the meantime samples of four types have been received in Toronto, where a number of dealers have inspected them and several agencies closed.

The Ontario Furniture Co., of London, have secured the exclusive rights to the Pathé line in their city, and are making all preparations to go after the business in their usual up-to-the-minute and aggressive way. They have installed a large and modern department with handsome demonstration rooms, and carry a complete stock of machines and records.

They had a very successful opening recently, when their store was crowded with Londonites, who showed keen interest in the various models of the Pathephone shown. Numerous sales were made, and Messrs. Keene Bros. were obliged to telephone for more stock. They are enthusiastic about the Pathé and its future in London, and are looking forward to developing a big business there.

Arthur P. O'Brien, president of the Paroquette Record Co., of New York, was among recent trade visitors to Toronto. He was looking over the Canadian possibilities for the sale of Paroquette records.

The Canadian factory of the Pathé Co. is now in full operation. A great many setbacks have been experienced through delays in deliveries of machinery and raw material, but all of these have now been overcome and Canadian Pathé records are now being turned out.

Charles B. Moore, of R. J. Whitla & Co., Ltd., Western distributors for Pathé, has started on a three-months' trip through to the Coast to establish new dealers. The R. J. Whitla Co. have been particularly successful in interesting concerns in the West, and in about three months have established over a hundred live agencies.

The National Piano Co., Ltd., 266-68 Yonge street, recently opened new retail salesrooms. The Victrola department is in charge of L. L. Merrill, formerly with Berliner Gramophone Co., Ltd., with headquarters at Regina, who brings to the company a wide and varied experience that augurs well for the success of this department.

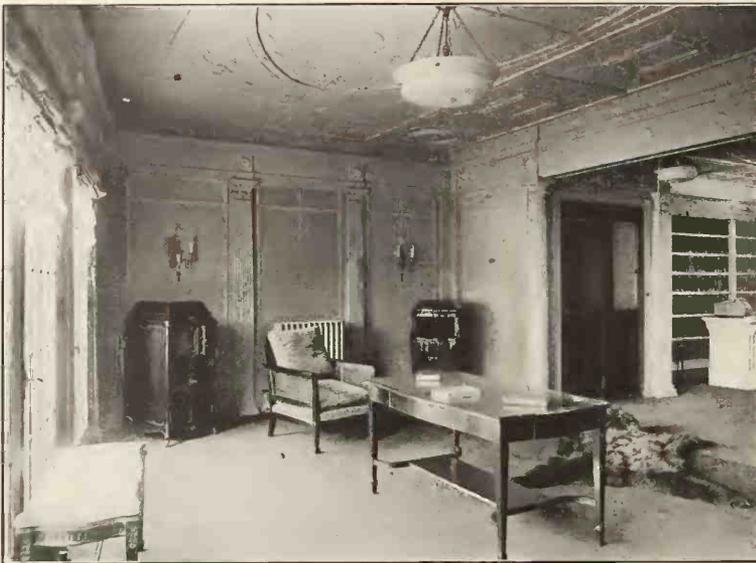
The new firm has made its debut with a strong organization, ample finances, and premises designed to be attractive without suggesting undue costliness.

A company has been formed under the name of Algoma Distributors to sell Pathé lines around the "Soo." Branch stores will be opened in Sudbury and Sault Ste. Marie, where large stocks will be carried to take care of the needs of that section. Mr. Wright, of the big contracting firm of McPhail & Wright Construction Co., Ltd., is the man behind the company, and has associated with him Aylmer W. West, one of our most clever salesmen.

The Pathé Co. has gotten out a new and striking electric sign for dealers. This sign is seven feet by four feet, and is very fine in appearance. The rooster trademark stands out very conspicuously. The color scheme is a light chrome yellow with blue letters.

(Continued on page 42)

UNICO DESIGNS ARE PATENTED



OUR PLANNING DEPARTMENT

With its experience in developing successful stores and departments for Hundreds of Dealers is at your service. Simply send us rough sketch plan giving dimensions of your space, location of doors and windows, number of rooms desired, record capacity, etc. Plans and suggestions for an efficient Department will reach you promptly.

LITERATURE UPON REQUEST

To Individualize Your
Establishment

INSTALL THE



Unico Installation For The Eastern Talking

THE above illustrations give but an inadequate but thoroughly Practical Department, Design, how consistently the wall and ceiling decoration, lighting racks and counters have been rendered in the Practicability and Efficiency of the entire Department.

YOU can have a Department of equal Efficiency in Adam Style, but also in any other preferred Colonial, Heppelywhite, etc., and still retain all of the Unit Construction.

Unico Demonstration Range from

Do not obtain the impression that Unico Equipment is superior and patented features of Unico Equipment in Rooms, Record Racks, Record Counters, etc. SYSTEM.

UNICO
EXTENDS FROM

THE UNIT CONSTRUCTION

121-131 South Thirty-First Street

To Attract the Highest
Class Patronage

UNICO SYSTEM



the Style Adam
Machine Co., Boston, Mass.

f the Graceful Beauty and Charm of this Artistic
l Executed by us in Complete Detail. NOTE
xtures, furniture, demonstrating rooms, record
Adam Style, but principally NOTE the extreme

Irresistible Attraction executed not only in
ood, such as Louis XV, Louis XVI, Empire,
advantages of our patented elastic, interlocking

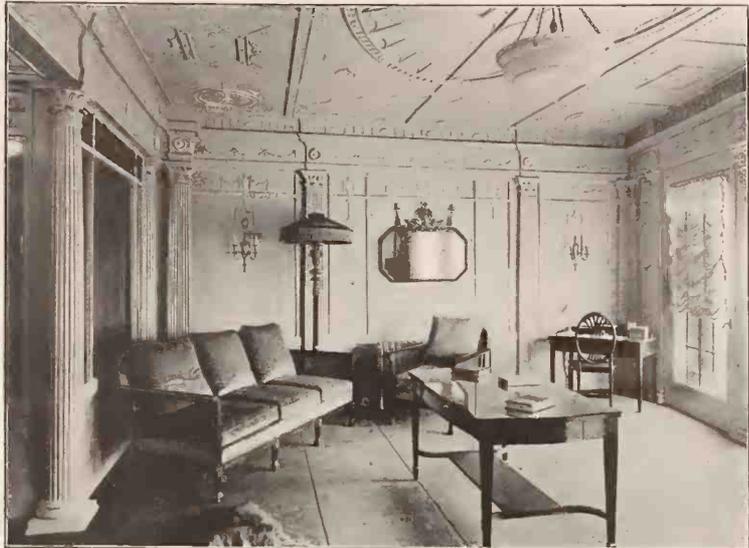
ating Rooms
5 upwards

essive in cost. Notwithstanding the recognized
will find that any requirement for Demonstrat-
most economically covered by the UNICO

RVICE
OAST TO COAST

CTION COMPANY
PHILADELPHIA, U. S. A.

UNICO CONSTRUCTION IS PATENTED



UNSOLICITED APPRECIATION

Form L304

CLASS OF SERVICE	SYMBOL	CLASS OF SERVICE	SYMBOL
Day Message		Day Message	
Day Letter	DL	Day Letter	DL
Night Message	NM	Night Message	NM
Night Letter	NL	Night Letter	NL



WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT

If name of three (three) symbols appears after the check, (number of words) this is a day message. Otherwise it indicates a night message. If the symbol appearing after the check			
--	--	--	--

RECEIVED AT
51 P CH 27
By BOSTON 'AAS 1040 A AP14/17
The Unit Construction Company
31st & Chestnut Streets, Phila., Pa.
Will open Monday sixteenth what will be the finest most artistic
and efficient Victor Department in the Country I thank you
for your cooperation and personal interest.
THE EASTERN TALKING MACHINE COMPANY
1148A E. F. Taft
WRITE TO-DAY

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

MONTREAL ONE OF THE "LIVE" TRADE SPOTS IN CANADA

Lindsay's Victrola Business Increases 100 Per Cent.—Berliner Gram-O-Phone Co. in New Quarters—Layton Bros.' Big Edison Trade—Budget of Interesting News From Province of Quebec

MONTREAL, CAN., May 4.—Mr. and Mrs. Heller, of the Canadian Talking Machine Co., St. Lawrence boulevard, recently visited New York and Atlantic City, combining business with pleasure. This firm found their business increasing at such a rapid rate that they have found it necessary to occupy the entire flat above their store, which will be remodeled to suit their purpose. They intend going into the talking machine business on a much larger scale than heretofore, and will carry in stock a goodly supply of records.

At the annual meeting of the shareholders of C. W. Lindsay, Ltd., held here recently the Victrola department, under the management of Norman F. Rowell, was shown to have increased nearly 100 per cent. in volume of business over the corresponding year. In view of the company's fine statement the directors voted a 10 per cent. cash bonus to the staff at all branches, payable May 1, to all employees who have been in continuous service since March 1, 1916, and are still in its employ on May 1. The usual dividends were declared, namely, 7 per cent. on the preferred and 8 per cent. on the common shares and a handsome amount carried to the reserve funds.

Miss Vezina, in charge of Almy's, Ltd., talking machine department, voiced the opinion that the demand for the higher priced Grafonolas was increasing at a rapid rate, judging by the amount of business closed during April.

The Canadian Talking Machine Co., 217 St. Lawrence boulevard, is building up a nice business in foreign records, especially Polish, Roumanian and Russian.

The Berliner Gram-O-Phone Co., Ltd., is removing its store at 415 St. Catherine street West one door west, where it will have at its disposal considerable more space and greater all round facilities for the displaying and handling of Victor products.

The Rossignol Talking Machine Co., 51 St. Paul street west, purpose handling on a large scale parts and accessories which will be a decided advantage to dealers assembling their own machines, which is increasing largely in Canada.

The Fulford Manufacturing Co., Fulford, Que., realizing that there is a good opening in Canada to-day for the manufacture of talking machine cabinets, has started business and states that to

date the amount of orders placed with it has been in advance of its most sanguine expectations.

Reports from the Canadian Graphophone Co. indicate that business with this firm has been well maintained during the month of April and it is looking forward to a still larger volume of Columbia summer business than ever before.

Manager Harry R. Braid, of Layton Bros., reports a good Edison month and states that they recently placed an order for Edison machines with the Canadian representatives which was 50 per cent. in excess of their order a year ago. Columbia sales reported as showing a large increase in volume of business.

Owing to the increase in their talking machine business and in order to give satisfaction to their numerous customers C. W. Lindsay, Ltd., have had to enlarge their Victrola department. They have practically doubled their floor space and have now eleven demonstration booths as against five before. With the extra space at their disposal it will give them better facilities for displaying a larger number of Victor models on the floor at one time and also make it possible to give their patrons increased attention and better service.

A new record exchange has been opened at 634 City Hall avenue.

C. W. Lindsay, Ltd., are handling the Sonora in their East End St. Catherine street branch, and at all their various branches throughout Canada.

N. G. Valiquette, Ltd., advertises that he has on hand 25,000 Pathé records to select from.

H. P. Labelle & Co., Ltd., Montreal, report a heavy demand for Columbia and Sonora machines and Columbia and Pathé records.

In a recent telephone conversation, occupying a period of one and a half hours, Harry R. Braid, of Layton Bros., sold a Model C-150 Edison New Diamond Disc. Ordinarily, he said it does not take but a jiffy to sell a customer an Edison, but one has to allow for telephone disconnections, etc.

J. Mulhollin, 786 St. Catherine street West, has added a line of talking machines to his piano department.

A well-known local dealer had the experience recently of a customer taking up two hours of his time demonstrating records and then

made the request that he be allowed to take home with him forty records on approval. To cap the climax he left the store without making a purchase of even one record. Needless to say this firm are not boosters of the approval record plan.

The opera "Chin Chin" made its initial bow to Montreal audiences the past month, and during the company's week's engagement all talking machine dealers reported a heavy demand for the popular recordings of this opera.

The Melodia Co., Ltd., have been appointed distributors for the Maritime Provinces and the Province of Quebec for the Phonola, manufactured by the Pollock Mfg. Co., Kitchener, Ont.

Messrs. G. A. Holland & Son, Ltd., 519 St. Catherine street West, who handle the Aeolian-Vocalion, report that the class of discriminating buyers purchasing this make is a decided compliment to the machine.

It is the confident belief of Charles Culross, the local Sonora agent, that the outlook for the talking machine business this year could not be brighter. "Lots of orders and lots of good prospects are what we are receiving," said he, "and what more can we ask?"

WITH THE TRADE IN WINNIPEG, MAN.

Western Canada Manifests Increasing Interest in Talking Machines, Judging From Growth of Trade

WINNIPEG, MAN., May 2.—The Dominion Sewing Machine Co., 80-82 Lombard street, are exclusive sales agents for the Viola—a "made in Canada" product, and the Carola Western Sales Co., 15 Paris Arcade, are handling the Carola in the Western Province.

E. D. B. Morris, a returned soldier, of New Westminster, B. C., has ventured into the music business on Columbia street. His new store is known as the Morris' Music Store. Prior to coming to Canada, Mr. Morris was organist at St. Paul's, Liverpool, and has been a familiar figure on the concert platform of England. He is also a baritone singer and possesses a cultivated voice of unusual richness. Mr. Morris has the distinction of composing many of the songs that he sings.

The Chopin Piano & Talking Machine Co., Keewayden Building, are representing for Western Canada the Chopin talking machine.

The Melotone Talking Machine Co., Ltd., 235 Fort street, are manufacturing the Recreola and Melotone talking machines.

Louis Graveure, the well-known Columbia artist, has been giving recitals in Western Canada, which have proven one of the greatest musical events of the West. All gramophone dealers report considerable sales following his appearance.

Thos. Nash, of "His Master's Voice, Ltd.," was a recent visitor from Toronto to the Western Gramophone Co.'s headquarters here. A carload of Victrolas had just arrived when The World representative called. These were warmly welcomed by the local management, and by "His Master's Voice" dealers.

Mr. Fitch, manager of Babson Bros., the home of the new Edison, has been spending a month's spring vacation at Bellingham, Wash. Retail business is reported as rather quiet of late.

C. B. Moore, manager of the Pathé phonograph department of the R. J. Whitla & Co., distributors for Western Canada, is away on a six weeks' business trip.

The concert tour of Louis Graveure throughout the West gave a considerable impetus to the sale of Columbia records of his recording. Western Columbia dealers were fully awake to the advantages to them of this well-known artist's visit, and were ready to cash in on it. The complaint of Robert Shaw is now one of a shortage of needles. "When a customer orders one thousand we give him a hundred," said Mr. Shaw, "and just now this is the best we can do."

The Canadian Phonograph & Sapphire Disc Co., retailers of Pathé lines, report business fairly good lately.

Mag-Ni-Phone

\$17

Model
"J"

"Speaks for Itself"

The Mag-Ni-Phone, Model "J," with our new Universal Tone Arm, will play all disc records, including the latest hill-and-dale cut, that are played with a steel needle. All lateral cut records should be played with the reproducer in a vertical position; all hill-and-dale cut records with the reproducer in an oblique position.

This model is 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 further information 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.

There is as much money for the Columbia dealer in your territory as there is in the other territories that are already yielding big, profitable business.

(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



BUSINESS OUTLOOK IN CALGARY

Shows Steady Improvement—Gillespie's New Victor Quarters—Columbia Graveure Records Liked—Hudson Bay Co.'s Large Victor Trade

CALGARY, ALTA., May 5.—R. Gillespie, representative manager for the Western Gram-O-Phone Co., is well pleased with the business outlook, his only complaint being a shortage of machines. The firm occupy about three thousand feet of space in the Northern Electric Building, with trackage in the rear of the premises, and serve all of Alberta, as well as being distributors for parts of Saskatchewan and British Columbia. The complete line of "His Master's Voice" records and accessories are handled.

Hardy & Hunt have sold recently a large number of Pathephone and Acolian-Vocalions.

Young & Kennedy are featuring Louis Graveure records in their phonograph department, the records of this popular baritone being in demand following his recent concerts. In their attractive quarters a full line of Edison Diamond Disc, cylinder and Columbia Grafonolas, and records are handled.

The Hudson Bay Co. has made notable changes in its music department. Miss Calvert, who is in charge, draws attention to the fact that three sections, or about six thousand feet of space, are used in the display of sheet music, small goods and Victor Victrolas only. Business is improving with the "Bay," otherwise there would be little occasion to increase their floor space to such an extent.

FOUR NEW ARTOPHONE MODELS

St. Louis, Mo., May 8.—The Artophone Co., of this city, has just sent out a circular to its dealers describing its new improved models which are now ready for shipment. These new models are equipped with a high grade motor which is noiseless in winding and running and is capable of playing four ten-inch records with one winding.

There are four models in the Artophone line designated as models X., XI., XII., and XIV. retailing from \$65 to \$150. Each style is equipped to play all makes of records and the mechanical equipment includes an automatic lid support and tone modifier.

These new Artophone models have won considerable praise from the dealers who have visited the company's factory and the cabinet designs in particular have been commented upon as embodying the designs now most in demand.

EDWARD N. BURNS' SORROW

Edward N. Burns, vice-president of the Columbia Graphophone Co., New York, is receiving the sympathy of his many friends in the trade upon the death of his daughter, Elizabeth Devine Burns, who died April 29, at the age of twelve after a fortnight's illness. The funeral was held from Mr. Burns' residence, 821 Carroll street, Brooklyn, two days following, and among the flowers was a beautiful wreath from the employees of the Columbia Graphophone Co.

CONDUCTING A LIVE DEPARTMENT

Mason Furniture Co., Huntsville, Ala., Has Attractively Arranged Department for Columbia Goods and Believes in Modern Methods

HUNTSVILLE, ALA., May 4.—One of the most attractive talking machine departments in this vicinity is that of the Mason Furniture Co., of which James R. Mason is president. Mr. Mason believes in proper surroundings to encourage buying, and has arranged his entire store with that end in view. He takes particular interest in attractive window displays, and has so arranged his windows that there is no back to them, but one gazes right through the window display into the attractive interior of the store itself.

He features the Columbia Grafonolas and records, and while he appreciates the beauty of Grafonola music, he believes that the music of the cash register is the music that soothes and, therefore, bends every effort to make much of such music. In the Grafonola department Mr. Mason has installed two rooms divided by a partition made up of record racks, with sliding glass doors on each side. As the partition is over twelve inches thick, and practically filled with records, it has the advantage of double doors which shuts off the sound from one room to the other, and is about as effective as any other system. Also having record racks between the rooms facilities demonstrating, for the records can be taken out from either side

as desired. Then, too, the position of the racks helps to utilize space otherwise wasted.

Mr. Mason also believes in concerts, and recently announced a special program interpreted by the Grafonola and some local talent. The result was that the available space in the store was filled on the night of the concert, and there were many who could not get in. This was accomplished in a town of a population of between 10,000 and 15,000 people. There are five other concerns in the place handling talking machines.

GIVES CONCERT DE LUXE

Irving Reisenberger, live-wire Victor dealer in Flushing, L. I., gave an interesting concert at St. Joseph's Hall on Monday evening of last week to feature the Victor records in the latest supplement.

In addition to presenting these records Mr. Reisenberger arranged for the appearance of two dancers; one of whom danced to the music of several Victor educational records, and another one, a well known danseuse, who used Victor records for American, Russian and Grecian folk dances. The Oscar Saenger course of vocal records were also demonstrated at this concert, and an Hawaiian Sextet furnished the music for an informal dance at the close of the recital. This demonstration of records aroused considerable interest and Mr. Reisenberger secured splendid publicity from this novel form of entertainment.

BETTER SALESMEN - BETTER SALES - WHEN MOTROLA HELPS -

RELIEVE your salesmen of the drudgery of winding, winding, winding! A Motrola on your demonstrating phonographs will help them make *more* sales by saving their time, and bigger sales by allowing them to concentrate on *selling*.

The Motrola winds phonographs by electricity. It insures perfect time and tone by winding the *spring*. Easily attached; current consumption negligible.

IMPORTANT

The Motrola will quickly pay for itself—and earn additional profits, too—by selling other MOTROLAS for you. Every customer who sees one on your machines will realize that it is absolutely essential to the enjoyment of his phonograph.

Dealers everywhere report generous profits on Motrola. Write for our interesting offer today.

JONES-MOTROLA, Inc.
29-31-33 West 35th Street NEW YORK



MOTROLA



Jones Central Recording Laboratories



EARLE W. JONES

Our Proposition

We contract to make you records which you are able to obtain from us in four different states of completion, as per the following:

First: We will deliver to you your Wax Masters.

Second: We will deliver to you your Copper Mothers.

Third: We will deliver to you your Stampers (Pressing Matrices).

Fourth: We will deliver to you your completed Commercial Records.

All records are made with the vertical cut (Hill and Dale). Any size up to 12 inches.

Our method of handling your work is as follows:

You send us your list of records that you wish made, giving names of artists you desire us to use. Otherwise, if you so desire, we will suggest artists whom we believe to be best suited for your records.

All arrangements as to artists, bands, orchestras, etc., will be attended to, and the costs and data forwarded for your approval.

We will also keep you posted as to the latest records being made by the larger companies, and will suggest live numbers. Upon receipt of your approval we will arrange to do your recording within a few days and records will be forwarded to you as per contract. There will be no extra charges for the arranging of orchestras, securing talent, etc.

We are able to give you a high class commercial record cheaper than you could make it in your own laboratory, and we eliminate the necessity of incurring a tremendous laboratory investment.

Our orchestra is without a doubt composed of the finest musicians in the business (as our records will show), each man being known throughout the phonographic art as an A1 man. We are also in daily contact with most of the better known artists and can reach almost anyone you may wish.

We will be pleased to have you compare our record with ANY make, feeling certain that we have a record whose tone quality, sonority, surface, etc., is unsurpassed by any other record on the market.

Every record is made under the personal supervision of Earle W. Jones.

*We invite an inspection of
our laboratories and records*

Jones Central Recording Laboratories

662 Sixth Ave.

Phone 104 Greeley

New York

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

This is the third of a series of educational articles on the Musical Possibilities of the Talking Machine and how they may be utilized to increase sales. The fourth will appear in next month's Talking Machine World.—Editor.

I do not know that I have any license to preach, but I do know that when one begins to study carefully the details of any complex retail business, like that of talking machine selling, one becomes more and more tempted to rush out on the street, select the nearest corner, beg, borrow or steal a convenient soap box and from its elevation deliver a sermon on the text embodied in the single word: Intelligence.

During the last several months I have been on a voyage of discovery, whereof the object is to find out why the talking machine is not more intelligently exploited along the purely musical lines of its progress. If one thing is more certain than another, it is that sound-reproduction is rapidly approaching the place where every single form of musical performance may be, not merely adequately, but perfectly preserved for all future time; to be released whenever the purchaser of a talking machine chooses to start the apparatus to working.

When you come to think of it, the musical possibilities of the talking machine are so enormous, so illimitable, in fact, that the relative indifference of the mass of dealers to this side of it is only the more amazing.

Letting George Do It

How on earth is it that talking machine dealers are content to go on in the same old way, letting the general advertising of the manufacturers create the demand and considering themselves quite efficient if they succeed in filling it? There can only be one answer—but that, unhappily, as uncomplimentary as it is accurate—namely, that it is easier to follow than to lead, easier to buy one's thoughts than to think them out for oneself. In a word, most of us are long-sighted on detail and precious short-sighted on policies.

Education

In speaking of this very matter during previous articles, I have ventured to suggest that the education of the talking machine salesman is a matter of some little importance. May I also presume to say that the dealer himself may with profit go to school?

It looks easy to demonstrate and sell records, and in one sense of the term the job makes few demands upon intelligence. But it ought to be realized right now that there is a vast difference between filling orders that come in and creating a demand that otherwise would not exist. The difference between the two methods is the difference between clerking and salesmanship. And the difference between clerking and salesmanship is precisely the difference, in my humble opinion, between doing

somewhat of value in the world and doing nothing much save occupy the landscape.

"The Musical Possibilities"

"Featuring the Musical Possibilities of the Talking Machine." Just think of the limitless implications of the idea. Remember that the American nation consists of representatives of every nationality on earth; and that these diverse races find in this favored territory of ours everything that they could find at home, in much greater abundance, and much that they could not find, save one thing only. That one thing is a musical atmosphere. It is precisely this musical atmosphere, this condition of public musical appreciation, that the nation, generally speaking, lacks. Yet it is precisely here that is to be found the keenest desire for musical knowledge. American audiences are the most sympathetic and cordial, say all great artists. The atmosphere indeed is, so far, painfully absent. Yet how keenly its presence is desired!

"Knowing the Goods"

Now, if I were asked what is the most obvious and the plainest duty of a man engaged in retailing any specialty goods, towards himself and his business, I should say that a thorough and complete knowledge of those goods stands first. The talking machine dealer who does not realize the tremendous power of music, its enormous fascination and the pulling influence it has upon the purses of the people, is not a thorough master of his trade.

But the first thing to do to make such a realization practical is not to talk about it, but to acquire some real information on the subject. Consider for a moment that very remarkable work, the Victor Book of the Opera. How many sellers of Victor records really have mastered the contents of that book? How many really can talk intelligently about it? How many record salesmen or saleswomen are there in the land who can talk intelligently about high-class records of any kind? How many know, for example, the difference between a 'cello and a viola? It is unnecessary to pursue the subject. We all know the answers.

The point is just that in order to make a success of selling the musical capacities of a talking machine, one must first be able to appreciate them oneself. The only successful salesman of high-class records is one who himself likes those records, appreciates them, at least in part, and is really interested in the kind of music they represent. Any other kind of enthusiasm is a fake enthusiasm, which nobody will for a moment believe in.

The Dreary Drivel of Some Clerks

Have you who sell talking machines and records undertaken to go shopping among others who deal in the same kind of goods? Some

day when you are in a city where the trade does not know you, spend a few hours going the rounds of the stores, listening to the talk of the salesmen, and trying to find out how many of them can sell you a high-grade record unless you yourself badly want that one and will have no other. I may be prejudiced, but if you feel as thoroughly bored at the drivel poured out on you in the course of a morning as I have felt in similar experiments, you will feel pretty bad. The fact, of course, is that the magnificent collection of records embodying every sort of contribution to fine music which the leading manufacturers have been amassing for years, is mainly sold by the wonderful advertising those manufacturers do.

Don't you believe it? Then try to imagine how many really artistic voice records you would sell if the Victor, Edison, Columbia, Pathé and other advertising were stopped!

Precept and Practice

The easiest thing in the world is to preach; the hardest to practice what one preaches. But it is the solemn truth that the dealer who really appreciates the musical possibilities of the talking machine is the only one who has any right to go to his sales force and ask them to acquaint themselves with the meaning of the music they are selling in record form. The reform must begin at the top. If the boss comes late to the office, the clerks will be likely to come in late also. If the boss openly has contempt for half the records he sells, because they are "too high-brow," his clerks will be of the same mind. It is good to educate the staff, but let us be sure that we are ourselves well educated first.

A Personal Story

A mighty good plan is to begin experimenting with oneself. I know a dealer who at one time positively hated what he called "opera," which meant all vocal or orchestral music above the level of ragtime or musical comedy. This gentleman noticed that he did not sell anything like enough of the high-grade records. He did not understand why until one night at a dinner party the conversation turned on music. The talking machine man averred his dislike for "the classical stuff" and said that the only thing he had been able to understand on the one occasion when his family had dragged him to a grand opera had been the tuning-up before the performance. He thought this a rather clever thing to say.

But his hostess said: "I should not like to trust your judgment in that case, Mr. Blank, when choosing new records for our talking machine."

The hint was not lost, for my friend was no
(Continued on page 47)

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.

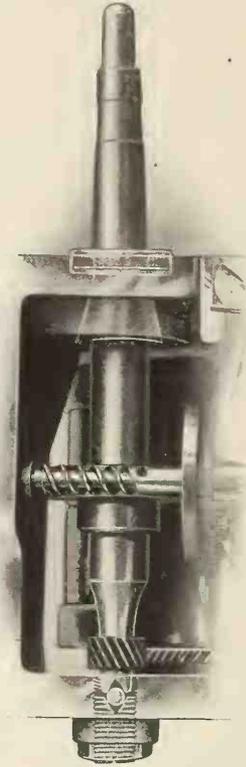
Prices and Samples Upon Request

PRESTO PHONO. PARTS CORP.
36-48 Flatbush Avenue Extension, Brooklyn, N. Y.

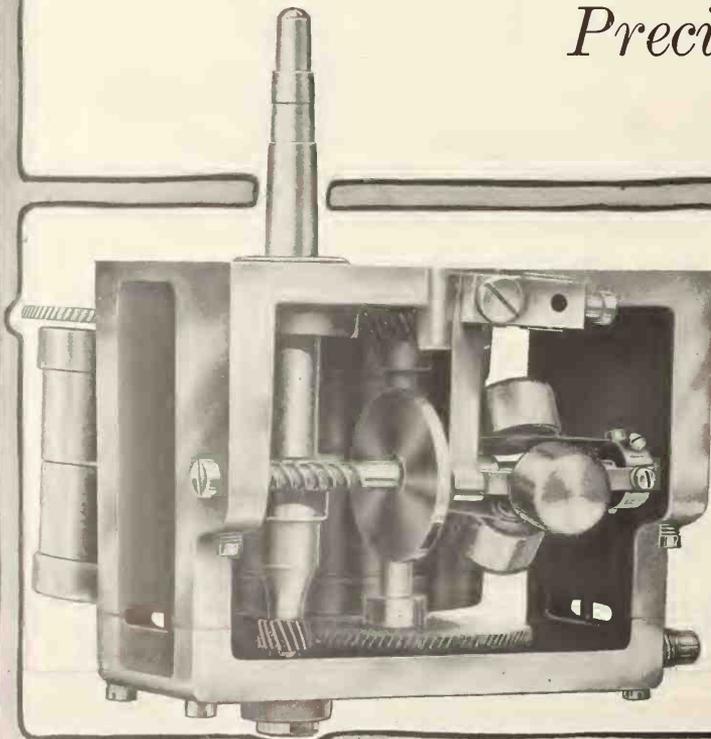
It Was Late at the Elwell Home

—the house was quiet. A lazy breeze of early spring moved the curtains ever so gently. The only light was in the music room; an orange glow from the piano lamp. A figure quietly crossed the hall from the indefinite darkness of the living room into the orange glow. A click was heard, a slight whirr, the closing of a cabinet door and then the stillness, the quiet, was broken by a deep contralto voice, the song, the "Silent Night." Perfect co-ordination between the mechanical and the artistic.

And the Stephenson Precision-Made Motor helps to attain this. It is a silent, smooth running motor. "Chatter" due to vibration of the turntable shaft is eliminated through the taper bearing at the top of the shaft and the ball thrust at the bottom. This is an exclusive feature of the Stephenson Precision-Made Motor; just one of the features which makes the Stephenson Motor a better motor for the phonograph manufacturer to use and a more satisfactory motor for the dealer to sell.



The Stephenson Precision-Made Motor



The Stephenson Motor is a Precision-Made Motor. It is manufactured by De Camp & Sloan, Inc., of Newark. Manufactured, assembled and tested under one roof by people who have a reputation for Precision Work.

The Stephenson Motor has interchangeable, lubricant-tight spring drums. A tapered bearing and ball thrust on the turntable shaft. All swiftly moving gears are spiral. It is compact; the cast-iron encases it; no overhanging parts. It has a noiseless winding device. It has a definite-reading speed regulator, easily adjusted. Bulletin No. 10 describes it fully. Are you on the Stephenson mailing list?

STEPHENSON, Inc.

One West 34th St.

New York

FEATURING THE TALKING MACHINE
(Continued from page 45)

more a fool than than he is now. I do not want to paint a romantic picture nor use my imagination, but the fact is that no more than this little rap was sufficient to get Brother Blank thinking. He did think to such purpose that he decided to investigate a little more thoroughly the high-brow contents of his record catalog. He took some artistic voice, violin and piano records home with him. It was a case of "first endure, then pity, then embrace" with our friend. To shorten the story he was converted, and is a full-fledged fiend to-day, whose general acquaintanc with musical literature is really quite astonishing. His business, naturally, shows the changed spirit of the man and I am told he sells more high-class records to-day than he does of any other kind, two to one.

Taste Runs Up-Hill

Have you ever thought that as a talking machine dealer you are engaged in a great work of education? The future of your business and of the whole industry of which you form a part rests on the increasing desire of the public for music. Now, the taste for music can only run in one direction if it is to run at all and not sink into complete stagnation. It must run up-hill, not down-hill, thereby showing its unlikeness to water. If the musical taste of the public were not really improving, then the day of the talking machine would already be over and one might as well send for the undertaker at once. The talking machine dealer who is broad-minded and courageous, therefore, will see that his plainest duty is to contribute all the effort he can to the general musical advancement of the community in which he lives and does business. Everything that is done, through the schools, through the musical clubs, choral societies, and other agencies to promote and foster the love for the best music is a thing done directly for the best interests of the talking machine industry. Not to recognize this is to show oneself painfully short-sighted and painfully narrow-minded.

"Fifthly, My Brethren"

So, the whole sermon may be summed up, as it were, by saying that the up-to-date talking machine man is he who recognizes that the future of the business is bound up in the high-grade record and the high-grade machine, that no industry was ever yet built on fox-trots; and that to educate the people, or assist in educating them, is a matter of simple business common sense.

But he will also see that before educating his public he must educate his staff of salesmen, and before educating them he must educate himself.

The Highest Class Customer

The one big best bet in this business is the musical side of the talking machine. That does not mean the side of rag-songs, of dance records or of that sort of stuff. The taste for that kind of record can safely be left to itself. Those who want it—and there are plenty of them—will take care of their own wants and will demand all the records you can supply them. But the real support of a business is always in the highest class of customer. It is this high-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
(Ask the manufacturer who uses it.)

MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1883

est class of customer that the business now needs in greater quantities than ever.

Professional and Amateur

Those highest classes may be divided into two principal families; those of the professional musicians and those of the non-professional music lovers. The former are mainly piano, violin and voice teachers, while the others, in the ordinary community, form the backbone and pay the expenses of the amateur musical clubs that work so hard to spread the gospel of good music throughout the land. At the present time, in spite of the great progress that has been made during the last few years, the fact remains that the rank and file of musical people—the great mass, in fact—are not interested in the talking machines. A few great and bright exceptions do not in the least disprove this statement. When the musical classes of the nation have been won over, then the rest of the people will follow, for this nation is hungry for the things of the spirit, despite its cabarets and its superficialities generally.

Finally!

To educate the musically learned is one thing and to educate the crowd is another; yet both can be done. The schools, the clubs and the societies are the main avenues of approach. The great gospel of good music as revealed to the world through the talking machine and record can be preached successfully in every corner of this broad land, but it is absolutely necessary that the dealers who undertake to do their share in this work themselves be prepared by self-education in the merits of that which they propose to exploit. That is why I speak constantly of educating ourselves in the appreciation and love of the best in music.

Let me put the ideas here set forth in brief summary, so that they may be seen at a glance.

1. Profit and prestige in the talking machine business come only, in permanent form, from featuring the machine's musical possibilities skillfully.
 2. The nation is hungry for music, but:
 3. The people are musically ignorant and need guidance.
 4. The talking machine, if understandingly handled, is the best of all means for satisfying public desire for music, but:
 5. That desire must be guided; and that means knowledge and appreciation on the part of the dealers themselves, because:
 6. You cannot successfully sell high-grade records if you neither care for them nor understand them.
 7. Lastly, to educate the public into appreciation of the best that the talking machine has to offer requires the co-operation of the musically learned classes, who at present, as a body, are leaving the talking machine alone.
- Next month I hope to begin showing how the musically learned may be practically interested in the talking machine, in records and in record-buying.



WEALTH LYING IDLE

Dealers can create profitable sales by displaying to Victrola owners and prospects the

READY-FILE

Now accepted as the most practical filing system for Victrolas Ten and Eleven ever offered at the Price.

Sold thru Victor jobbers and dealers only

ASK YOUR JOBBER
or write

THE READY-FILE CO., Inc.
213-15 Castle Hall Bldg.
INDIANAPOLIS, U. S. A.



Gets—Instantly Any Record You Want

With the "Crip-N" Record File a light touch of the finger places any desired selection right in your hand ready for the machine. No hunting through or handling of other records. Nothing could be simpler or more efficient.

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.

Adapted for Victor, Columbia and Pathe 10- and 12-inch records. Fits any standard machine. Priced within the reach of all.

Recommend and sell the Genuine "Crip-N" Record File to please your customers
Our Dealers' proposition is worth while. Write for it now.

CRIPPEN-RASE CO., Inc.
77 South Avenue Rochester, N. Y.

NEW COLUMBIA HOME IN ST. LOUIS

Wholesale Department of Local Store Moved to 1127-29 Pine Street, Where Three Floors Are Occupied—Will Greatly Facilitate Service

St. Louis, Mo., May 5.—The wholesale department of the Columbia Co. is to have a new home at 1127-29 Pine street, just one block south of Piano Row. Manager Irby W. Reid and his assistants probably will be located there by the time this issue of The World reaches its readers, although the location was only finally decided upon late in April. The moving project had been up for some time, but many things happened to delay the decision. The retail store will remain at 1008 Olive street, and will be expanded immediately into the space now occupied there by the wholesale offices.

In the new home, Manager Reid will have three floors, including the first or main floor for offices and wholesale salesrooms. The company will have its own elevators, and for the first time in several years will have its entire business, shipping, orders, sales and surplus ma-

chines under one roof. The large main room is nicely arranged for the purpose for which it is being altered. There is plenty of room for the various departments and private offices, and these will be separated by brass railings. The floor is being newly decorated, and special fittings are being rushed.

In front will be a customers' department, with stationery, order blanks and other needed articles and desks for customers' use. Right at hand will be the order department and adjoining this will be the record department, so that the order clerk may hand the order directly to the order filler, and the records delivered at the front counter to the waiting customer without delay. The service will be made to match that of a retail department.

Some added features will be a model store, thirteen by fourteen, the plans for which were worked out by Columbia experts months ago. This model store will be apart from the rest of the main floor features, but as a part of the general arrangement of the floor will be a space of twenty-eight by thirty that will be used for a display space. This will be furnished so

RECORD ENVELOPES

STOCK RECORD POCKETS

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

that it can be used as a customers' consulting room as well as a stock display room. The shipping and repair department will be immediately at hand. A peculiar part of this new location is that immediately across the alley in the rear of the building are located three customers of the Columbia wholesale department, the May-Stern Furniture Co., the Mackley Furniture Co., and the Field-Lippman Piano Stores. According to a report around the Columbia store, the boys in the record department have been practicing sailing records so that when they get hurry-up orders from any of these stores across the alley they can flip them over through the windows and save time of carrying them across.

NEW RECORD ARTIST A PRODIGY

Sally Emery Hamlin, an Eleven-Year-Old Brooklyn Miss, Has Already Qualified as a Successful Entertainer—A Pianist and Dancer

A new prodigy among record artists is Sally Emery Hamlin, an eleven-year-old miss of Brooklyn, N. Y., who has been featured quite prominently in public affairs in connection with recent patriotic events, particularly as Paul Revere at the demonstration held in the Stadium of the College of the City of New York, to mark the anniversary of the Battle of Lexington.

Little Miss Hamlin is a pianist of much ability and has often been seen in juvenile roles such as "Puck" in "Midsummer Night's Dream." She has already made records for several companies, and it is announced she has signed an exclusive contract to make records for the Victor Talking Machine Co. Her recent appearances in public include a piano recital at the Mehlin Hall Building, New York, and a recitation and an interpretative dance at the store of Landay Bros., Victor distributors, at 23 West Forty-second street.

FINGERS ARE EARS FOR BOY

Deaf Lad Hears Phonograph Through Fingers as Result of Experiments Conducted by Joseph H. Danis, Boston Inventor

Boston, Mass., May 5.—Chester Roberts, a 19-year old deaf and blind boy at the Perkins Institution for the Blind in Watertown, enjoyed talking machine music for the first time in his life yesterday. He "heard" the music through his fingers.

Roberts has been living in a world of total silence for nine years. Yesterday Joseph H. Danis, of Southbridge, who has been experimenting for years with various instruments by which deaf people "hear" sound through the transmission of sound waves to the brain by the teeth, fingers, and other parts of the body, tried what Superintendent Allen said seemed to be a very interesting and successful experiment upon him.

With one of Danis' instruments for "hearing" talking machine music and sounds held in his fingers, Roberts expressed great pleasure at the musical and talking sounds. He has been deaf so long that he has forgotten how words sound but he distinguished a few words and readily identified piano, bell and bugle sounds as well as sounds of laughing, and men's and women's voices.

The Artophone

The miracle of voice and instrument of reproduction. Plays every make of disc record with the same faithful portrayal of tone quality as the instrument for which they were made.



MODEL XIV—\$150
Height, 48 inches



MODEL XII—\$100
Height, 47 inches



Equipped with Casters

MODEL XI—\$75
Height, 45 inches



Equipped with Casters

MODEL X—\$65
Height, 44 inches

The Artophone Line Has Made Good

It is being handled by representative dealers throughout the country who have placed orders for 1917 far in advance of their 1916 shipments.

All Artophone cabinets are made from 7/8 in. veneered stock. Every model is equipped with a universal tone-arm and first quality motors and sound boxes.

Write today for our dealers' and jobbers' proposition

ARTOPHONE CO.

1113 Olive Street

St. Louis, Mo.

"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

WHAT PUSH AND ENERGY CAN ACCOMPLISH IN ST. LOUIS

Talking Men Are Going After Trade in a Lively Way and Getting the Results—Optimism is the Keynote—Phenomenal Demand for Patriotic Records—News of General Interest

CINCINNATI, O., May 7.—Never before in the history of the trade have the jobbers and the managers of retail houses realized so strongly what push and energy will accomplish. Heads of departments cite innumerable instances these days of business being landed which would not have been secured under the old system of waiting for the trade to drop in or methods that amounted to the same.

A concrete example has been furnished by A. L. Garthwaite, sales manager of the Cable Company, who decided to try his hand at doing some business on the outside. Instead of going over the home territory he packed a grip and started for "somewhere in Kentucky." Mr. Garthwaite developed a genuine avalanche of business, including dandy Victrola sales. He has cut off all connection with the local house as to his future movements. Manager Greulich simply knows of his travels through telegrams ordering shipment of goods. Mr. Garthwaite is not stopping to write long letters of explanation. He is giving the telegraph companies a chance to earn a little coin.

"Most of the dealers are doing better than ever" was the declaration of Manager A. O. Peterson, of the Phonograph Co., Edison jobbers, in speaking of conditions during the past month. "The average of business," he said, "is very good. Progressive dealers are showing their work through demand for supplies. The house chart tells the story of the dealers in this territory. The one who wants work is finding plenty of opportunity to entertain customers. Another thing: Canada has not had a decrease in the demand for phonographs. The trade should bear this in mind. The dealers, too, should take care of their supplies for the jobbers are having their troubles in keeping a sufficient stock."

The Phonograph Co. has secured representation at Greenville, Ky., through G. E.

Countzler, and at Jackson Center, O., by Charles Lambert. Manager Peterson is preparing to take a special carload of Middle West dealers to the annual meeting, to be held at New York City July 12, 13 and 14. Quite a number have already signified their intention of making the trip, which will include a visit to Washington.

"Trade for the month showed a nice increase," reports Mr. Byars, Vocalion manager at the local Aeolian store. "There is no side-stepping the fact that the unsettled condition of the public mind, and the President's plea to economize, has caused retrenchments in buying, and the phonograph business will surely suffer some. The only way to meet this condition is to muster all your selling resources for a big offensive. A great Haig push at this time will beat down every barrier of ultra-conservatism and indifference.

"There is no shortage of money; mills and factories are running night and day, and while food prices are high, there is no reason why May should not prove a big month for our business. Let's think, talk and live optimism."

R. J. Whelen, local manager of the Columbia Graphophone Co., said when asked about local conditions, "Business in our line during the past month was nothing out of the ordinary from a retail standpoint, but from a wholesale point of view it was excellent. Of course, undoubtedly the war scare has brought about a condition whereby people are holding on to their money that ordinarily they would have no hesitancy in spending for luxuries such as talking machines. However, I believe that a week or two of holding back will bring about a reaction, and we are looking forward to a good May business. The esoteric side of life must be taken care of, and one of the ways to satisfy this longing is through the medium of talking machines. The greatest falling off has been in machines, but the decrease in record business

has been hardly perceptible, the heavy demand for patriotic records proving a big factor in balancing sales."

W. S. Givler, traveling representative of the local Columbia Graphophone Co., reports good business throughout the Cincinnati territory, and dealers are placing orders preparatory to a good summer trade.

The condition of "war" in this country has brought about a phenomenal demand for patriotic records, and the floor salesmen at the local Columbia store say that one out of every five records sold now is a patriotic record. The store resounds with strains of the "Star Spangled Banner" and other favorites during all the working hours.

The Fritzsche Phonograph Co. is troubled by the prosperity of the country which works against the late comer in the matter of ordering supplies and getting results. There has been a delay of this character, but the officers believe the situation will clear up during the coming month.

The Starr Piano Co., according to reports from the factory at Richmond, Ind., is having wonderful success with its talking machine. The general demand from all the branches is causing the officers some trouble in satisfying all demands.

The Welsh-Bennett Piano Co., a new recruit in the field, will shortly add a phonograph department. Indications point to the Columbia line having the right of way, although this is not definite by any means.

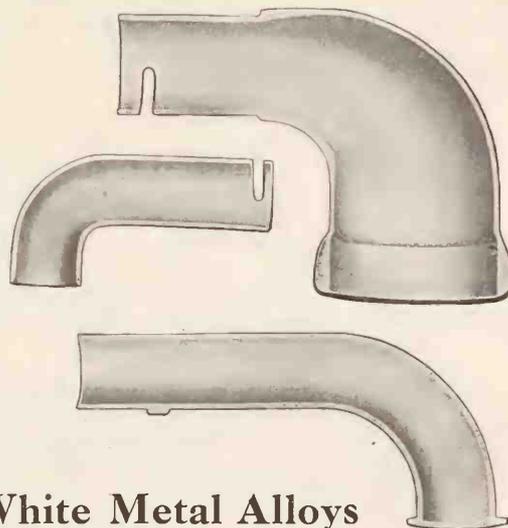
NEW COMPANY IN WHEELING

A new company, of which H. O. Baer is the president, has been organized in Wheeling, W. Va., to take over the Diamond Disc Shop at 44 Fourteenth street, that city, which has the exclusive agency for the Edison Diamond Disc phonograph. J. C. Dilts, from the Edison laboratories, is treasurer and general manager of the company, and will have direct charge of the business.

Acme Die-Casting Process Solves a Problem for Phonograph Makers

Acme Die-Casting engineers have worked out the problem of producing tone-arms that will meet the specifications of all manufacturers. Ideas and designs originated by us have been widely followed in the trade.

The usual tone-arm construction produces a sharp angle at the inner curve of the elbow, to permit withdrawing the steel cores in the die. At the request of Phonograph experts who wished a smooth, even tone-chamber, without sharp angles we produced tone-arms a few examples of which are here illustrated—cut in half to show the construction.



Acme Die-Castings in Aluminum or White Metal Alloys

The Acme organization aims to "serve"—to furnish you with the product you specify and want. Acme Die-Cast parts are smooth, clean and free from surface imperfections. There are more Acme Die-Castings used in the Phonograph trade than all others combined. This can only be explained by the Merit of the service.

Accuracy Guaranteed

Acme Die-Casting Corporation

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

Brooklyn, N. Y.

BOSTON—176 Federal Street
PHILADELPHIA—Widener Building
DETROIT—965 Woodward Avenue

CHICAGO—549 Washington Boulevard
CANADIAN DISTRIBUTERS—
Lyman Tube & Supply Co., Ltd., Montreal

TRADE MARK

The Manophone

A Better Dealer Proposition On A Better Phonograph

THAT'S what the Manophone agency offers you. Send in the coupon below and we will prove it. You know how the public is gradually becoming educated to the finer shades of tone in music. Right there is where the Manophone demonstrates its superiority. Literally, it "speaks for itself"; for it is in truth The Music Master of Phonographs.

And we help you make sales. We're doing regular advertising of a type that arouses interest and brings inquiries.

We Help You Turn These Inquiries Into Orders

Manophone co-operation is thorough and detailed. We realize that our success lies in building up a satisfied, enthusiastic body of dealers who are making money.

We have many such dealers already—and we want you.

Send in the Coupon— No Obligation Involved

Just fill out and mail the coupon today. Get our 1917 offer. Judge for yourself whether it isn't the best opportunity in the talking machine field today to build up a permanent, profitable business.

Manophone Corporation

DETROIT DISPLAY PARLOR
84 BROADWAY

ADRIAN, MICHIGAN

NEW YORK DISPLAY PARLOR
60 BROADWAY

Address all communications to Executive Offices at Adrian, Michigan



There's a Manophone for Every Home



In the Manophone, the Tone's the Thing

MANOPHONE CORPORATION,
Dept. TW, Adrian, Michigan.

Gentlemen:
Please send me your 1917 Dealer proposition. I am interested,
but this request places me under no obligation whatever.

NAME

ADDRESS



GREAT DEMAND FOR PATRIOTIC RECORDS IN BUFFALO

Is One of the Outstanding Features of Present-Day Trade—Look for a Continuance of Busy Times—Goold Bros.' Formal Opening—Some News of the Men Who Are Doing Things

BUFFALO, N. Y., May 7.—An extraordinary demand for patriotic records is the outstanding feature of the talking machine trade this month. The call for records that reflect the spirit of these stirring times is far greater than the supply. The standard, national airs are preferred to the popular, nondescript kind sometimes heard on the vaudeville and burlesque stage.

Talking machine dealers are delighted with the bright prospects for an industrial boom here this year. Millions of dollars will be spent by the railroads and manufacturing concerns for improvements. Two million dollars or more are likely to be expended at Tonawanda for a barge canal lock. About three hundred new homes will be erected in Lockport this summer. The dealers conclude that their trade will keep pace with all this industrial growth, which promises to increase as the months advance.

"Have you any 'Plant Your Garden' records?" was the unique question which a woman asked a local dealer. She wanted to get an enlivening address of some kind or even a poem or a song that she could use to enthrall her family and neighbors on the paramount question of the hour—patriotic gardening. She seemed surprised and disappointed when she didn't procure such a record.

W. Zuchlewski, a jeweler, who handles the Columbia line, has opened a new store at 59 Military road. This dealer and his son spend several hours each week in canvassing the many factory workers in his district.

J. H. Hackenheiner, secretary of C. Kurtzmann & Co., recently spent a few days with his family at Washington, D. C., and Old Point Comfort, Va. The Kurtzmann Co. handles Victrolas.

Buffalo Italians will go to New York to invite Caruso and Mme. Tetravzini to visit the American Allied Bazaar to open here late this month for the benefit of the Red Cross. Dealers say that the sale of the records of these famous singers would be stimulated in Buffalo if the celebrities come to town.

The Wurlitzer Co., of Martinsville N. Y., will conduct an aggressive campaign of patriotic gardening this summer. Every available acre of land owned by the company will be planted.

W. F. Gould, a Victrola dealer, is an active member of the Elk Street Business Men's Association. Park, street car and other improvements are sought by the organization.

W. D. and C. N. Andrews have received several of the new style of Victrolas, XIV, priced at \$150, which model is meeting the approval of the dealers and the buying public, judging from the increasing demand for these styles.

"We are receiving a better supply of Victrolas of all styles," said Mr. Andrews. "There is a tremendous demand for patriotic records

and we find it most difficult to get enough of them. We are waiting for a special record of 'The Star Spangled Banner,' by John McCormack and a male chorus. The advance orders for this record are very heavy."

Laurens Enos, of Bricka & Enos, who sell the New Edison, is a member of the retail merchants' committee that is raising funds for a Red Cross base hospital for this city.

Charles J. Hereth, an Edison dealer at 397 Genesee street, recently celebrated his tenth year in business. - His assistant, Miss Eleanor Koller, has to her credit many substantial sales of this line.

Among the aggressive workers in the Talking Machine Dealers' Association of Buffalo is W. J. Bruehl, of Neal, Clark & Neal's. Mr. Bruehl has the faculty of inspiring enthusiasm among the members. Although he has retired as secretary, he will continue to take an active part in the affairs of the association. Patriotic records are a strong feature at Neal, Clark & Neal's.

Talking machine dealers complain that they are being annoyed by many fakers who claim they are working on benefits and various other schemes for war sufferers. The Buffalo Chamber of Commerce, in which several of the dealers are represented, has already exposed some of these frauds.

Robert L. Loud, a Victrola dealer, appeared on the program at the recent Press Club Frolic at the Majestic Theatre. He gave piano selections over which the news writers and their friends enthused. Mr. Loud recently used this bit of philosophy: "One does not 'look' at music. He 'listens' to it. McCormack sings at Elmwood Music Hall. Go there if you want to 'see' him sing—but if you want to 'hear' him get one of Loud's Victrolas and a selection of McCormack's records."

A. J. Blatz is meeting with success as manager of the Buffalo Record Exchange at 52 West Chippewa street.

William H. Daniels, head of Denton, Cottier & Daniels, who have a large Victrola department, is a member of the executive committee in charge of the ninth May Music Festival to be given at Elmwood Music Hall May 17 to 19 under the auspices of the Philharmonic Society of Buffalo. C. H. Heineke and F. N. Farrar are the live young men in charge of the Victrola section at Denton's. John McCormack recently visited this store and listened to his latest successes on Victor records.

Edward Hengerer, a former Buffalonian, has been appointed president of the William Hengerer Co., which has an up-to-date Victrola department.

Talking machine dealers approve the action of the Buffalo Retail Merchants' Association in trying to prevent turning of the principal downtown business streets into a midway during

national conventions, such as the Shriners' Conclave held here last summer. The merchants claim that their trade is injured by the pandemic raised by the showmen and vendors, and a very proper cause of complaint it is.

Goold Bros., who sell Victrolas, recently held the formal opening of their improved store at Main and Utica streets. Special floral decorations and music were a feature. Two thousand customers and friends of the firm received invitations to be present at the opening, so that the attendance was heavy. The visitors were greeted by T. A. Goold and George A. Goold, members of the firm.

Winegar, Lindsay & Seales, who sell the Columbia and Starr talking machines, have embellished their large Main street show window with an attractive red, white and blue background, American flags and cut flowers, which attracts the attention of passersby.

BUFFALO DEALERS ELECT OFFICERS

W. F. Gould Named as Head of Association for Coming Year—Agree to Maintain Prices—Dealers Make Donations to the Red Cross

BUFFALO, N. Y., May 5.—The annual meeting of the Talking Machine Dealers' Association of Buffalo was held in the grill rooms of the Hotel Statler April 19, when the following officers were elected for the ensuing year: W. F. Gould, president; Audley M. Biesinger, vice-president; C. E. Emens, secretary, and H. G. Town, treasurer.

A motion by Robert L. Loud, seconded by Mr. Schwegler, that the Victor talking machine dealers of Buffalo go on record as having agreed to maintain Victor list prices as heretofore, regardless of any ruling handed down by the United States Supreme Court permitting them to deviate from the list prices, and advise the factory to that effect, was unanimously adopted.

In commenting on the meeting W. J. Bruehl, retiring secretary of the association, who reported the session, said to a representative of The Talking Machine World:

"We had the honor and pleasure of having with us at our meeting I. C. Hudson, manager of the J. N. Adam Co. The association as a body was very glad to hear Mr. Hudson express his friendliness, good wishes and a desire to co-operate with the Talking Machine Dealers' Association of Buffalo. Mr. Hudson, who is a member of the Board in connection with the Red Cross Base Hospital in Buffalo, gave us a very interesting talk in connection with what is required for a base hospital, what a base hospital really is and the duties of a base hospital after it has been established.

"Mr. Hudson's talk appealed to the patriotism of the members of our Association so strongly that it resulted in the talking machine dealers agreeing to donate a bed costing \$56 for the hospital. Twenty-one dollars of this amount was donated at the meeting, the balance being pledged."

WAR WAR WAR

In times of war or peace we are prepared to give the

Greatest Service Possible

The dealer should now prepare for the good business ahead. Canada with her great war burden was never in a better state of prosperity than now. She is demanding Victrolas and records far in excess of the supply. Business will be good. Don't think otherwise and it *will be good* if you use *Andrews Service*.



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

WHAT "PESSIMISTIC PETE" AND "OPTIMISTIC BILL" SAY

About the General Situation Is Most Pertinent to Present-Day Conditions—Timely Contribution by a World Reader Who Significantly Asks "Are You Optimistic Bill?"

Pessimistic Pete Says:

"Business is rotten! My customers only stop here when they have nothing else to do, and they are a fairly busy lot. One woman came in here yesterday and asked to hear a couple of the latest records, and after I had played the whole month's list to her, she got up saying: 'Thank you, ever so much, it has been ever so interesting, but it has stopped raining now and I really must get on with my shopping.' Stopped raining! Bah! Probably she will go past here every day and never stop in again. And then you ask, 'How is business?'"

"What's that, do I make window displays? Of course not. Do you think I have money to throw away putting trumpery pictures and statues in my window. You must think I'm a millionaire. What's that, they're not expensive? I know that, but they are not worth what they cost. You say they catch the eye of a casual passerby who had had no intention of buying a talking machine or records until he saw it. Yes, so do the signs. If it hadn't been for my sign that woman wouldn't have come in here yesterday when she had no intention of buying and wasted my time. What's that, why didn't I at least get her name and address for my mailing list? There you go again with your absurd advertising schemes. None of them pay, I tell you; they are only a waste of time. People only buy records when they start out from home with the intention of doing so, not on the spur of the moment. I ought to know; didn't I waste a whole afternoon with that woman yesterday."

"What's that? 'Think of the publicity it will give me when she tells her friends about her afternoon.' You listen to me: About all she'll tell her friends is this: 'Oh, girls, sometime when you have nothing to do you ought to go up to Blank's talking machine shop and have

him play some of those brand new records to you. They're the sweetest things and Mr. Blank is so charming about it; he never breathes a word about what a fine record this one is or how well this talking machine would look with that furniture or anything at all to make you think he wants you to buy one. Why, I spent a whole afternoon there the other day and he never suggested a single record to me to buy.' Bah! The afternoon was all she did spend."

"What's that, the woman's afternoon is bound to bring some customers to the store from among her friends? Pish! Tush! How often must I tell you that the age of miracles is past. You can't tell me about the value of window display and advertising. I know better. It's all buncombe."

"What's that? Is there anything better in sight? No, as I said before, business is rotten!"

Are You Pessimistic Pete?

Optimistic Bill Says:

"Come in, have a chair and stay a while. How's business? Fine, my boy, fine. I've been in the game a good many years and can honestly say I've never seen it better. I had to increase the staff three times in the last six months. I guess that shows business, eh!"

"To what do I attribute my growth? Why to progressive advertising, first, last and all the time. By the way, what did you think of that window display of mine. I thought you would say that. Something like nine out of ten of my customers have told me that they had come in solely because of that display. Well, yes, it did cost quite a bit, but my increased business has paid for it in one week ten times over."

"While we are discussing the subject of advertising, what do you think of the mailing list system. Yes, I have found exactly the

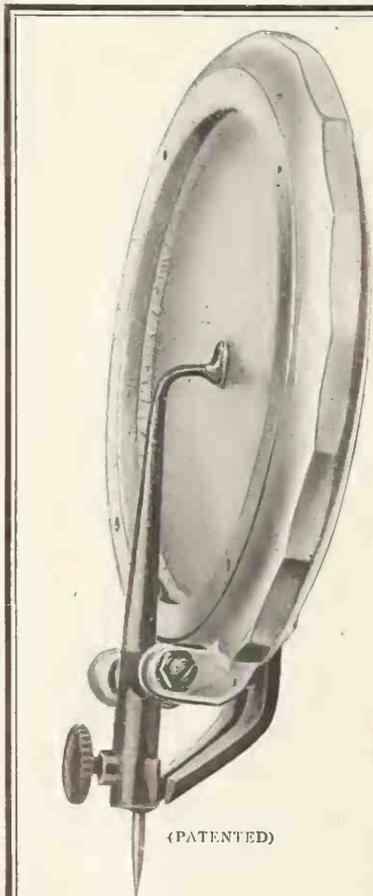
same conditions prevail here. I have a mailing list of nearly three thousand and there is scarcely a month passes that I don't sell at least a package of needles to every one of those customers. I find the customer likes to be remembered in this way. It sort of tickles his fancy to be included in the regular mailing list and he will make at least one purchase a month so that he won't be forgotten."

"Now that woman over there who just left after listening to about fifty records and taking one clerk's entire time for two hours would look at first blush like a dead loss to us both in time and money. That, however, is the very point at which most companies fall down. Now we have a firm rule that the name and address of every new customer be taken and when they come again the same clerk will manage to wait on them, calling them by name. It's a great little scheme, based entirely on the vanity of man, but it works. The size of the business will show you it works. Then again, that customer is going out and tell all his or her friends that the store of all in which to get talking machines and records is the Optimistic Phonograph Shop, where you are given the best of personal service and given it promptly. Now you see the point, don't you?"

"Is business likely to keep on growing in this way? I should say it is! This business is limited only by the amount of energy and push the dealer puts into it. There is no man yet who has dared to predict the maximum of sales possible and as long as the dealers are willing to advertise and carry through a system of prompt, courteous attention to all customers, whether they wish a package of needles or a thousand dollar phonograph the business is going to continue to grow and spread in its scope to cover fields undreamed of at the present moment."

"Is business good? Yes, and will continue to be better and better for some years to come."

Are You Optimistic Bill?



(PATENTED)

We Can Prove

THE MAGNETIC REPRODUCER

Is the last word in reproducers for talking machines. Has volume, tone and clear enunciation, is indestructible. Plays all makes of records and can be used on any phonograph.

Another Exclusive Feature

These sound boxes can be furnished with either mica or our patented composition diaphragm which is the peer of mica in its reproducing qualities.

*Samples to Manufacturers on Request
(with either mica or composition diaphragm)*

PARR MANUFACTURING CO. 1 UNION SQUARE
NEW YORK

THERE ARE



REASONS

for handling

Emerson Records

Selections for \$1⁰⁰



UNIVERSAL CUT

Emerson Records can be played on all phonographs, only one hill and dale machine requiring an attachment.

Emerson Records are "hill-and-dale" and "zig-zag" cuts made into one. The invention of this double reproduction process was Victor H. Emerson's and is owned exclusively by the **Emerson Phonograph Company**.

Consider the superior usefulness of **Emerson Records**—all types thrown into one—ready for any machine—to play for everybody—anywhere. No attachments, no fussing, no spoiling machine or records.

That's why **Emerson Records** sell.

25c SEVEN INCH

FOUR STAR RECORDS

- 7165 Redhead (Burt Green). Character song. Burt Green at the piano... Irene Franklin Somewhere in Delaware (Robinson-Harris). Tenor and baritone duet, orch. accomp. Collins and Harlan
- 7171 No News, or What Killed the Dog. Original humorous monologue... Nat Willis The Tale of the Coat. Humorous dialogue... Browning and Hughes
- 7158 Brighten the Corner Where You Are (Ogdon-Gabriel). Baritone solo, orch. accomp. Homer A. Rodeheaver
- 7172 U. S. Army Bugle Calls—Including First Call, Reveille, Adjutant's Call, Assembly, Retreat, Taps, U. S. Marine Corps Buglers, from Marine Barracks, Brooklyn Navy Yard
- U. S. Navy Bugle Calls—Including General, Quarters, Secure, Dismiss, Muster Boat's Crew, Hammocks, Swimming Call, Man Overboard, Full Guard and Band, Boat Calls, Cutters, Barges, from U. S. Marine Corps Buglers, from Marine Barracks, Brooklyn Navy Yard

TIMELY PATRIOTIC SELECTIONS

- 7175 American Jubilee—Fox-trot (Edw. B. Claypoole). Patriotic Rag, Emerson Military Band
- All American March (Zamecnick), Emerson Military Band
- 7160 Tenting on the Old Camp Ground (Walter Kittredge). Vocal quartet, bugle effects by cornet... Peerless Quartet
- Yale Medley—Introducing "Yale Boola" and "Here's to Good Old Yale." Vocal quartet... Century Male Quartet
- 7164 Echoes from the South—Fantasia of Southern Melodies (Arr. by Hugo Riesenfeld). Emerson Symphony Orchestra
- Hearts and Flowers—Intermezzo (Theo. M. Tobani). Emerson Symphony Orchestra

JUNE Emerson Records

DANCE HITS OF THE MONTH

- 7173 Saxophone Sobs—Fox-trot (Ernie Erdman)... Emerson Symphony Orchestra
- Allah's Holiday—Fox-trot (Rudolph Friml). From "Katinka," at the Lyric Theatre, New York, Emerson Symphony Orchestra
- 7161 Down Home Rag—One-step (Wilbur S. Sweatman). Clarinet solo, accomp. by M. Franklin's String Trio, Wilbur S. Sweatman
- Chicken Walk—Eccentric Fox-trot (Tom Brown, of the Six Brown Brothers), Emerson Symphony Orchestra
- 7162 Down Honolulu Way—Fox-trot (Dempsey-Burnett-Burke), Ban Joe Wallace's Dance Orchestra
- Rooster Rag—Fox-trot (Muriel Pollock), Emerson Symphony Orchestra

LATEST POPULAR SONGS

- 7159 I Never Knew (Earl Carroll). From "Canary Cottage," At Morosco Theatre, New York. Tenor solo, orch. accomp. William Sloane
- Gypsy Love Song—"Slumber On, My Little Gypsy Sweetheart." From "The Fortune Teller" (Victor Herbert). Bass solo, orch. accomp. Franklin Careau
- 7163 Cross My Heart (And Hope to Die) (H. Von Tilzer). Character song, orch. accomp. Ada Jones
- The Whole World Comes from Dixie (When They Play That Dixie Tune) (Jas. F. Hanley). Baritone solo, orch. accomp. Arthur Collins
- 7166 When Kossie Kicoola Do the Hoola Ma Boola (She's a Hit in Little Italy) (Sterling-Lange). Character song, orch. accomp. George Thompson
- The Cute Little Wigglin' Dance (Creamer-Layton). Comic song, orch. accomp. Arthur Collins
- 7168 Patrick Henry Must Have Been a Married Man (Earl Carroll). Character song, orch. accomp. Ben Linn

DOUBLE DISCS 25c

- Just the Kind of a Girl (You'd Like to Make Your Wife) (Von Tilzer-Klein). Character song, piano accomp. Sylvia Jason
- 7176 There's a Long, Long Trail (Elliott-King). Tenor solo, orch. accomp. Henry Burr
- Mammy's Little Coal Black Rose (Richard Whiting). Tenor solo, accomp. by piano, cello and violin... Vernon Dalhart
- STANDARD VOCAL SELECTIONS**
- 7172 Marseillaise (Rouget De L'Isle)—National Hymn of France. Baritone solo, orch. accomp. Desire De Frere
- O Sole Mio (My Sunshine) (E. di Capua). Neapolitan folk song. Tenor solo, in Italian, orch. accomp. Toto Campi
- 7167 E Lucevan Le Stelle (The Stars Were Shining) (Puccini). Aria from Act III of "Tosca." Tenor solo, orch. accomp. Paul Tuzzo
- Vesti La Giubba (On with the Play), From Act I of Pagliacci (Leoncavallo). Tenor solo, in Italian, orch. accomp. Chas. Morati
- 7170 It's Always Fair Weather (Bullard). Baritone solo, orch. accomp. Royal Dadman
- Last Rose of Summer (Thomas Moore). Soprano solo, orch. accomp. Laura Combs
- 7174 Li'l Gal (J. Rosamond Johnson). Tenor solo, accomp. by piano, cello and violin... Vernon Dalhart
- Deep River (Negro Melody) (Adapted by A. Bergh). Tenor solo, accomp. by Piano, Cello and Violin... Vernon Dalhart
- COMIC SELECTIONS**
- 7156 Night Time in Little Italy (Fred Fisher). Comic duet, orch. accomp. Collins and Harlan
- Burlesque Opera (Fred Fisher). Comic duet, orch. accomp. Collins and Harlan
- 7169 All Aboard for the County Fair—Part I. All Aboard for the County Fair—Part II. Comic sketch. Harlan Knight, Porter, Girard, Byron Harlan

Emerson Phonograph Company INC.

Dept. C

3 West 35th Street

New York

BOSTON BRANCH
453 Washington Street

SAN FRANCISCO BRANCH
681 Market Street

CHICAGO BRANCH
7 E. Jackson Boulevard

Emerson Phonograph Company

Dept. C, 3 West 35th Street, New York

Gentlemen:
Kindly send me at once complete list of new Emerson Hits and full details of your proposition.

Name

City

State



Judging from the tremendous sales of Casals and Seagle Records that have already been made, the announcement of their new recordings in the June Columbia list will be particularly gratifying to Columbia dealers.

(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**

HANDLED BY WELL-KNOWN HOUSES

Record Filing Device Made by Ready File Co.
Grows in Trade Favor

INDIANAPOLIS, IND., May 6.—The Ready File Co., of this city, reports remarkable progress for the record filing device which they are making for use in Victrolas. Although in the field only three months, this new company was so rushed with business that it was necessary to move to new and larger quarters in 213-15 Castle Hall Building.

The Eastern representative, F. R. Robinson, reports the Ready File has been meeting with much favor in the course of his traveling around the Eastern section of the country. Indeed, it is an open secret that the Ready File Co. contemplates opening a branch office in New York with the purpose of giving more efficient service to the rapidly growing Eastern trade.

The Ready File device is made for use in Victrola cabinet machines and is also custom built to fit machines of any other manufacturers making arrangements with the Ready File Co.

Among the distributors who are now actively handling the Ready File device are Eclipse Musical Co., Cleveland, O.; W. D. & C. N. Andrews, Buffalo and Syracuse, N. Y.; E. J. Chapman, Rochester, N. Y.; Collister & Sayle Co., Cleveland, O.; Hext Music Co., Denver, Colo.; American Phonograph Co., Burlington, Vt.; John Elliott Clark, Salt Lake City, Utah; Musical Instruments Sales Co., New York City;

Chas. H. Ditson & Co., New York; Landay Bros., Inc., New York City; Eastern Talking Machine Co., Boston, Mass.; Henry Horton, New Haven, Conn.; Whitney & Currier Co., Toledo, O.; Talking Machine Co., Birmingham, Ala.; Blackman Talking Machine Co., New York City; W. H. Buescher & Sons Co., Cleveland, O.; Perry B. Whitsit Co., Columbus, O.; John Wanamaker, Philadelphia, Pa.; Knight-Campbell Music Co., Denver, Colo.

NAT M. WILLS WITH EMERSON

Nat M. Wills, one of the most popular comedians on the stage to-day, has joined the recording forces of the Emerson Phonograph Co., New York, and his first contribution to the Emerson library is the story he has made popular all over the country, "No News or What Killed the Dog." Several other popular selections will also be included in his Emerson records, which will be featured shortly.

Nat Wills has had an extensive career in musical comedy and vaudeville, and is always heard with genuine enjoyment on the part of his audience.

INCORPORATED

A certificate of incorporation was issued last week to the International Phonograph Corp., for the purpose of manufacturing talking machines. The capitalization of the firm is \$1,500,000; the incorporators, Paul A. Zizelman, Wm. C. Griffith and Ernest H. Greenwood, New York.

SPLENDID SALES TOTAL

Made by Local Wholesale Sales Division in Contest Inaugurated by Columbia Co.'s Trade Promotion Department—J. A. Johnson Heads the List—Next Four Successful Contestants

John A. Johnson, a member of the sales staff of the local wholesale division of the Columbia Graphophone Co., was the winner of the contest that was inaugurated recently by the company's trade promotion department. Every member of the Columbia wholesale organization participated in this contest, which was based on the comparative showings made by the salesmen in March of this year as compared with March, 1916. Mr. Johnson's sales totals for March showed a remarkable gain over the corresponding month last year and he well deserved the prize which he received—a pair of diamond studded cuff links.



Prizes were also awarded to the next four successful contestants, who were as follows: Second prize, W. S. Townsend, Boston, Mass.; third prize, J. J. Bennett, St. Louis, Mo.; fourth prize, J. Kaliski, New Orleans, La.; fifth prize, S. W. Lukas, Pittsburgh, Pa. These winners were allowed their choice of 14-karat gold cuff links or a 14-karat gold scarf pin.

Mr. Johnson's victory in this contest is all the more impressive in view of the fact that he was recently a winner in the contest which was held among the Columbia wholesale men for the ten best ideas submitted by the members of the various staffs.

"CRIP-N" FILE EFFICIENCY

ROCHESTER, N. Y., May 6.—Under the heading "Efficiency" the Post-Express, of this city, recently carried an interesting article describing the "Crip-N" record file, which was invented by Arthur J. Crippen, of this city, and is being marketed by the Crippen-Rase Co., 77 South avenue. This article called attention to the fact that with the wonderful progress made in the talking machine industry there arose an important problem of finding the proper means of preserving the records and at the same time have them always ready for instant service. The article then referred to the "Crip-N" system as embodying all the necessary requisites of the successful record file and commented upon the fact that it is now being sold by representative talking machine dealers throughout the country.

John Williams, of Fall River, Mass., has opened Victor headquarters at 96 Pleasant street, where he has a very attractively arranged establishment.

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.

NEW ENTRANT IN PHONOGRAPH FIELD

Collins R. Stevens, Prominent Organ Manufacturer of Marietta, O., Now Devoting Plant to Production of the Alethetone

MARIETTA, O., May 4.—One of the latest entrants into the phonograph field in this country is Collins R. Stevens, well known throughout the music trade as sole owner of the Stevens Organ & Piano Co., which has been doing business here since 1888. Mr. Stevens has recently placed on the market the Alethetone, a new phonograph built after his own design, and which is the result of over a year of careful study and experiment.



C. R. Stevens

The name was chosen with the assistance of the ancient Greeks, who called the nearest approach we have to the violin "Alethes-tonos," meaning true tone. "In planning to build phonographs," declared Mr. Stevens, "I recognized that 70 per cent. of the value of reproduced music lies in the record and 15 per cent. in the sound box. The absence or inclusion of the other 15 per cent. of quality makes a difference between the ordinary and the excellent. We have endeavored to put that extra 15 per cent. into the Stevens product."

At present the entire group of buildings occupied by the Stevens Organ & Piano Co. are entirely devoted to the production of the Stevens idea of what a phonograph should be. Mr. Stevens entered the organ trade in 1869 with the Estey Organ Co., and worked in various departments of the Estey and other concerns until he established his factory in Marietta in 1888. He suffered a severe loss in the 1913 flood, but nevertheless continued in business and confined himself to the production of reed organs until 1916, when he became interested in the phonograph.

EMERSON RECORDS BY RODEHEAVER

The Emerson Phonograph Co., New York, announced this week that Homer Rodeheaver, musical director for the Billy Sunday revival meetings, had made several records for the Emerson record library, which will be issued in the near future. Among those selections recorded on the Emerson Universal cut records, are the following popular hymns: "Brighten the Corner Where You Are" and "There's a Rainbow in the Sky." Other well-known Billy Sunday hymns will be presented by the Emerson Co. in the near future.

Homer Rodeheaver has been an important factor in the remarkable success of the Billy Sunday meetings, and has directed the singing of thousands of voices at the various gatherings throughout the country. His voice is particularly adaptable for recording purposes, and his records will doubtless have a popular reception.

THE VALUE OF SMILES

The attitude of the storekeeper and his clerks to the public—the "atmosphere of the store"—is perhaps the most important thing for success. Geniality, obligingness, cheerfulness are vastly appreciated. The smile is an asset—but there are smiles and smiles. For instance there are:

1. The pitying smile, when the customer signifies a desire to look at a cheaper article than the one first shown.
2. The sarcastic smile, when the customer intimates she is a more competent judge of her own needs than the clerk.
3. The knowing smile, when the customer says she is buying some records of love songs for her "brother."
4. The idiotic or meaningless, vacant, perpetual smile of the clerk who considers a smirk his stock-in-trade.
5. The bored smile, when the customer speaks proudly of the exceptional cleverness of her sister-in-law's second cousin's children.
6. The "Heaven-help-me" smile, exchanged

with a fellow employe, when the customer finds difficulty in deciding between two styles.

This may seem mere pleasantry, but many a sensitive buyer has been driven away from a store by such slight and covert insolences as these.

RECORDS BY NOTED JEWISH CANTOR

The international record department of the Columbia Graphophone Co. has just advised its dealers of the issuance of a record made by Joseph Rosenblatt, the celebrated Jewish cantor and exclusive Columbia artist. Mr. Rosenblatt has made record No. E-5143 in response to an appeal made for the relief of the Jewish war sufferers. A liberal percentage of the receipts from the sale of this record will be donated to this charity. One of the selections on this record is Massenet's "Elgie" with a violin obligato that enhances the beauty of this selection.

Mr. Rosenblatt will leave shortly on a concert tour in the United States and will appear in thirty different cities. Louis D. Rosenfeld, sales manager of the international record department of the Columbia Co., suggests that the Columbia dealers are planning to feature this record extensively.

TO EXHIBIT AT MUSIC SHOW

The Pathé Frères Phonograph Co. will maintain an exclusive exhibit at the National Music Show in Chicago, one of the features of which will be the pressing of records. These records will be given away to the visitors of the show, and there is no doubt but that this feature of the exhibit will attract wide interest. A compressed air machine will be used for recital purposes and the exhibit will be in charge of H. N. McMenimen, managing director of the company.

The American News Co., one of the leading merchandising concerns in this country, is handling Par-O-Ket records throughout New York and New England.

A Fine Record Rack For Dealers

Here is the best record rack we have ever seen. It's made up to our special order for use in our own Talking Machine Stores. There are a few features which indelibly stamp it as the best yet.

(1) ROL-TOP FEATURE.

The Rol-top is out of sight and out of the way during business hours but is on the job at night or during cleaning time keeping out the dust and preventing theft of records.

(2) CAPACITY.

It holds 1600 records conveniently of either 10 or 12 inch size. The shelf is one inch thick so records can be indexed on shelf. The divisions are made with flexible cushion steel rods—which yield enough to prevent breakage in case of overcrowding of stock.

(3) BEAUTY.

Old style racks never matched the general color scheme of stores but these can be made up in finish to suit you. Oak, Mahogany, Walnut, Gray or other finishes. Mahogany only are ready for immediate shipment.

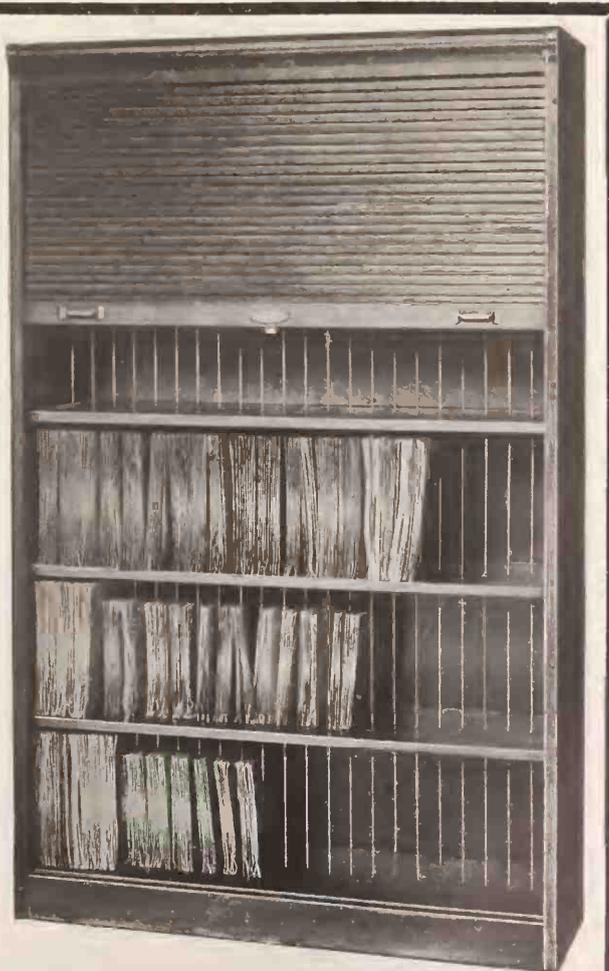
(4) THE PRICE IS \$50.

Quantity production enables us to offer these at this extraordinary low price. You may try one 30 days at our expense. If for any reason you are not pleased return it. That's fair? Isn't it?

Send in your orders to

National Talking Machine Sales Corporation

Dept. W. 68 Chauncy St., Boston, Mass.



PRIZE WINNING COLUMBIA SINGERS

H. A. Herrick, of the Columbia Staff, Arrived Recently in New York With Four Successful Contestants in Recent Song Contests

H. A. Herrick, who is in charge of the musical contests inaugurated by the Columbia



Miss Mary D. Marks and Clarence Wolff Graphophone Co. in Denver some time ago, arrived in New York recently, accompanied by the prize winners of two contests which were recently held in Des Moines, Ia., and Louisville, Ky.

These contests are attracting considerable at-

ention, as they have for their object the general uplifting of music, the increased appreciation of music, and the stimulating of activity in the study of this subject by amateur singers. The Denver contest was a signal success, and the fact that the successful contestants make a record, a part of the proceeds of which is donated to a scholarship fund, has added to the interest evinced in these contests.

In Louisville the contest was held under the auspices of the Evening Post (Richard G. Knott, musical critic), working in conjunction with the Columbia Graphophone Co. The winners of this contest were Miss Mary Dowling Marks, contralto, Danville, Ky., and Clarence Wolff, baritone. There were 367 entries, with over seventy counties in the State represented. Mr. Wolff, who is twenty-two years old, is a pupil of John Sample, a well-known teacher in Louisville. Miss Marks is twenty-six years of age, and a pupil of the Louisville Conservatory of Music. They visited the Columbia laboratories last week and made a record which will be placed on sale shortly; 25 cents from the sale of each record will be devoted to the Kentucky

Scholarship Fund, for the education of these two prize winners.

The judges in the finals in the Louisville contest were Mrs. Emily Davison, Louisville; Miss Carolina Bourgard, Louisville; Mrs. Americus F. Callahan, Chicago; Miss Myrna Sharlow, Chicago; and Reinald Werrenrath, New York.

In Des Moines the contest was held under



Miss Maurine Gibson and Clifford Bloom the auspices of the Des Moines News (W. E. Battenfield, editor), working in conjunction with the Columbia Graphophone Co. The winners of this contest were Miss Maurine Gibson, Des Moines, contralto, and Clifford Bloom, Des Moines, tenor; both of whom are pupils of Drake University. There were 381 entries in this contest, representing 116 towns in the State of Iowa. The winners have made a record at the Columbia laboratory, which will soon be placed on sale; 25 cents from the sale of each record will be devoted to the Iowa Scholarship Fund, for the education of the two prize winners.

The judges in the finals in the Des Moines contest were Archibald Bailey, instructor of vocal music, Iowa State College; Dean Hilmes Cowper, Dean Conservatory, Des Moines; Miss B. A. Cooper, instructor of vocal music, State University of Iowa, Iowa City; Miss H. Case, instructor of vocal music, Iowa State Teachers' College, Cedar Falls; Mrs. G. S. DeGraff, instructor of vocal music, Highland Park College, Des Moines; Dean A. H. Engstrom, Grinnell College, Grinnell; Dean Ellis Rhodes, Simpcox College, Simpcox.

Both of these contests were indorsed by the Music Teachers' Association in the two States. Governor Harding, of Iowa, introduced the winners in the Des Moines contest, and Mayor Brushaber, of Louisville, introduced the winners in the Louisville contest.



*For All Machines
For Every Owner*

**Par-O-Ket
Quality Records**

30c
In West

Retail **25c** Each

35c
In Canada

It is their perfect fitness for that universal demand that makes Par-O-Ket Quality Records such an attractive record to dealers. You can't beat this Par-O-Ket combination of quality sales and quantity sales as a money maker.

You know it is much easier to sell sixteen selections for two dollars than four selections for \$1.50 when the quality, tone and playing time of all selections are equal.

You are sure of more and bigger sales and more profit when you sell Par-O-Kets. Par-O-Ket Quality Records are 7 1/4 inches, double disc, and play fully as long and as well on any machine as the best 10-inch records. They are Hill-and-Dale cut and play best with a long, tapered, medium tone, steel needle. The few machines not built to play vertical cut records can be easily made to do so with a simple, inexpensive attachment.

Par-O-Kets offer you a choice from a comprehensive list of popular and classic selections rendered by the very best musicians.

There is positively no musical difference between Par-O-Kets and other quality records. Play them and prove it. Order some of the new May Par-O-Kets today and put new life into your record business.

That Par-O-Kets please and pay better than any other record is shown us each month by bigger and bigger repeat orders from every customer.

Do not miss your May Par-O-Ket profits. Fill out this coupon now.

Look on page 125 for list of New Numbers

PAROQUETTE RECORD MFG. CO.

47 West 34th Street, New York
36 South State Street, Chicago

Distributors Wanted in Every City — Write Today

COUPON

PAROQUETTE RECORD MFG. COMPANY, New York City

Please send us new Par-O-Ket Records on approval.
(Quantity)

Name

Address

W-5-17

SOUND BOX THEFTS IN WESTCHESTER

Visit of Affable Young Man to Various Talking Machine Stores Followed by Lost Sound Boxes—Suspect Arrested in White Plains

WHITE PLAINS, N. Y., May 4.—Sound box thieves have made the rounds of the talking machine houses in Westchester County recently with considerable success from their point of view. Fred H. Ponty, of Port Chester, missed about \$50 worth of sound boxes after the visit of an affable young man. And other dealers have also complained. C. Raymond Hutehings, manager of the talking machine department of Hunt's Leading Music House, watched a suspicious visitor the other day, and claims that he saw him take a sound box from a machine. He notified the police and had the man arrested, and the prisoner was later identified by Mr. Ponty as the man who had visited his store about the time the sound boxes were missed. Talking machine dealers are being advised to keep a sharp lookout for visitors to their stores who are not personally known to them, and thereby check the work of the thieves as much as possible.

DISCRIMINATING APPRECIATION

The surest way to make agents do their work is to show them that their efforts are appreciated with nicety. For this purpose you should not only be careful in your promotions and rewards, but in your daily dealings with them you should beware of making slight or haphazard criticisms on any of their proceedings. Your praise should not only be right in the substance, but put upon the right foundation; it should point to their most strenuous and most judicious exertion.

THE POWER OF MUSIC

A Happening in the Canadian Northwest Which Shows the Emotions Created by a Record of "Home, Sweet Home" Heard Far Away

The sun had set in the glory which is all its own in the Canadian Northwest. From a nearby slough came the subdued quack of a mallard duck. The shadows lay dense in the patches of willow scrub. For miles we drove across the prairie without sign or sound to suggest human habitation. The air cooling rapidly as it does in the northern latitude suggested October rather than August. The horses plodded on wearily and we, not less weary with our fifty-mile drive, were turning thoughts to far-away homes.

It was just then that, faintly first, but then rising clear, sweet and mellow, the notes of a cornet reached us, and it was playing "Home, Sweet Home."

So exactly in accord was it with our thoughts and mood that for the moment I think we all forgot where we were and, involuntarily, the driver stopped the horses.

When it ceased one of our number, himself possessed of no small skill with the instrument in question, voiced the feeling of all as he said: "Jove, but that fellow's an artist!"

He spoke truly, for ten minutes later we drove up to a clay-chinked log cabin to find, not the cornetist, but a talking machine and the record to which we had listened was made by a soloist noted on two continents.

Never before had I realized to the full what this wizard machine with its marvelous reproducing powers means. There in that little rude cabin on the very frontier of the civilization of Canada is pushing forward as she comes into her own, the children of the settler were gathered, listening to music from masters before whom the world of music bows down. What a means of education, to say nothing of the entertainment afforded.

That evening, spent under such strange cir-

cumstances, says The American Agriculturist, was one of the most delightful in my recollection and in my heart I echoed the words of our driver as he turned the horses' heads toward the distant town, "God bless the talking machine."

SUCCESSFUL WOMEN OF THE TRADE

Mrs. Eva M. Christensen a Prominent Factor in Developing Trade of Oakland Phonograph Co.

OAKLAND, CAL., May 2.—Mrs. Eva M. Christensen, co-manager with Bernard S. Goldsmith, of the Oakland Phonograph Co., is another illustration of enterprise in women—enterprise and business imagination. Her success is due to



Mrs. Eva M. Christensen

her having seen the possibilities of the talking machine trade, at a time when it was practically in its infancy.

Just before the earthquake, when various newspapers were giving away certain talking

machines to increase their circulation, Mrs. Christensen decided to take the agency for one of these premium machines. She had had no business experience whatever, but she took a partner, put in the capital and started a shop in Eleventh street. Ever since this first venture she and her partner have been so successful that they now have a business of \$50,000 or thereabouts a year.

Sitting in one of the many white enameled, sound proof music rooms where customers listen to the new records, Mrs. Christensen smiled at her recollections. "When we started," she said, "we paid \$500 for a few little fixtures. At that time the big profit was in records—there was a flat price of \$1 on all records. Then the price was cut to 60 cents, and of course the profit was negligible. Fortunately many improved machines were being introduced at this particular time, so we simply broadened out and carried several different lines. You can see for yourself, too, what a tremendous stock of records we keep."

COLUMBIA CO. HELPS ROTARY CLUB

The Columbia Graphophone Co. was in charge of the entertainment given by the Rotary Club of New York at the Waldorf-Astoria on Friday evening, April 27, as part of the festivities of ladies' night. Several members of the executive and sales staff of the Columbia Co. attended this entertainment and Nathan F. Milnor, sales manager of the Dictaphone division, was the very competent chairman of the committee of arrangements.

The overture was played by Charles A. Prince and his orchestra, which is a Columbia institution. The Saxo Sextet, exclusive Columbia artists, were also on the program and the entertainment provided for the guests received enthusiastic applause and approbation. Among the prizes donated by the various members of the club were twenty Lazaro records, given by the Columbia Graphophone Co.—a gift which was much appreciated.

SENSATION! CAMPBELL'S PURE-O-TONE

THE MISSING LINK

THE most wonderful and valuable invention since the phonograph itself was invented. Constructed along lines never before thought of. Absolutely nothing like it on the market.

- 1—Takes out the sizzle—leaves nothing but the sweetest strains of music, as originally provided by the artist.
- 2—Filters, refines and purifies the sound.
- 3—Prevents mechanical vibration of the steel

- needle, brings out all the dainty sound waves, lengthens the life of records, prevents scratching and grinding noises.
- 4—Gives 40% more over-coloring and under-coloring to the music.

Worth its weight in gold to every phonograph owner.

FULLY PROTECTED BY U. S. PATENT LAWS

Send \$10.00 for trial outfit of 10, parcel post prepaid—special price on quantity lots—guaranteed absolutely, or money returned.

Sells retail at \$1.50 each.

Exclusive territory to live responsible dealers.

THE WHITE MANUFACTURING CO.

Exclusive Distributors

619-621 Main St., Bodmann Bldg.

CINCINNATI, OHIO

REFERENCES—The Cosmopolitan Bank & Savings Company, or The Cincinnati Automobile Club



For every argument that might occur to you as to the wisdom of *not* carrying Columbia Grafonolas and Records, along with competitive product, we will show you a letter from a dealer who has the proof right in his bank books.

(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

DEVELOPMENT OF TALKING MACHINE PARTS INDUSTRY

Interesting Review of the Growth of the Supply Section of the Trade by M. Gruber, Mechanical Engineer of the Presto Phono. Parts Corp., Brooklyn

In a recent chat with *The World*, M. Gruber, mechanical engineer of the Presto Phono. Parts Corp., Brooklyn, N. Y., commented as follows upon the development of the talking machine parts industry:

"To compare the phonograph and the automobile, as a manufacturing proposition, might at first thought, to the unthinking at least, suggest the ludicrous, but upon closer analysis it is surprising to find to what extent the evolution of the automobile and phonographs industries have followed the same tracks.

"Most readers can easily recall the first shape in which the automobile manufacturing industry took form. It was a 'hit or-miss,' 'cut and try' process, with little regard to details, equipment or class of product other than to secure a result that would 'locomote.'

"So it was with the beginning of the phonograph industry; the same neglect, the same improvisations and the same sacrifices to secure only a result that would reproduce.

"To-day the automobile industry stands revolutionized. The engineer has replaced the haphazard mechanic; its manufacturing equipment represents the highest development of the machine-tool builder, and the processes of manufacture have been so improved and standardized that the automobile production to-day, enormous as it is, inspires even greater admiration as a mechanical achievement of manufacture and assembly than as a means of locomotion.

"A careful scrutiny of the present-day phonograph manufacturing industry readily establishes the basis of comparison with the evolution of the automobile industry. Memory of but a few years back recalls the unsystematic, unscientific, almost 'sweat-shop' methods that prevailed, with but a few rare exceptions, in the manufacture

of phono parts. To a great extent that is the condition even to-day, but the same evolution that took place in the automobile industry is gradually making itself apparent, with every prospect that the next few years will see the elimination from the phonograph industry, now so commanding in its volume, of those methods that leave room for the slightest lack of efficiency or appearance in the final product.

"As a striking example of the new order that is taking place in the phono part manufacturing field, the organization, plant and product of the company, with which the writer is associated, one of the latest in the field, is cited. As a tool, precision-machinery manufacturing organization the Presto Machine Works became interested in the possibilities of phono-part manufacturing industry. Through its regular line of tools and gauges of precision it had become imbued with the prime essential of accuracy, an essential that it determined could be brought to the new field of effort with profit and improvement to the industry at large. As a result the Presto Phono Parts Corp. sprang into existence with an aim and ideal that subordinated every other consideration to that of the engineer—efficiency with economy.

"The first step was to secure a plant that would be ideal for mechanical manufacturing and its choice of the modern Sperry Building in Brooklyn, affording as it did the finest facilities that were obtainable for manufacture, immediately met the conception. The organization was then laid out with a mechanical engineer in charge, a production superintendent with an abundance of experience in high-grade mechanical work, and a material expert thoroughly acquainted with phonograph part requirements. Every piece of machine equipment was selected

for the single purpose of efficiency, no matter what the cost, with the eventual viewpoint that cheap hand labor was to be entirely eliminated in the processes of manufacture. A system of inspection was installed that would insure the strictest attention to the minutest detail, and throughout, the engineering axiom of efficiency with economy was held foremost.

"How the principle behind this new organization is winning recognition is attested by its rapid growth in the brief period of its existence. Its line of products, including tone arms, sound boxes and the various other forms of phono accessories, has already been adopted by a number of the largest and leading phonograph manufacturers. It has entered the field as improvement specialists and offers to the trade an engineering service in part production that is built up on the best traditions of the mechanical engineering profession."

HEINEMAN MOTORS FOR CHINA

Order Received From Shanghai Last Week Shipping Motors to All Parts of the World

The world-wide popularity of the products of the Otto Heineman Phonograph Supply Co., New York, is well indicated by a cablegram which the company received last week from Shanghai, China. This cable sample order was sent by a large manufacturing concern in that city which had noticed the Heineman advertising and was considerably impressed with the constructional features of the Heineman "Motor of Quality."

During the past six months the Otto Heineman Co. has shipped its products to practically all parts of the world with the exception of the warring countries. The prestige of the Heineman motor is increasing by leaps and bounds, and this motor is being used extensively throughout South America and the other Latin-American countries. It has been adopted as a standard by many prominent manufacturers in this country.

PATHE CO-OPERATIVE PUBLICITY

The dealers in Brooklyn, N. Y., handling the products of the Pathé Frères Phonograph Co. carried a co-operative advertisement in the newspapers recently which featured the distinctive qualities of the Pathé line. The text of this advertisement called attention to the fame of many of the artists recording for the Pathé library, among those mentioned being Lucien Muratore, Lina Cavalieri, Jacques Thibaud, Eleanora de Cisneros, David Bispham and Grace Hoffman. The names of sixteen Pathé dealers in Brooklyn were signed to this very attractive advertisement.

The Sonora Phonograph Parlors have been opened at 229 North Michigan street, South Bend, Ind., under the management of C. R. Hauser. Herbert Mack, proprietor of the store, also opened a Sonora store in La Porte, Ind., recently.



Retail Price, \$2.50
Kiddiefone, No. 795

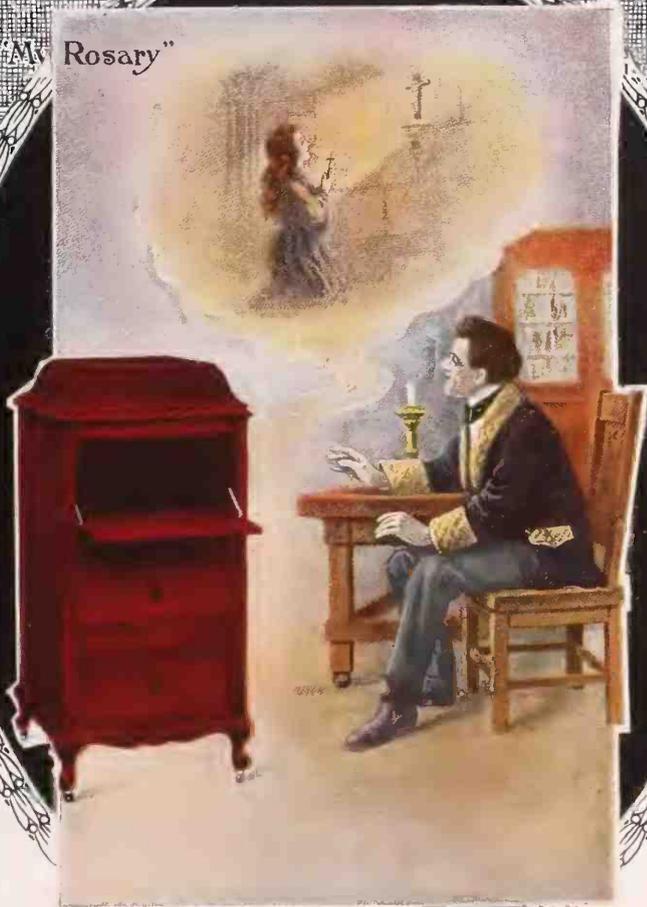
Is especially well designed and constructed of heavy gauge metal and will withstand hard usage. It has a noiseless motor and governor—efficient speed regulator and pleasing tone qualities. Guaranteed against imperfections in material or workmanship.

Let the
KIDDIEPHONE
Make More Profits
for you

No matter what line you already carry this wonderful little phonograph will be a popular seller and profit maker for you. Thousands have been sold during the past six months. Plays all 10c. records. A great toy for the children and a fine machine for dance music for the camp or bungalow. Priced for the masses. Display a few in your window and watch results. Write for prices and full particulars.

THE WILKINS TOY CO.
KEENE, NEW HAMPSHIRE

"My Rosary"



*"The hours I spent with
thee, dear heart,
Are as a string of pearls
to me.
I count them over, every
one apart:
My Rosary!"*

*This illustration, fea-
turing Magnola One
Hundred, (retails at
\$100) is reproduced
from the beautiful cat-
alog of the Magnola.
Get us to send you a
sample.*

A Practical Success with "Practical" Selling Points!

MAGNOLA is not "just another talking-machine." MAGNOLA has individuality. MAGNOLA has selling-features that count; that actually make sales.

CONSIDER: The MAGNOLA Tone-Reflecting System can actually be demonstrated before the customer; and its advantages of clear reproduction shown audibly.

The MAGNOLA Tone Graduator is something they all want, sometimes; and want it badly when they want it.

The AUTHENTIC Period Styles in all the artistic woods, are themselves sales-making features of the highest importance. And, OF COURSE, Magnola plays all makes of disc records; and plays them without special attachments.

Get us to send you the beautiful, unique Magnola catalog. It is a genuine help in sales-making.

Magnola Talking Machine Co.

711 Milwaukee Avenue
CHICAGO

OTTO SCHULZ
President

[On Exhibition, Booth 62, National Music Show]
Coliseum, Chicago, May 19-26, 1917

SOUTHERN WHOLESALE
1530 Candler Building, ATLANTA, GA.



Adapting Relief Art to the Window Display of Talking Machine Records :: :: By Ellis Hansen

This is the third 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.

About twenty years ago an eccentric German artist, Karl Wilhelm Diefenbach, was forced after much persecution to leave his fatherland

fame upon the artist. On my last European trip in 1913 I bought among other pictorial works of art the complete set, thirty-four in all, of the reproductions of these charming silhouettes.

across and is twelve feet deep. To make the three instruments stand out to the best advantage in such a large window an elaborate and artistic background that wholly fills the eye is



This Illustrates the Higher Development of Relief Art

From the standpoint of decorative material it was the luckiest "find" of my entire four months' journey. Almost every known musical instrument, from cathedral bell to organ, from the violin to the harp—has been made use of by Diefenbach—not a trifling tribute to the true importance and relation of music to life as inter-

necessary. But the decorations, no matter how beautiful, should tell their own story and best of all the true story of the joy and happiness that music adds to life.

Here is where the Diefenbach frieze comes in. Without any appearance of confusion it introduces a variety of details quite unexpected in extent until analyzed. This is the artistry which makes for the production of forceful window advertising and this is also the reason why this display has helped to produce great sales results in spite of the war scare.

The display consists of two large flower stands built on simple straight lines and forming at the top the hexagonal lanterns, as per illustration No. 1. The lower part of these very ornamental lanterns consisted of milk white glass bowls such as are used for semi-indirect light-



Displaying Records by Paderewski

In featuring records this way it is desirable to use a white paper edge around the outside in order that the artist's name and what he has played can be written on the white margin.

because of his too liberal views along the lines of religion, politics and personal conduct. He has himself described how, with his three little children, he wandered as an exile across the rugged Swiss mountains and down the sunny slopes of Italy until he found his "Paradise" among the simple, friendly peasants on the ancient island of Capri. Here without interference he lived his life in simplicity and trustfulness, recording in verse and picture many of his dreams of ideal beauty and joy. Perhaps the most strikingly beautiful of Diefenbach's works is the panel picture entitled "Per Aspera ad Astra."



Featuring Dance Records

This shows a direct adaptation of a relief art figure to draw attention to popular dance records.

pected to us through the skill of a great artist.

The recent craze for black and white in window decorations offered me a chance to adapt this remarkable painting. Last year I used the Diefenbach fresco as a frieze for the Wurlitzer



Displaying Records of Louise Homer

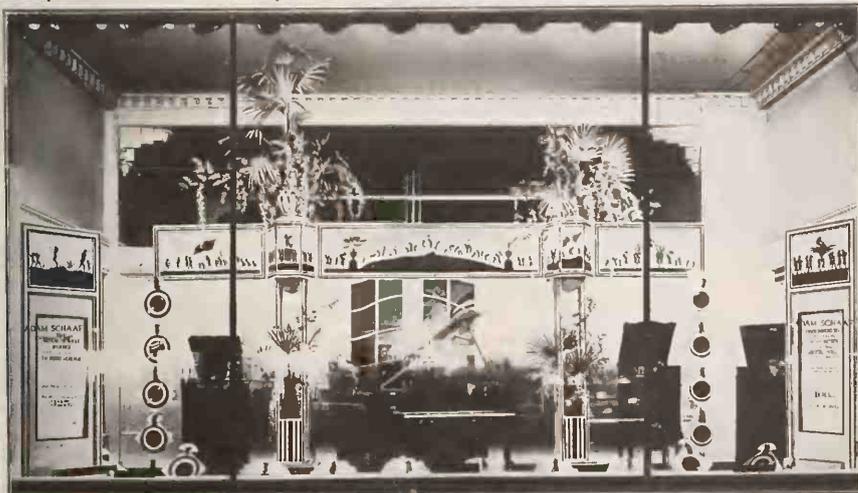
By cutting out any photograph of this famous artist and tracing the profile, a black relief may be made which can be cut out and pasted on a white mounting which in turn is pasted upon the record surface.

ing. On top of stands were large black and ivory jardinières decorated with palms and pink wistaria spray with profuse foliage. These two stands were used for the support of the three longitudinal panels that composed the frieze. The instruments on display were one Adam Schaaf grand piano, one Columbia Grafonola and one Edison phonograph. All the records and player music were of the dance variety.

At the sides of the window, close to the front were tall panels of enameled ivory, with narrow black relief moldings. At the top of each of these was a section of the Diefenbach frieze. Below were rather large black and white show cards. In the foreground on the floor, rolls of player music were spread out fan-like. In front of each frieze of perforated music was a small ivory fan mounted on a half-round black piece of cardboard with the name of a selection upon it.

Surmounting each of these were little silhouettes showing figures dancing the modern steps. On either side of the panels were rows of Columbia and Edison dance records, with white rings with names of selections printed in black, and also adorned by little black dance silhouettes

(Continued on page 61)



Relief Art Shown in Window Display of Adam Schaaf, Chicago

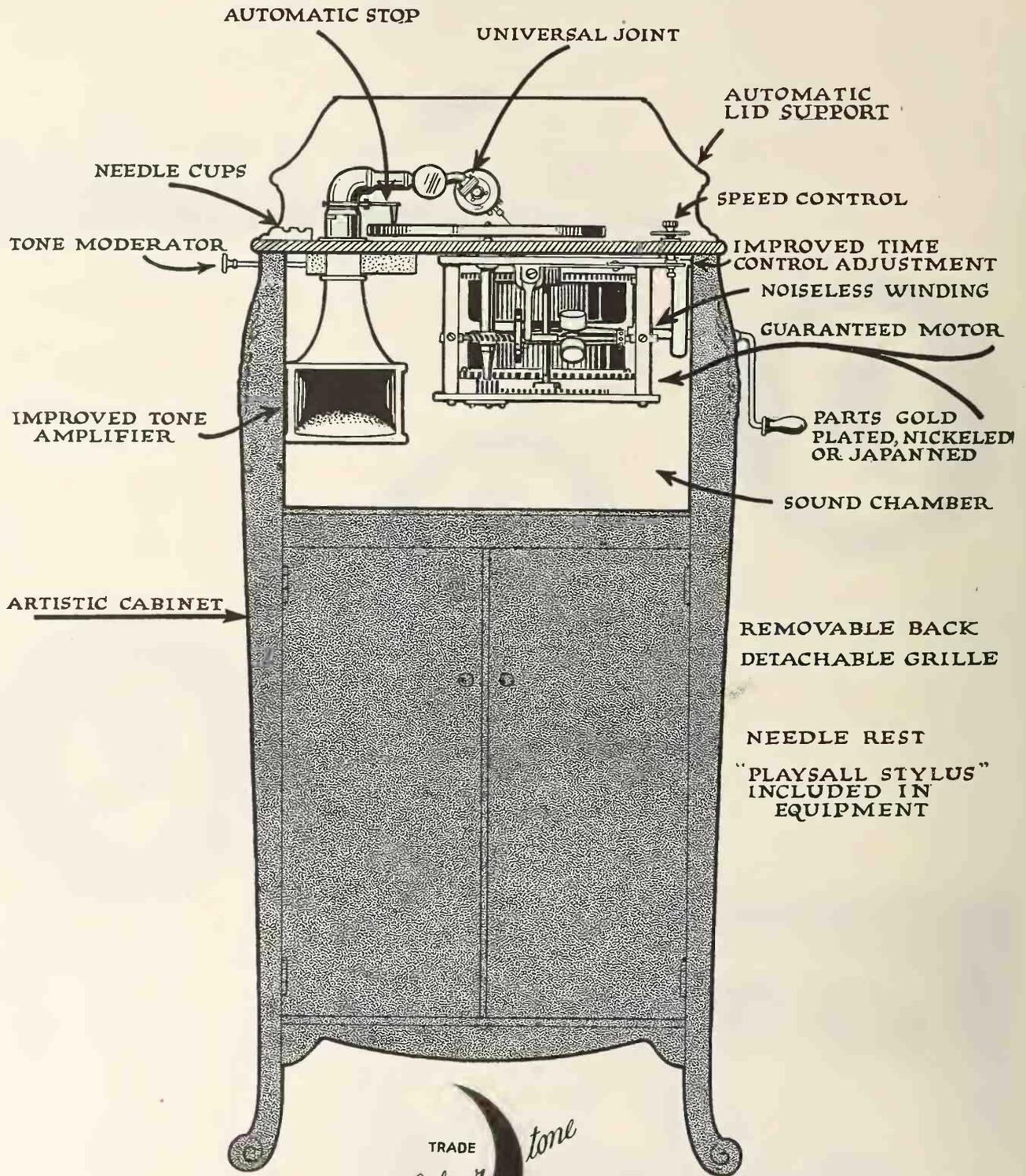
On a rough garden wall he painted in black silhouette on a pale ivory tint this imperishable allegory, showing the joyous and triumphant life journey of a human family in right relation with its God and its fellow creatures.

It is a wonderful painting, showing a multitude of marvelously graceful childish figures. The rollicking spirit of youthful happiness and activity has been drawn with a noble, poetic fancy and the fresco has conferred undying

spring windows in Chicago, and with the decorations in perfect keeping the result proved not only highly artistic but so interesting that the windows attracted continuous crowds as long as they were on exhibition.

Recently I have used that part of the Diefenbach silhouette that pictures as its central motif "The Dance" for the Adam Schaaf window. This window, which is perhaps the largest show window in Chicago, measures twenty-seven feet

"OUT IN THE OPEN — NOTHING TO HIDE"



Every

**CRESCENT
SILVERTONE
PHONOGRAPH**
PLAYS ALL RECORDS

Note New
Address
109 Reade St.
New York

CRESCENT TALKING
MACHINE CO., Inc.
Mfrs. of
The Famous Silvertone
Line

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.

CRYSTAL EDGE

MICA

DIAPHRAGMS

The PHONOGRAPH APPLIANCE CO., New Brighton, N. Y.

RELIEF WORK FOR WINDOW DISPLAY

(Continued from page 59)

standing out in strong relief against the ivory fans. These dance silhouettes added a modern touch to the otherwise classical design of the frieze.

All of the woodwork was of enameled ivory and ornamented with narrow black relief moldings. The silhouettes were cut with considerable care from black velvet paper, mounted on two-ply bristol board. The background of the frieze was painted white and then covered with white china silk.

Although the figures only averaged about seven inches in height the intensely black velvet paper on the white silk made the lines so sharp that a larger figure would probably detract from the daintiness of the effect. The six openings in the lanterns were also of white silk, but of a heavier quality, as china silk would be too thin to conceal the electric lights. The patterns for the eighteen modern dance couples were taken from magazines illustrating modern dance steps.

The display was quite costly. It cannot be duplicated for less than \$200 but the observant dealer can make use of a number of the details that made it so successful. For instance: Any dealer can get from his talking machine manufacturer a number of half-tone profile photos of their greatest singers. Paste these pictures on the velvet paper and let them dry thoroughly. Then proceed with a sharp knife and a pair of scissors to cut out the pictures very carefully and without any rough edges, and adorn your ten or twelve record labels and you will have a very interesting display at a trifling cost.

For a dance record display you can easily find enough advertisements with dancing couples in any popular magazine. Make your silhouettes the way I have described and attach them to your dance records and you will have an artistic and unusual dance window. These figures can also be attached to light colored, inexpensive lanterns, and no doubt many other ideas will suggest themselves. Bear in mind, however, that the most important thing to make a success of such a display is neatness and perseverance.

WHY B. D. COLEN IS PLEASED

B. D. Colen, secretary of the Emerson Phonograph Co., New York, has just been blessed with a bouncing baby boy, his first child. The proud and happy father has been the recipient of numerous congratulations by telephone, mail and in person and his co-workers provided a surprise for him that was as embarrassing as it was unique.

When he arrived at the office various Emerson records were played for his benefit that were particularly applicable to the memorable event which had just transpired, and although Mr. Colen deeply appreciated the welcome which he received that morning, he almost wished that he had forgotten to come down to the office that particular day, as record after record was played for his special benefit.

JOINS ADVERTISING FIRM

Herman A. Harris, formerly advertising manager of Landay Bros., New York, Victor distributors, has resigned from his position to become associated with Redfield & Fisher, New York, advertising agents. His successor has not yet been appointed.

INTRODUCE THE PHONOMOTOR

New Electric Motor Being Placed on the Market by George Clay Cox

George Clay Cox, of J. W. Martin & Bro., Rochester, N. Y., well known in piano and musical circles, has just placed on the market the Phonomotor, an electric motor which can be installed in all makes of talking machines. This motor was placed on the market after being tested under all conditions, and can be used on either A. C. or D. C. current. It has a number of exclusive patented devices and the fact that it can be installed without the use of a skilled mechanic will enable the dealers to handle it with maximum convenience and profit. One of its features is an automatic stop which adds considerably to the value of the motor.

FINDS DEMAND GOOD IN THE WEST

Richard Parr, president of the Parr Manufacturing Co., recently returned from a trip through the Middle West calling on talking machine manufacturers in several of the larger cities in that territory. Mr. Parr reports the demand for the Magnetic sound box to be very heavy, several contracts for their use being closed of late.

FEATURING SONORA IN BUFFALO

John G. Schuler Meeting With Much Success With That Line of Machines

BUFFALO, N. Y., May 5.—An aggressive campaign on the Sonora talking machine is being conducted by John G. Schuler, dealer at 1394 Main street, this city. L. M. Cole is manager of this department.

"The Gibson-Snow Co., Sonora jobbers of Syracuse, are looking to us to lead the race in Sonora sales in Buffalo in 1917, and if persistent effort counts, we will make good," said Mr. Cole.



J. G. Schuler's Sonora Window

Mr. Schuler has a distinctive new store, shown herewith, which he has occupied nearly a year. He has an attractive new sign, featuring the Sonora blue bell, with a background of buff, Venetian curtains. The letters are in gold and black.

INCORPORATED

A certificate of incorporation has been issued to Rosen's Talking Machine Co., of Boston. The capitalization of the concern is \$50,000, the incorporators being Harry Rosen, Sol. M. Sugerman and Benj. H. Sugerman.

Efficiency—Not Quantity

The G. T. Williams Co. aims to provide its dealers with efficient service, and with this idea in mind, it is not a question of *how many* dealers we can serve, but *how well* we can serve those on our lists.

G. T. Williams Co. Service

Is therefore based on a spirit of co-operation and assistance that is the true foundation of Victor success and achievements.

G. T. WILLIAMS CO.

Victor Wholesale Exclusively

217 Duffield Street

BROOKLYN, N. Y.

METEOR

"The Star of the Talking Machine World"

VITAL—

- ☞ Pleasing to the eye—
- ☞ Is METEOR'S housing shell—
- ☞ The house around the "soul" of the instrument,
- ☞ Is the cabinet!
- ☞ The METEOR CABINET—
- ☞ Is furniture "de luxe!"
- ☞ The "cut design" on this page
- ☞ Lends the realization,
- ☞ Of beautiful "lines!"
- ☞ The same design four corner post effect,
- ☞ Of selected, quarter sawed, black walnut,
- ☞ Conveys the immediate impression,
- ☞ Of "individual richness!"
- ☞ A frame and Lid structure—
- ☞ Of the same material,
- ☞ Strengthens the picture of "MASTER WORKMANSHIP!"
- ☞ Panels of the finest grade, five ply, three-quarter inch,
- ☞ Mahogany—
- ☞ Announce the finishing touch of "genius!"

FRONT—

- ☞ Distinctive Individuality, is METEOR'S proudest possession!
- ☞ Straight front, elegant facing,
- ☞ Without the "jarring" effect of superfluity!
- ☞ No knobs, or doors, or hinges, no hardware—
- ☞ To affront your finer sensibilities—
- ☞ Elegance, melting,
- ☞ Into METEOR PERSONALITY,
- ☞ Giving the much desired rich appearance,
- ☞ Of a musical instrument,
- ☞ Not that of a "mere" machine!

DISAPPEARING DOOR—

- ☞ Heralding the greatest advance in PHONOGRAPH CABINETS!
- ☞ Another "distinctive" METEOR feature—
- ☞ Operating on "slides"—
- ☞ Permitting "its" use as a SHELF, on which,
- ☞ To lay books or records!—
- ☞ Noiseless!
- ☞ When RECORD CABINET is open
- ☞ There are no swinging doors to annoy or impede you,
- ☞ Or destroy the beautiful "lines" of a beautiful CABINET!

REAR—

- ☞ While not visible to the eye,
- ☞ Is visible to the "senses,"
- ☞ Therefore, we have made the "back,"
- ☞ Of this incomparable CABINET,
- ☞ Of the same high grade material as the "front,"
- ☞ With the same honest regard for perfected detail.



Model 75—Nickel Plated, \$75.00
 Model 85—Gold Plated, \$85.00
 Height, 46"—Width, 20"—Depth, 23½"



Rear View

TONE—

- ☐ Is the "SOUL" of the METEOR—
- ☐ Executing the "ultimate" in sound—
- ☐ Easing the "sense,"
- ☐ With a thought of the "SUBLIME"—
- ☐ The "exquisite" modulations—
- ☐ The "HUMAN SWEETNESS,"
- ☐ Of METEOR "Tone"!
- ☐ Ranks METEOR—
- ☐ JUSTLY—
- ☐ THE STAR of the "Talking Machine" World!

UNIVERSAL TONE ARM—

- ☐ Permits the use—
- ☐ Of "any" make of record!
- ☐ The "distinct" advantage of buying a record that pleases,
- ☐ Is yours!
- ☐ Knowing that METEOR will play it!

TONE MODIFIER—

- ☐ Positive control of "VOLUME" while playing,
- ☐ By the "slightest" manipulation of your fingers.
- ☐ Giving you the satisfaction of "personal touch"!
- ☐ Not a "guess" control,
- ☐ But the amalgamation of your "style" with that of the Artist's!

SOUND FLOW ADJUSTER—

- ☐ "Exactness" of PRESSURE—
- ☐ By touching a SCREW—
- ☐ You can control the "pressure" of the "needle"!
- ☐ On the record as it plays—
- ☐ Thus prolonging the "life" of the record—
- ☐ At the same time, obtaining the "exactness,"
- ☐ That perfect "rendering" demands!
- ☐ Alike unto the "pressure" of the "Master's" bow,
- ☐ Upon the sensitive string of his "STRADIVARIUS"!
- ☐ The "art" of Phonograph PERFECTION, truly, is in "exactness"
- ☐ Of PRESSURE—
- ☐ METEOR has it!

Model 75—Nickel Plated. Model 85—Gold Plated—Mahogany or Walnut.

SALE AGREEMENT

(This is not an order)

This agreement entered into this..... day of
 1917 between The Meteor Motor Car Company, a corporation of Piqua, Ohio, hereinafter called the manufacturer and
 of
 hereinafter called the dealer.

Witnesseth:

1. The manufacturer hereby agrees to sell Meteor Phonographs to the dealer only in the City of.....
 state of..... subject to the following conditions.
2. The dealer agrees to order one Meteor Phonograph at time of signing this agreement and to order and pay for one
 more Meteor Phonographs each and every thirty (30) days thereafter during the life of the agreement.
3. All Meteor Phonographs sold the dealer by the manufacturer to be shipped C. O. D. or Bill of Lading attached to
 sight draft.
4. The manufacturer guarantees all Meteor Phonographs to be free from defective material and will replace any
 machines or refund any money paid on any machines provided same are returned with charges prepaid within ten days from
 receipt of same by the dealer and same are found to be defective as claimed by the dealer.
5. This agreement expires by limitation July 1, 1918.

accepted

THE METEOR MOTOR CAR COMPANY

Signed.....

.....
 Pres. and Gen. Mgr.

DEALER'S ORDER

The Meteor Motor Car Company,
 Piqua, Ohio.

Date.....

Gentlemen:—
 Please enter my order for the following to be shipped as soon as possible by
 Freight or Express

No.	Model	Finish	Price Each	Total
	75		\$27.50	
	85		36.50	
	Diamond Point Needles (for Edison Records)		2.25	
	Sapphire Ball Point Needles (for Pathé Records)		.25	

This order is placed with the understanding that the above machines can be returned with charges prepaid in five days
 from receipt of same if not entirely satisfactory.

Signed.....

TEAR OUT, FILL IN AND MAIL

Wire Model Number and Finish at Time of Mailing. The First Order From Your City Will Have Preference.

THE METEOR MOTOR CAR CO., Piqua, Ohio, U. S. A.

THE INCREASE OF SHELLAC PRICES

Nearly Three Hundred Per Cent. Increase in Price of This Essential to Record Making Since the Beginning of the War

It has been stated at various times that the leading talking machine companies have made no increases in the wholesale prices of their products despite the fact that all materials entering into the manufacture of either machines or records have increased tremendously in price.

Just what this increase has meant in matter of records, for instance, will be appreciated when it is stated that shellac, which represents approximately five-eighths of the material that enters into the making of a better class of records and could be purchased before the war in the neighborhood of 20 cents per pound, has reached within very recent times a top price of 74 cents per pound, and even at that price was almost unobtainable. Within the last week or two it had dropped to about 54 cents per pound, but it is believed that any further change in price will be in an upward direction.

Absorbing a 275 per cent. increase on one item alone without passing the increase along to the trade indicates that talking machine and record manufacturing is really on an efficiency basis.

GIVE DINNER TO W. L. SPRAGUE

Friends of Columbia Co. Manager in Buffalo Give Him Farewell Entertainment Before He Leaves for Important New Post in the West

Buffalo, N. Y., May 4.—A large gathering of friends and business associates recently tendered a dinner at the Hofbrau, this city, to W. L. Sprague, who has taken up his new duties as Northwestern manager of the Columbia Graphophone Co., with headquarters in Minneapolis. For the past nine years Mr. Sprague was manager of the Western New York territory of the company, with headquarters in this city. The purpose of the dinner was to pay tribute to Mr. Sprague for his co-operation and assistance in helping the dealers build up their business. Among those who attended were W. C. Cobin, D. O. Cloud, William Rost, M. Turchin, A. Dankman, A. H. Bridgeman, W. L. Sprague and C. M. Wall. The speakers, including Mr. Wall, assistant manager in Buffalo, expressed regret that Mr. Sprague was departing from the territory and wished him godspeed and success in his new field. Mr. Wall also emphasized the co-operation and ability which Mr. Sprague showed as manager of the Buffalo store. Mr. Sprague's successor here is O. M. Kiess, of Toledo.

Mr. Sprague has spent practically his entire business career with the Columbia Co., having been with the firm for the past eighteen years. He joined the company when it first opened in Boston, Mass. His early success as wholesale man promoted him to assistant manager of the Boston store, after which he was made manager of the Toledo store before coming to Buffalo.

DISTRIBUTORS FOR THE "RECRUIT"

Thornell-Manton, Inc., New York, have been appointed sole distributors for a new talking machine known as the "Recruit." This machine is portable and its mechanical equipment includes a universal tone arm, motor and sound box that have been found satisfactory under the most exacting conditions. The "Recruit" is attractive in appearance, and because of its portability is particularly adaptable for use in the soldiers' camps and for vacation purposes.

The Operollo Phonograph Co., of Detroit, Mich., capitalized at \$50,000, has been incorporated by W. J. Kaufman, Otto Rosenbush and Leo J. Woodlee.

The Phonograph Shop, Inc., of Dallas, Tex., has been incorporated with a capitalization of \$20,000 by A. H. Curry, E. W. Curry and G. H. Mansfield.

HANDLING WARTIME BUSINESS

"System" Offers Some Advice Based Upon Experiences in England

That those members of the talking machine trade who look for a wartime business that is normal or better are not laboring under hallucinations is indicated from comments on trade conditions in publications outside the trade. In a section of the magazine "System," devoted to Plans for Handling Wartime Business, the following plan, coming from England, is offered to talking machine men:

"If England's experience can be taken as a guide, the best steps those handling talking machines and records can take is to put in a large stock with a view to filling an unusual demand.

"In wartime those who stay at home often crave an unusual amount of home diversion and seem to get it largely from music. The sale of instruments and records in the European countries has been unprecedented—the demand is not only for patriotic airs, but for nearly

any kind of records. There has also been a great demand for portable machines that can be used in the camps and in the hospitals.

"This example of wartime sales stimulation is typical. Look around for the reactions in your lines—there are chances for you to render service that will directly help the country."

A NEW DOMESTIC DISTRIBUTOR

PHILADELPHIA, PA., May 9.—A contract has been closed with the well-known music house of M. D. Swisher, located at 115 South Tenth street, Philadelphia, whereby they will act as a distributor for the new line of Domestic talking machines. At one time this house handled talking machines, but voluntarily relinquished their contract and have not been active in the talking machine business for some time.

The Swisher Music House is one of the oldest and most favorably known establishments in the wholesale music trade; their re-entry into the talking machine industry with the new Domestic line will no doubt result in their becoming a substantial factor in the trade.



Stewart
Model E

Another *Stewart* Phonograph

One of a Complete Cabinet Line

Specifications Solid mahogany case, piano finish; 18 inches wide; 20 inches deep; 15 inches high. Double spring silent motor; 12-inch turn table; automatic stop and combined tone arm and sound chamber.

One of the "Stewart" line of cabinet phonographs, ranging from \$10.00 up to prices for our solid mahogany and walnut floor cabinets, that will without question astonish the phonograph world. The original design, quality, and finish of cabinets; the high class equipment; the original and unique combined tone arm and sound chamber causing sweeter, more natural, and truer reproductions from all records, at our prices will place "Stewart Cabinet Phonographs" in a dominating position.

EXCLUSIVE DEALER AGENTS

Will be appointed for the sale of our new line. We solicit agency applications for territory not assigned. For dealers who are in a position to properly represent us and go after the enormous "Stewart" business in a big way we have a very attractive proposition. Address your application to Agency Department at once.

Our full line will be on display at the
National Music Show Chicago, May 19-26

Anticipate your requirements for the \$6.50 "Stewart" and \$10.00 "Stewart Outfit." Our dealers have lost literally thousands of sales in the past owing to our inability to meet their demands. Place your order now for summer and fall shipments, thus making certain of deliveries and protection against advanced prices. Write for Special Offer.

STEWART PHONOGRAPH CORP.
1800 George Street CHICAGO, ILL.



List \$10.00

The dealer who makes a study of sales possibilities chooses carefully his basic cabinet line



No. 58
Victor IX Record Cabinet



No. 61
Columbia Favorite Record Cabinet

HERZOG

ART RECORD CABINETS

Constitute a Basic Line

Accommodating all Phonographs and Talking Machines

WRITE FOR CATALOG

No. 18

A Book De Luxe

HERZOG ART FURNITURE CO.

Saginaw, W. S. Michigan



No. 68
Pathe Record Cabinet



No. C 135 Edison Amberola
50 Record Cabinet

LARGER QUARTERS FOR HOFFAY CO.

Talking Machine Manufacturers Acquire Increased Space at 3 West Twenty-Ninth Street to Take Care of Steadily Growing Business

The Hoffay Talking Machine Co., Inc., which some months ago opened offices at 500 Fifth avenue, where it seemed the space would be ample, have been compelled to move to larger quarters at 3 West 29th street, New York.

The Hoffay Talking Machine Co. are manufacturers of the Hoffay talking machine, which includes a number of special features, including the Hoffay Automatic Adopter, the Hoffay Two-Prong Reproducer, and the Hoffay Tone Arm, the prices of the machines ranging from \$85 to \$235. The Hoffay Adopter is a unique device that permits of the playing of all kinds of records.

Mr. Hoffay, head of the company, who credits much of the demand for his product to the results of his advertising in The Talking Machine World, said recently:

"The demand that I have been receiving really astonishes me, but we are well equipped to go the limit. Our factory is in perfect con-

dition and we have absolutely no thought of curtailing the advertising or sales measures as we originally planned them. In fact, the business we have received encourages us to extend our original endeavors."

Mr. Hoffay has some interesting ideas concerning the small shop that sells records. He says: "Why not try to sell more records by bettering the manner of demonstrating? Put on a Hoffay talking machine instead of a cheaper instrument, and the business of trying record after record before a sale is made will be eliminated. The idea of a pure, clear tone will immensely aid."

HEBREW-JEWISH RECORDS

The international record department of the Columbia Graphophone Co., New York, has just issued a new catalog of Columbia Hebrew-Jewish records which contain all the selections listed by the company in these languages. The attention of Columbia dealers is called to the fact that the Columbia Co. has under exclusive contract five of the greatest singers of Jewish-Hebrew records, comprising Rosenblatt, Zeweiler, Silbert, Blank and Nedoff.

POSTER TO HELP SUMMER BUSINESS

Victor Co. Sends Valuable Advertising Aid to Its Dealers—Should Act as an Incentive—New Record Catalog Just Announced

Victor advertising literature for May includes a most effective special poster that serves to inaugurate the campaign of the Victor dealer for summer business. The poster measures three feet long, eighteen inches deep, and is printed in bright colors and shows a trio of attention commanding views of summer scenes, one a small Victrola entertaining a party of campers by the camp fire in the evening, a second showing a party of guests on the piazza of a summer home listening to the music of a Victrola XVII, and a third presenting a view of guests at a summer hotel dancing to the music of a Victrola XVI. The poster should attract a vast amount of attention and likewise considerable business.

The live dealer will not rest content with placing the poster in his window and expecting Victor advertising to do the rest, but will simply use the poster as an incentive to an energetic summer campaign of his own planning.

There is also included in the latest literature the announcement in poster form of the new catalog of Victor records for May, 1917, an imposing volume of 498 pages, compiled with the usual Victor efficiency.

SMALL FIRE AT PLANT

ORANGE, N. J., May 7.—A fire occurred in the plant of Thos. A. Edison, Inc., here last week which caused much excitement in the locality of the plant, although the damage done was slight. A quantity of pulverized material used in the manufacture of disc records caught fire in some unknown manner, the fire occurring in the structure known as Building 19, and the dense smoke made the conflagration appear much worse than it really was. Some damage was done by water to the disc powder; that's all.

CURTIS COLYEAR

PACIFIC COAST DISTRIBUTOR

LARGEST STOCK of MACHINES and RECORDS in the WEST

SOME GOOD TERRITORY OPEN TO RESPONSIBLE PARTIES



509 So. MAIN ST. LOS ANGELES, CAL.



Food For Thought—

A record may be played
from five to ten thousand
times with

B & H Fibre Needles

without showing any
signs of wear.

Think what this means to
you—as a sales argument;
to your customer—as an
investment!

B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

CHICAGO, ILL.



WAR SITUATION HAS NO EFFECT ON TRADE IN DETROIT

Talking Machine Business Keeps Up at Usual Pace—Wallace Brown Store to Handle Brunswick Phonographs and Pathé Records Exclusively—Some Excellent Window Displays

DETROIT, MICH., May 8.—We can say truthfully that war has not in the least invaded the progress of the retail talking machine business in Detroit. If anything, it seems to have stimulated the business. The popular dance numbers and the popular vocals are just as much in demand as ever, while there is really a dearth of the patriotic numbers. Jobbers are ordering machines in larger quantities than ever, and the general opinion around this part of the country is that the coming fall is going to make the fall of 1916 "look like a panic" as far as actual phonograph and record sales are concerned. The only way in which the war is affecting the talking machine retailers is that it is taking the young salesmen from their stores; this applies, however, only to the large downtown stores, such as Hudson's, Grinnell's, Strasburg's, the Edison Shop and Wallace Brown's. R. B. Alling, of the Edison Shop, says he is losing four of his employees, who are going to enlist. George Middleton, at Wallace Brown's Brunswick Shop, expects to go as a commissioned officer.

The surprise of the past month was the complete change in policy at the Wallace Brown store, 31 East Grand River avenue. Mr. Brown has taken on the Brunswick line exclusively, relinquishing the Edison line. This means that he is also handling Pathé records, although he hasn't the exclusive franchise on these for Detroit. The Wallace Brown store has been completely changed to handle the new line, both inside and out; more booths have been added; there is an entire new front and change of entrance; a stairway to the basement for the Brunswick billiard tables, and new furnishings throughout the store, making it rank with the finest phonograph shops anywhere. Mr. Brown intends to expand further, having taken a lease of the adjoining store at 35 East Grand River, of which he gets possession about August 1; this will give him one-third more room and will add at least three or four more booths, as well as a larger reception room and increased space in the basement.

The public opening of the Wallace Brown store as an exclusively Brunswick shop took place Saturday, April 28, and from the large crowds who flocked there all day and evening it was apparent that Wallace Brown had a lot of friends and had made an impression. The store was literally crowded with flowers sent him by friends. Mr. Brown is conducting a monster advertising campaign to introduce his new line.

A. A. Grinnell, treasurer of Grinnell Bros., and general managing director of the Victrola department at wholesale, spent a few days the first week in May in New York. He also visited the Victor factory.

We must not fail to compliment some of the Detroit phonograph stores for their most excellent window displays during the past thirty days. Those at Summerfield & Hecht, People's Outfitting Co., Grinnell Bros., J. L. Hudson Co., Wallace Brown, and the Max Strasburg Shop have been out of the ordinary, novel and attractive. It seems that the downtown shops of Detroit are really competing with each other to see who can have the finest window—and this is a fine spirit. Good windows are bound to create more interest in the talking machine industry. Really, we never believed it possible to get so many unique window displays with talking machines. The writer can recall not so many months ago when a leading dealer said: "It's hard to get up something new for your phonograph window; all you can put in is a few machines and some cards and records." But that dealer has found out that he was wrong. There is always something new in the windows of the downtown dealers, and these windows are well worth watching for.

The J. L. Hudson Co. store is now handling Sonora phonographs in addition to Victrolas. Ed Andrew, manager of the talking machine de-

partment, would not say whether this line was to be kept permanently, but he did admit that they were selling a great many Sonora machines and that Victrola business was better than ever.

The Edison Shop is spending an unusual amount of money for advertising in the daily newspapers, featuring its free concerts.

The Detroit Talking Machine Dealers' Association at its April monthly meeting did not take up anything special. There were general discussions involving all phases of the business.

Detroit dealers are simply holding up the accounts of men who enlist in the Army or Navy. The men won't have to resume payments until they return from the war.

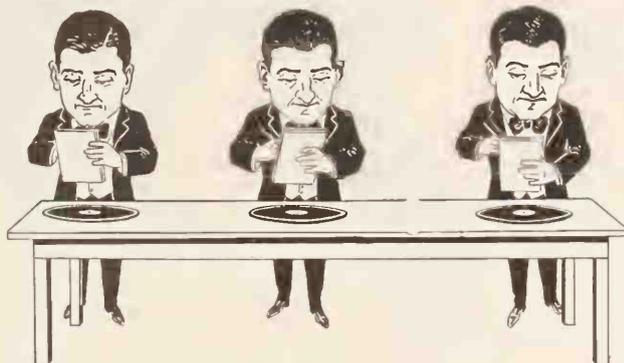
Newcomb, Endicott & Co. deny absolutely that they will add a talking machine department. C. A. Newcomb says that while many manufacturers have been to see them relative to installing their lines, none of them have been accepted and would not with the store's present

lack of space for various other departments.

One of these days the J. L. Hudson Co. will have a larger piano and music store. Plans are all completed for the erection of two ten-story buildings on property at 186-188-190 Woodward avenue. The piano and Victrola departments now occupy the building at 188-190 Woodward avenue. Work on the new buildings will start in 1918, and while they are being constructed the piano and Victrola departments will be moved to some other part of the store. When both are completed these departments will occupy five or six floors of the new buildings, taking in both buildings instead of just one as at present. The result will be more booths, and increased stocks and greater facilities in the Victrola department.

Grinnell Bros. are pushing the "Record Lite" attachment for Victrolas, which gives its owner correct light in aiding him to insert the needle and properly start the machine.

Henry S. Doran spent a part of April on an extended trip through the South. He operates the Henry S. Doran Co. Victor and Columbia lines at 45 Michigan avenue.



Thrice Checked

Each Record in every order we ship to Victor Dealers is checked by three different individuals.

Three times the number of each Record is checked against the number called for on the original order. By this method we are certain that no mistake has been made in filling the order.

The triple checking of Records is but one phase of our organization of "Service" to Victor Dealers.

Schmelzer Arms Co.

The Oldest Victor Distributors in the South West

KANSAS CITY, MO.

THE PHONOMOTOR

The perfect Electric Motor. Positively Noiseless. Never out of order.

The Motor in your Phonograph, one of its most essential features, must always be right.

You accomplish this by installing

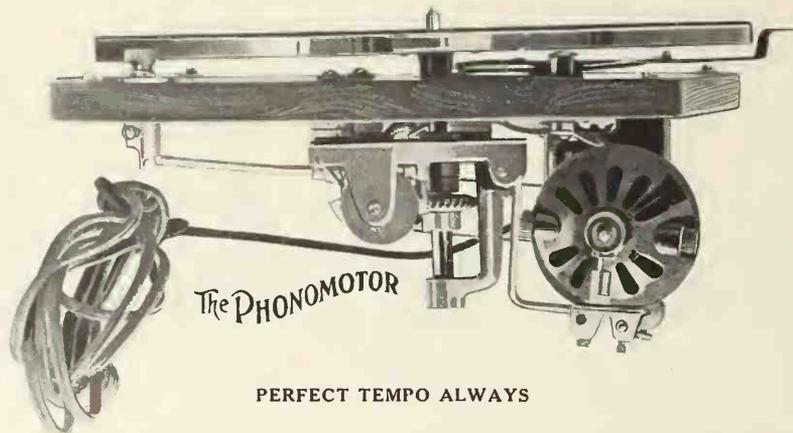
An Opportunity
for Dealers

The Phonomotor

Indispensable to
Manufacturers

An Electric Motor
with an Automatic
Stop of Precision

Complete in equipment for immediate installation in all makes of instruments. Prompt, silent, dependable. Guaranteed. Universal on 110-120 volts, A. C. or D. C.



PERFECT TEMPO ALWAYS

Embodies the *only* device for silencing the motor upon an alternating current drive, for which a patent was ever applied and granted. Mechanically perfect. High grade in material and workmanship.

OTHER electric motors have been sold for talking machines with little knowledge of actual requirements. The PHONOMOTOR is the product of expert research, and by actual test has met every condition satisfactorily. The devices are patented, and the trade mark, coined by the inventor is registered in Washington.

IMPORTANT TO DEALERS

Investigate this unusually valuable proposition

NO MORE WINDING OR RUNNING DOWN OF MACHINE

The pleasure of possessing a talking machine is wondrously enhanced by the installation of the PHONOMOTOR.

The opportunity knocks at your door to make a big profit by installing a guaranteed, noiseless electric motor in machines containing spring motors. The change from spring motors to electric motors is easily accomplished without the use of a skilled mechanic. No defacement of the case.

Write for full details

GEORGE CLAY COX

c/o J. W. MARTIN & BRO.

73 STATE STREET

ROCHESTER, N. Y.

Every day it becomes clearer that the talking machine dealer who keeps in touch with the times, and who looks a little way into the future, is in the same position—he simply cannot get away from Columbia Grafonolas and Columbia Double Disc Records.

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

Columbia Graphophone Co.
Woolworth Building, New York



NEW HOME FOR AMERICAN T. M. CO.

Victor Distributors in Brooklyn, N. Y., Settled in New Building at 365 Livingston Street—Enjoy Greatly Increased Facilities

The American Talking Machine Co., well-known Victor distributors, Brooklyn, N. Y., are now settled in their new building at 365 Livingston street, only a few doors from their former location. The building, which was erected especially to meet the requirements of the American Co., is four stories high, built of light colored brick and is most attractive in appearance. The company moved late last month and as much attention has been given to preparations, that the transfer of the stock was accomplished without loss of time.

The offices of the company are located on the main floor, where also will be found the show-rooms. The second floor is devoted entirely to the stock of records, and a special shipping room exclusively for records is found in that department. A number of improvements for listing and taking care of the record stock have been installed, all of them designed to promote convenience and give Victor service to dealers in the matter of order filling and shipments.

The third and fourth floors are used for the storage of Victrolas, and the company's well-equipped repair department is also located on the latter floor. The lighting arrangements throughout the building are of the modern, semi-direct type.

The quarters of the American Talking Machine Co. are conveniently located for shipping throughout the metropolitan district by surface, L or subway cars, over the bridges by wagon

to Manhattan and from the Flatbush terminal over the Long Island Railroad and connecting roads to points in Long Island, and for that matter throughout the country.

INSTALLS ATTRACTIVE BOOTHS

H. S. Ackerman, Victor Dealer of Greensburg, Pa., Increases Facilities to Handle Trade

GREENSBURG, PA., May 7.—H. S. Ackerman, proprietor of the One Price Music House, 229 South Main street, this city, who has represented the products of the Victor Talking Machine Co. almost from the time of its incorporation, has just completed the installation of two attractive and spacious booths in his salesrooms to take care of the increasing demands of his business. The booths are of the portable type and provided with a new feature called "acoustic frames." The sides of the booths are of plate glass and the ceiling of white syenite glass, which produces a beautiful effect. The interior woodwork is finished in white ivory and the exterior in mahogany. Special lighting features are also included.

SHIPMENT OF SONORAS

SAGINAW, MICH., May 7.—Three hundred completed Sonora phonographs, representing the first carload of machines assembled and put into condition for instant use in the Herzog Art Furniture Co. plant in this city, were shipped to Canada last week. The cabinets for these machines are being manufactured in the Herzog plant here and the mechanical parts are being sent here from other cities.

BRUNSWICK STORE IN KANSAS CITY

New Establishment Will Handle the Brunswick Phonographs and Pathé Records—Elaborate Quarters at 923 Walnut Street, That City

KANSAS CITY, Mo., May 8.—A local retail store for handling the Brunswick talking machine and Pathé records has been opened at 923 Walnut street in quarters elaborately fitted for the purpose. The store will be entirely distinct from the wholesale establishment of the Brunswick-Balke-Collender Co. here which distributes and will continue to distribute the Brunswick machine. The company which has been organized to sell the talking machines in Kansas City has a former B-B-C man, however, in George C. Anderson, who has been cashier at the Kansas City office of the company for ten years. Mr. Anderson is secretary-treasurer of the new company. C. P. Young is president, and W. C. Chesnut, vice-president. Mr. Anderson resigned his former position May 1.

Paul Bradford, manager of the branch of the Brunswick-Balke-Collender Co. at Kansas City, has built considerable local retail trade, and has a well-fitted group of demonstration rooms at 1331 Main street. These rooms are valuable now for entertaining visiting dealers, of which the company is getting a goodly string. Recent additions to the list of dealers include Butler & Son, of Kansas City, Kan., who have sold many machines; the Doc & Brill Furniture Co., of Oklahoma City; S. E. Brady, El Reno, Okla.; Gleim & Drake, Larned, Kan., jewelers; J. W. Olds, Winfield, Kan., jeweler; Harry B. Harris, Hanover, Kan.; Schneiter Athletic Goods Co., St. Joseph, Mo.

IT'S GROWING—CULTIVATE IT

Your Profits Will Grow With It!

The seed of Record Selling grows into great big profit plants. Strict attention to record possibilities will develop your present business to twice its size. And your greatest profit is the sale of

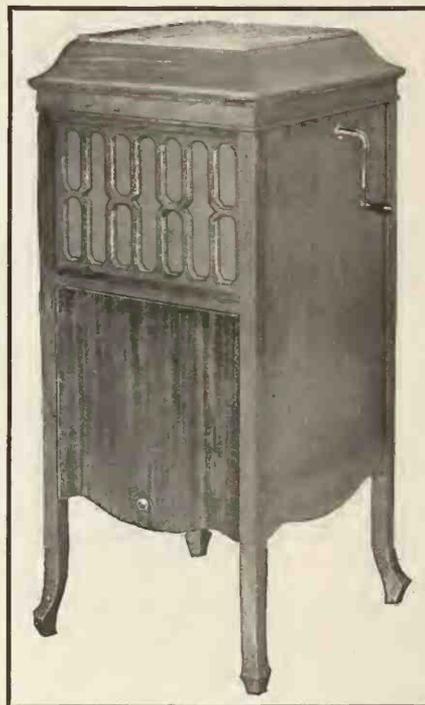
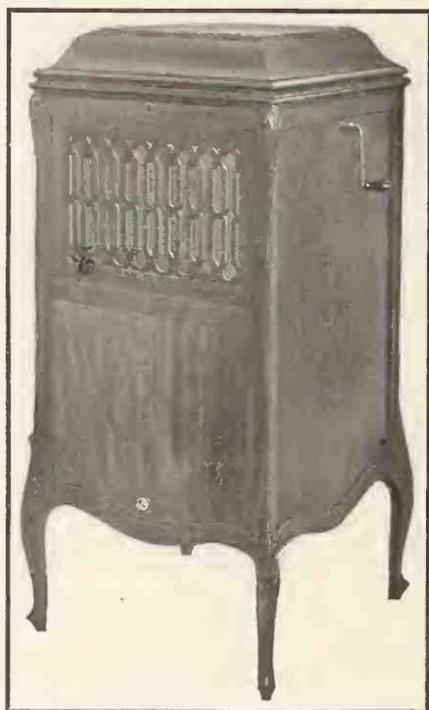
VICTOR RECORDS via PEARSALL SERVICE

*Uniform Service Developed
To Its Highest Degree*

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK



The Dealer Requires Attractive CABINETS In Order to Develop High-Class Trade



CENTURY CABINETS

Are well made, well finished and constructed with scientific accuracy. We manufacture a line of cabinets that gives the dealer valuable sales arguments, for they represent cabinet perfection.

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.

We manufacture a complete line of standard designs or will furnish individual designs.

Century Cabinet Co., 25 West 45th St., New York

LARGE "TALKER" DEPARTMENT OPENED IN PITTSBURGH

Kaufman & Baer Department Store Devotes Big and Handsomely Equipped Section to the New Line—Kenneth Mills in Charge at Columbia Co.'s Store—Increased Business Reported

PITTSBURGH, PA., May 10.—The Kaufmann & Baer department store on May 8 opened a large and attractive talking machine section, featuring the Columbia line exclusively. Negotiations for the new department were concluded only a month and a half ago, and the installation has been made in a remarkably short space of time. A roomy portion of the seventh floor of the big establishment is given over to the department, which comprises ten handsome parlors. The arrangement and construction of the booths is exceptionally fine, no expense having been spared in perfecting the details. The spacious record room is conveniently situated in the center, with five booths on either side. Tasteful furnishings and a perfect lighting system lend the department an air of distinction.

H. C. Hornberger, one of the best known men in the retail talking machine field, has been placed in charge. Mr. Hornberger came here from Indianapolis, Ind., where he was associated as traveling salesman for the Columbia Graphophone Co. He is by no means a newcomer, however, as he was formerly manager for six years of the talking machine department of the S. Hamilton Co. in this city. He severed that connection a little over a year ago to take up his duties in Indianapolis. Under Mr. Hornberger's able guidance the new department is expected to prove one of the most successful in the country.

Kenneth Mills has become manager of the local branch of the Columbia Graphophone Co., succeeding Lambert Friedl, who left several days ago to assume his new duties as manager of the New York branch of the same company. Mr. Mills was formerly manager of the Detroit Columbia branch. Previous to taking charge there a year and a half ago, Mr. Mills was assistant manager of the Pittsburgh branch.

He made an excellent showing at Detroit and in recognition of his ability the company decided to transfer him back to this city, which is one of the largest and most important units in the Columbia chain of stores. His return to the local organization meets with much approval here, as Mr. Mills has a wide acquaintance in the trade in this territory. He took charge on May 7.

The Columbia Graphophone Co. is rearranging its establishment and will greatly increase its space. The record department has been shifted to the second floor, and several new booths are to be installed for taking care of wholesale customers. The Dictaphone department of the branch has been moved to the Bessemer Building, where large new quarters are occupied. With these improved facilities for handling business the Columbia looks forward to a very active Summer and Fall trade. Increased supplies of machines and records are now being received from the factory, and Manager Mills states that the branch will in a short time be able to give enviable service to the numerous Columbia dealers throughout this territory.

The Buehn Phonograph Co., Edison jobbers, report trade showing a handsome increase. Albert Buehn, president of the concern, states that larger shipments of both machines and records are being received, but that there is still a shortage of the official laboratory models of instruments. Plans are now being laid for Autumn business and the outlook is declared quite promising throughout this territory of the Edison.

The Buehn Phonograph Co. announces that there will be a series of four Edison tone tests in the Pittsburgh zone during the next few weeks. Miss Christine Miller will give a recital for the Smith Music Store, Parkersburg,

W. Va., May 15. The same noted artist will sing for the Diamond Disc Shop, Wheeling, W. Va., and for the A. J. Harter Co., Altoona, Pa., on May 24. Miss Marie Morrissey will give a tone test recital for the J. R. Kilgenschmidt store, Greensburg, Pa., on May 16. Invitations are being issued for these concerts and they are attracting much attention among the trade and general public in this section.

Albert Buchn attended the convention of the International Edison Phonograph Dealers at Cleveland, O., May 1 and 2. F. E. Shortell, of the S. Hamilton Co., also attended.

C. S. Gardener, superintendent of the Edison factory, will visit the Buehn Phonograph Co. this month.

George H. Rewbridge, manager of the W. F. Frederick Piano Co. Victor jobbing department, has just returned from a very successful trip through the Ohio and West Virginia territory. He reports conditions among the dealers quite favorable.

Ben Boycott, of the Frederick traveling sales staff, has resumed his work in the Western Pennsylvania section after an illness of several weeks.

VISITING SOUTHERN DISTRIBUTORS

Arthur P. O'Brien, president of the Paroquette Record Mfg. Co., has left for the South on an extended business trip, during which he will visit the company's Southern distributors and jobbers. The sale of Par-O-Ket records through the South has been increasing so fast that Mr. O'Brien felt that he should become personally acquainted with the jobbers who have arranged to handle the Par-O-Kets in that section of the country.

Louis J. O'Brien, Western manager of the company, is in New York on business. He came east to look over the improvements the company is making in its factory and to make sure that he will get his share of this increased production for his fast growing Western trade.

Arnold ELECTRIC Motors for Phonographs

Built Especially for This One Purpose

ELECTRIC Motors, to operate phonographs, require special designing and construction. Ordinary electric motors for ordinary service will not do for phonographs.

The noise caused by the average motor is not important for average service. But on a phonograph the motor must be silent. Variance in speed for the average service of electric motors matters little. But for phonograph use the speed must be absolutely uniform.

The oiling system, too, must be perfected for electrical phonograph service. All oiling troubles, such as oil leaking on commutator and in the windings, must be overcome. The arrangement and requirement for oiling necessitate the greatest skill in designing. Electric motors for phonographs must have an oil

capacity to sufficiently lubricate all parts over a long period.

Arnold Electric Motors are constructed for phonograph purposes only, and are built more like a watch than a motor. They provide for every important requirement of phonograph usages. Phonograph engineers after many tests declare the Arnold Electric Motor to meet fully and completely the specific needs for electrically driven phonographs.

For uniform speed, absolute silence, and smoothness of operation these engineers say the Arnold Electric Motor is perfect.

Our splendid factory equipment and facilities enable us to deliver Arnold Electric Motors promptly and at prices that compare favorably with the highest grade spring motors.

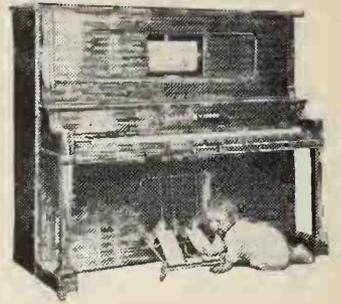
Write us for details and prices.

Arnold Electric Co.

(Phonograph Division.)

Racine, Wis.

"Suburban" Model
Price \$375



Sell Nationally Priced Player-Pianos too

You are selling Talking Machines—

And making money on them—

But have you considered the larger money-making possibilities of a Player Piano line—

Not an ordinary line, but—

The Nationally Priced Line, of four models, selling at the same prices all over the country, made and guaranteed for ten years by one of the largest Player manufacturers in the world, and advertised regularly in such national publications as The Saturday Evening Post?

Listen:

The Gulbransen-Dickinson Co. has established the first nationally uniform system of retail prices on Player Pianos. Four beautiful models are being advertised nationally, and licensed under the famous Gulbransen patents, at the following retail prices:

"White House" Model, \$495.

"Country Seat" Model, \$445.

"Town House" Model, \$395.

"Suburban" Model, \$375.

The Gulbransen Player Action is world-famous for easy operation, musical efficiency and durability. It has been manufactured extensively since 1906.

The nationally priced G.-D. Co. Player Pianos are the biggest values the trade has ever known. They are "right" in tone, in keyboard touch, in construction, in design and finish.

Maybe you have never sold Players.

And perhaps you haven't because you have felt that the Player or Piano business was a "special" line, requiring a good deal of soliciting and "dickering"

But you could sell the nationally priced G.-D. Co. Players.

Anybody can play them. Any salesman can demonstrate them. Our national advertising makes the people want them. And there is no "dickering" over the price.

There is a good profit for the Distributor. And the national prices make it a *sure* profit. Your Player business will pay you better than your Talking Machine business.

Begin with one instrument if you wish. Sell that one, then buy another. Grow conservatively—but you will grow steadily, because the public wants Player Pianos, and likes both the Gulbransen Player and the G.-D. Co. National Price Plan.

Just let your local public know that you are the G.-D. Co. Distributor. Put a sample Player in your display window. Call it to the attention of your record customers. You will get some sales.

Send for our interesting descriptive Catalog and other information,—free, if your territory is open.

Please use your letterhead and tell us what lines of musical merchandise you are handling, as our wholesale quotations are made only to established dealers.

GULBRANSEN-DICKINSON COMPANY

Kedzie, Sawyer and Chicago Avenues

CHICAGO

PATRIOTIC ATMOSPHERE DOMINATES TRADE IN BALTIMORE

Talking Machine Men Meeting Strong Demand for Patriotic Records—National Colors Featured Prominently in Window Displays—Local Houses Make Pleasing Reports Anent Business

BALTIMORE, Md., May 5.—Big business by the talking machine dealers throughout the city and State and optimism everywhere for a continuance is what a canvass of the local situation shows. Dealers see no let up in trading in either machines or records and all branches of the business are reported as very satisfactory. Patriotic records of every make are being sold just as fast as dealers can obtain them. In this manner many patriotic records that have been on hand for a long time have been moved and there have been many reorders on this class of records.

The "Star-Spangled Banner" record of John McCormack, by the Victor Co., has not reached the city as yet, but everywhere dealers have a big lot of orders awaiting its arrival. This record will no doubt have one of the biggest sales of the country here, for it was at Baltimore, just off Fort McHenry, that Francis Scott Key, while a prisoner on a British man-of-war, was inspired to write the anthem that the nation now pays homage.

Show windows of many of the dealers are artistically decorated with the national colors, machines and records occupying a conspicuous place in all of the displays. Dealers also are using wartime slogans to attract sale of records and machines by advocating music for the home in these most stirring times.

The wholesale as well as the retail business, says I. Son Cohen, of Cohen & Hughes, Victor distributors, shows an increase over the same period of last year here. "Our Washington branch," continued Mr. Cohen, "has been short of machines during the entire month. Record business has been fine for the month and collections are showing up well."

F. K. Laurence, S. M. Revness and S. Nusbaum are traveling various parts of Maryland and Pennsylvania for the Cohen & Hughes firm

and are finding business very good. F. S. Harris, in charge of the Washington store, was in Baltimore during the week and reports business satisfactory, except in obtaining machines to meet his demand. Arthur Wertheim and Leslie Love are traveling through the South out of the Washington headquarters for the firm. The new Cohen & Hughes warehouse on Saratoga street is expected to be under roof within the next two weeks.

A. J. Heath, local manager for the Columbia Co., is pleased with business for this city and Washington and also for his territory. "While March was the greatest month we have ever had," said Mr. Heath, "April business closed strong although it was a little quiet the first ten days of the month. Dealers sort of felt a little shaky, but they soon realized their mistake and the business for the month kept pace with the other months and was ahead of last April, but not quite as good as March of this year, which even exceeded the great December business of last year, our former banner month. Our stock of patriotic records was given a jolt and we were kept busy keeping up with orders on this class of goods."

Mr. Heath, accompanied by Oden F. Jester, of the Baltimore branch, attended a sales banquet in Philadelphia the early part of the week. W. L. Eckhardt, the district manager for the Columbia Co., was in Baltimore during the month and expressed himself as well pleased with conditions in Mr. Heath's territory.

"While the retail business fell off 20 per cent. on the month," said W. C. Roberts, of E. F. Droop & Sons Co., "the wholesale business was above normal. We increased our record business and our stock of wholesale records was cleaned out completely. Collections are good." Morris Kirsch, who is traveling Maryland and Pennsylvania for the firm, is sending in good

orders from the leading dealers in that section.

The National Piano Co., local distributor for the Pathé line, reports good business, according to Eddie Rosenstein. Machines and records have been coming in pretty well during the month. The firm announces that they have signed up the Ziegler Furniture Co., Edenton, N. C., to handle the Pathé line of machines and records.

FAST DELIVERY FOR CABINETS

Schloss Bros. Put New Motor Truck Into Local Service for Benefit of Dealers

A photograph is herewith reproduced of the new delivery car of Schloss Bros., New York, the well known cabinet manufacturers. This



Schloss Bros.' New Motor Truck

new addition to their delivery service was provided for the purpose of making quick and special deliveries to talking machine dealers. Schloss Bros. during the past year have increased their business enormously and from time to time have been forced to make changes to provide for the ever-growing demand which they feel for their products.

The Grafonola Shop has been opened in the Arcade, Nashville, Tenn., by E. M. Bond, a prominent furniture man of that city with E. E. Hyde as manager. The shop carries a full line of Columbia machines, records and supplies.

FED L QUIP

THE QUALITY MARK ON

DEMONSTRATION ROOMS

FOR

Piano, Player and Talking Machines

Standard sizes made of Quartered Oak, Genuine Mahogany, Imitation Mahogany, also White Enamel Finish carried in stock.

Special Sizes, Designs and Finishes furnished to order.



3 Design "A" FED L QUIP Demonstration Rooms

Send us a rough sketch with dimensions of the space available and the number of rooms desired, and we will send plan and quote promptly.

THE FEDERAL EQUIPMENT CO.

320-340 West Street

Carlisle, Pa

MANAGER OF ARTISTS' PUBLICITY

W. Denville Simons in Charge of This Department of the Columbia Co.—Has Had Wide Experience in Trade Throughout the World

W. Denville Simons has been appointed manager of the artists' publicity department of the Columbia Graphophone Co., with headquarters at the company's recording laboratories, 104



W. Denville Simons

West Thirty-eighth street, New York. He is one of the best known members of the talking machine industry, having had an experience that runs over fifteen or twenty years and embraces such widely scattered points as India, South Africa, Australia, China, Russia, Germany, Austria, France, Great Britain and the United States.

Mr. Simons has spent many years in personal contact with the dealers and is thoroughly familiar with their requirements. During his

long association with the industry he has had dealer experience with Edison, Pathé Frères, Diamond Record Co. and the Marathon Record Co., and is applying his wide knowledge to good effect in his present post.

He joined the Edison interests in Europe on its first opening of the European branch and as sales manager in the London office of that concern he achieved a remarkable success. After remaining ten years in this post he was invited to return to America to join the Edison executive offices, but decided to seek a new field and became associated with the Marathon Record Co. He resigned from this concern to launch the now well-known Diamond Record Co. on the European market. Shortly afterward he became sales manager of the Pathé Frères Co., which absorbed the Diamond Record Co., with headquarters in London.

After the European war was started it was impossible to get further supplies from Paris for the London markets and Mr. Simons resigned from his position with the Pathé Co. and once again returned to America. After a short vacation he joined the staff of the Columbia Graphophone Co. last fall and is controlling a new department of that company that embodies special publicity for artists and intensified sales, so that he is now continuing his work as an organizer in which he has always been successful.

ISSUE AN ATTRACTIVE CATALOG

A. L. Van Veen & Co. Featuring Their "Bed Set" Demonstration Booths in New Volume

Arthur L. Van Veen & Co., New York, has just issued an attractive catalog featuring their "bed set" demonstration booths, which indicates the progress that this company has made the past year. This catalog presents some of the distinctive designs of booths which have been installed by Van Veen & Co. in the establishments of well-known talking machine dealers.

These designs are accompanied by specifications so that the dealer may understand just

what the company has to offer in the way of demonstration booths. A number of illustrations are presented, showing some of the installations of the Van Veen "bed set" booths, which have been made during the past few months, and these photographs give a fair idea of the attractiveness of these booths. This company also makes record racks, record counters and general interiors and this new book shows some of the popular designs that they have installed recently.

A. L. Van Veen & Co. have been very successful the past year and their booths are now being used by prominent talking machine concerns in the metropolitan district and out of town. Mr. Van Veen has perfected a new system which is meeting with the approval of all his patrons, many of whom have placed orders for the Van Veen installations.

PRESTO PLANT A BUSY ONE

The Presto Phono Parts Corp., Brooklyn, N. Y., has just issued an attractive folder featuring its new universal tone arm, which has been adapted for use by a number of well-known manufacturers. This tone arm was placed on the market after extended experimenting in order to make it scientifically accurate, and the company is receiving many letters referring to the satisfaction which this tone arm is rendering. The Presto plant in Brooklyn is working to capacity at the present time filling orders for tone arms, sound boxes, etc., and judging from the reports of their patrons the talking machine industry will continue to enjoy an era of prosperity.

SUFFER DAMAGE BY FIRE

The plant of the Century Cabinet Co., at Utica, N. Y., was damaged slightly by fire Sunday evening, the blaze being confined to one of the warehouses. The fire caused no inconvenience whatsoever in the manufacturing department and the loss in the warehouse was trivial.

Pacific Coast Dealers, Attention!

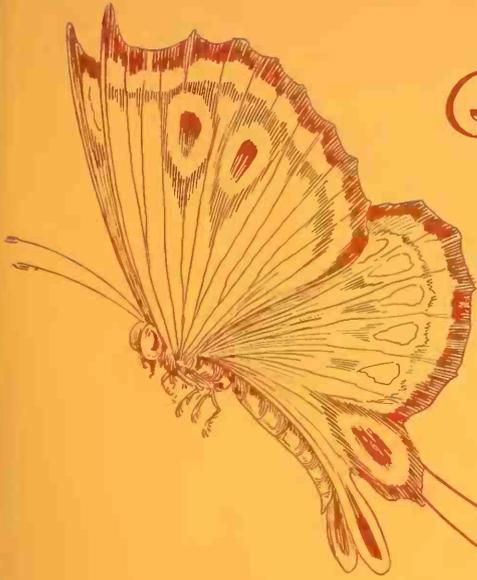
WE beg to announce that we are manufacturing a line of high-grade Talking Machines equal to the best and one that you would take pleasure in handling. We are importers and dealers in hardwoods, and our factory is second to none in the country. We have been manufacturing high-class hardwood cabinet work for the past fifteen years. The line will include floor machines from \$50 to \$200, and period designs from \$250 to \$700. Liberal discounts to dealers. There will be a saving in freight.

— Write for information. Address —

Southern California Hardwood & Manufacturing Co.

Dept. T, Box M, Arcade Station

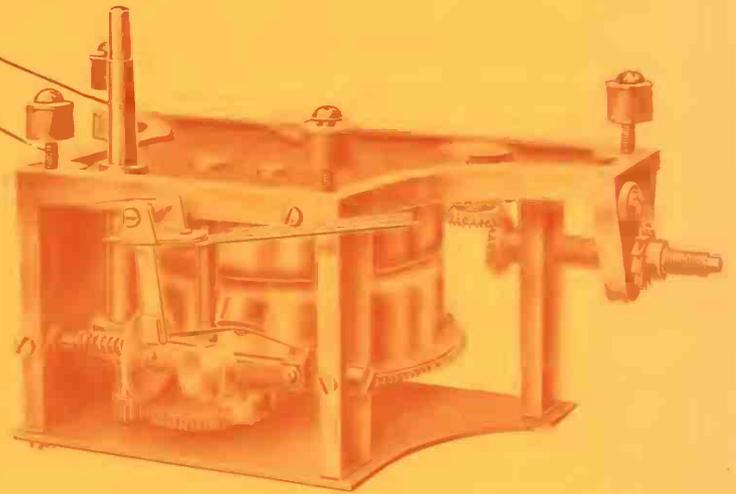
Los Angeles, Calif.



A Red-Letter Day in the History of the Phonograph Motor!

MARKING THE
ADVENT OF THE
NEW MARKELS

BUTTERFLY MOTOR



JEWEL-BEARING

"Runs as Silently as a Butterfly"

The day of the rasping motor is gone! The goal that every factor in the making of phonographs has dreamed of and striven for since the birth of the talking machine has at last been attained! Millions of homes will open their doors wide with a joyous, grateful welcome to the New and Truer Phonograph made possible by the achievement of the Silent Motor—the *Jewel-Bearing Butterfly*.

There will be only two kinds of phonographs henceforth, both to the critical public and the discerning manufacturer—the phonograph that carries the *Jewel-Bearing Butterfly*—and the kind that doesn't.

Mr. Phonograph Manufacturer:—

In which of these two groups do you want your high-grade phonographs to be classed?

Specifications of the World's First and Only Silent Motor

- Jewel-bearing—mark that well—the world's only jewel-bearing phonograph motor.
- Double spring.
- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Plays seven 10-inch or five 12-inch records at one winding.
- Cast iron nickeled frame.
- Furnished with either gold-plated or nickel-plated fittings.
- Complete with accessories, including 12-inch turntable, graduated speed regulator, one-piece tapering crank, fibre-back escutcheon.
- Powerful, durable, compact, easily accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

*Ready for delivery May 20th
Orders filled in order of receipt*

WIRE OR WRITE OR PHONE TODAY

LEONARD MARKELS, 165 William Street, NEW YORK

*Hitch Your Phonograph Business to the New "Butterfly" and Let
It Carry You to Greater Triumphs!*



ORGANIZE CHAMBER OF COMMERCE

Organization of Phonograph Manufacturers Holds Meeting to Secure Additional Members—Resolution on War Revenue Bill Adopted

The Phonograph Chamber of Commerce, an organization of talking machine and supply manufacturers, which has held a series of meetings recently with the object of forming a permanent association of the manufacturers of talking machines and parts throughout the United States, held a meeting on Wednesday, May 2, at Keene's Chop House, 76 West Thirty-sixth street. The main object of the meeting was to bring into the body those who have not already signified their intentions of supporting such an organization, and over thirty prospective members attended the gathering.

It was decided that the executive committee, composed of the officers of the association, take measures at an early date to incorporate the body so as to make it an active organization. Tentative by-laws have already been adopted, but these will have several changes made in them when the association is incorporated.

The temporary officers of the association are William E. Hoschke, head of the Crescent Talking Machine Co., president; R. Kanarek, president of the German-American Talking Machine Co., vice-president; F. B. Guarnier, general manager of the Melophone Talking Machine Co., secretary, and William Phillips, of the Mutual Talking Machine Co., treasurer.

The meeting was addressed by Harry Weinberger, an attorney of wide experience in the forming of co-operative bodies, and William Wolff Smith, an attorney of Washington, D. C. Both addresses were of a nature to encourage the association. Mr. Smith's address was filled with many suggestions for the association's use, and he also brought excerpts from the constitutions of the bodies that compose the Chamber of Commerce of the United States.

Those who attended appointed Mr. Smith as the representative of their interests at the hearings before Congress of those who oppose the 5 per cent. tax on musical instruments.

The War Revenue Bill also came up for discussion and the following resolutions were adopted and a copy sent to the members of the Ways and Means Committee and also to the various congressmen and senators:

Whereas, the Ways and Means Committee of the House of Representatives proposes to impose a tax of five per cent. on the cost of manufacture of phonographs, phonograph records, and other musical instruments;

Whereas, the imposition of such tax upon the cost of manufacture would be a deterrent to the development of an industry which in this country is quite young and is but now beginning to blossom;

Whereas, the imposition of such tax would entail a hardship upon the manufacturers because of complicating clerical work, so that the burden upon him would not be the five per cent. tax, but would approximate ten per cent. on the cost of manufacture;

Whereas, the phonograph has become an instrument of unestimable educational value, and,

Whereas, the imposition of such tax would necessitate an advance in the selling prices of phonographs and phonograph records, which would materially injure sales;

Therefore, Be it resolved, that the Phonograph Chamber of Commerce of the United States, through its committee, urge the Ways and Means Committee of the House of Representatives not to impose the proposed tax upon manufacturers, but to impose it upon the consumer in the form of a stamp tax, reducing, if necessary, the amount from five per cent. to whatever amount may be deemed advisable in order that the Government of the United States may derive all of the intended income therefrom.

MAY ORGANIZE NEW COMPANY

CINCINNATI, O., May 11.—A complete change in the manner of manufacturing the Knabe-Crystola talking machine is about to take place, according to reliable information. Indications point to the manufacturing rights being separated from the Knabe Bros. Co. and a new company formed. Dr. Swing, the inventor, has perfected a record cutting machine and also made improvements on the original Crystola, which causes him to believe there is room for a \$500 machine in the American market.

Finney Bros., of Martinsville, Ind., have opened a store for the display of the Pathé Fathephone.



UNCLE SAM and KAISER BILL

A Novelty for Talking Machines

Uncle Sam is booting Kaiser Bill in Vigorous Yankee fashion and Boxing his Ears. Kaiser Bill is "Goose-Stepping" it away as fast as he can go, taking his U-Boat "Pretzel" with him. This novelty is timely and a side-splitter. We have had to use our "First Aid to the Injured" on people who have seen it at our factory. Play with any Lively or Patriotic Record.

Great Novelties to Liven Up Your Windows and Stores

Uncle Sam and Kaiser Bill (the figures 5½ inches high). Our Item 100 E. Retail \$1.25.

These toys fit all standard machines (except Edison) and can be put on or taken off in 5 seconds. They do not injure the record or mar the machine. They simply perform away to any lively tune as the music plays. The greatest fun makers you ever saw.

Samples and Discounts—To the trade in less than dozen lots of one kind or assorted, 1/3 off. In dozen lots or more, 40 per cent. discount. For single sample of any one item, mail us \$1.00 and we will immediately send same prepaid.

Ragtime Rastus is the Original Ragtime Coon, doing buck and wing, clogs and double shuffles to the music (figure 5 inches high). Item 100A, retail \$1.00.

Boxing Darkies. These little fellows box each other merrily and heartily as the music plays. uppercuts and overhead swings, all the steps and blows known. Very realistic and funny. (Figures 4 inches high). Item 100B, retail \$1.25.

Combination Rastus and Boxers. Both toys at a little more than the price of one. They use the same dancing platform. One figure may be quickly changed for the other at will without removing the platform. Item 100AB, retail \$1.50.



RAGTIME RASTUS
PATENTED MARCH 10, 1910.



THE BOXERS
PATENTED MARCH 10, 1910.

NATIONAL TOY CO.
281 Congress St. Boston, Mass.

BUYS REX TALKING MACHINE CORP.
Imperial Talking Machine Co. Plans to Manufacture Complete Line of Machines

The Imperial Talking Machine Co. has purchased the entire plant, assets, etc., of the Rex Talking Machine Corp. and will manufacture a complete line of talking machines and records, which will be merchandised under the name of "Imperial." James B. Stephens, a member of the firm of Kaltenbach & Stephens, prominent manufacturers of Allentown, Pa., and Newark, N. J., and a director in several banks and mercantile institutions, has been elected president of the company and will be in active charge of its affairs. Mr. Stephens is well known in business and financial circles and will devote a large part of his time to the activities of the Imperial Talking Machine Co.

Philip Wohlstetter, formerly president of the Rex Talking Machine Corp., has been elected vice-president and general manager of the Im-

perial Talking Machine Co., and his lengthy experience in the industry will doubtless be an important factor in the company's progress. Paul E. Haessler, formerly secretary of the Rex Talking Machine Corp., is secretary of the new company, and will continue to take care of the important duties of this position.

Gaetano Merola, formerly associated with Hammerstein's London Opera House and the Manhattan Opera House, has been appointed musical director of the Imperial Talking Machine Co., and will be in charge of the recording laboratories at 35 W. 31st street, N. Y.

Ground is now being broken for a large factory building in Newark, N. J., for the manufacture of "Imperial" machines and the pressing of records. Pending the construction of this plant the executive offices of this company will be located at Wilmington, Del. According to present plans the Imperial records will be manufactured in 10 and 12 inch sizes, double-faced, hill-and-dale cut.

The President's War Message on Records

The Patriotic Sensation of the Record World

President Wilson's historical message has been reproduced on 10-inch, double-faced records.

You are cordially invited to hear these wonderful records that will sell all over the world.

No Home or Institution Should Be Without Them

Immediate deliveries in any quantity.

Representatives wanted Act Quickly

PATRIA RECORDS CORPORATION
32 EAST 23rd STREET, NEW YORK

PLANS PERFECTED FOR ANNUAL CONVENTION OF JOBBERS

Several Innovations to Be Introduced at Sessions to Be Held at Hotel Traymore, Atlantic City, July 9, 10 and 11—Attendance Restricted to Distributing Interests—Executive Committee of Association Suggests Organization of National Victor Dealers' Association

Plans are developing rapidly for the annual convention of the National Association of Talking Machine Jobbers to be held at the Hotel Traymore, Atlantic City, on July 9, 10 and 11, and in many respects the meetings should prove unusually profitable to those jobbers who take the advantage of the opportunity to attend.

Those in charge of the arrangements state that there will be no fixed addresses by members of the association, but that officials and department heads of the Victor Talking Machine Co. will be asked to address the members on the various phases of the business, and then answer questions to clear up points not generally understood. Just what subjects will be handled have not been decided upon, but it was proven at last year's meeting that the Victor Co. department heads could give jobbers much information of distinct value to them in their business.

The final details of the convention program were threshed out at a meeting held in the office of President E. C. Rauth in St. Louis on April 29, attended by A. A. Trostler, L. C. Wiswell and G. E. Mickel, of the arrangements committee.

A resolution was passed at a recent meeting of the executive committee of the association restricting the attendance at all future conventions to Victor distributors, members of the association, their direct representatives and families. This is an innovation which the executive committee is sure will work out for the best interests of both distributors and dealers. The executive committee also expressed itself as of the opinion that ultimately there should be organized a National Association of Retail Distributors to discuss and act upon problems that are part and parcel of the retail trade.

The entertainment features at the convention have not been overlooked in any sense. There

will be the usual side trips and bathing parties during the hours when the convention is not

consist of dark coat and white flannel trousers, instead of the regulation evening dress.

With the opening of the convention less than two months off, the jobbers should begin making definite arrangements to attend the sessions. There are many unusual conditions facing the trade this year, and it is essential that the mem-

IMPORTANT NOTICE

A RESOLUTION was passed at a recent meeting of the Executive Committee of the National Association of Talking Machine Jobbers restricting the attendance at all future Conventions to Victor Distributors, Members of the Association, their direct representatives and their families.

☐ This is an innovation that the Executive Committee is sure will work to the best interests of both Distributors and Dealers.

☐ The Committee is also of the opinion that ultimately there should be organized a National Association of Retail Victor Dealers.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

L. C. WISWELL, Secretary

CONVENTION HEADQUARTERS, HOTEL TRAYMORE, ATLANTIC CITY, N. J., JULY 9, 10, 11, 1917

in session. There will also be the usual banquet, and it is urged that this year the uniform gentlemen's dress for that function should

ALL DEPARTMENTS UNDER ONE ROOF

Crescent Talking Machine Co. Brings Various Departments Together for Greater Convenience—Will Discontinue Retail Business

The sales department, executive offices, repair department and factory of the Crescent Talking Machine Co., Inc., are now gathered under one roof. The new "Crescent" Building which houses these various departments is located at 109 Reade street and has a basement, store and four lofts, all of which will be devoted to the production of the Crescent talking machine and

bers of the trade present a united front and devise ways and means for meeting and overcoming unfavorable conditions which may arise.

their accessories department, which has assumed large proportions. The growth of the business of the Crescent Talking Machine Co., as well as the addition of the accessories department, has made this change an absolute necessity. Many advantages are derived from this change as well, for these new facilities make better service possible to the dealers and also to the manufacturers through the accessories department. The production of the Crescent factory is very large, for now that they are manufacturing most of their own motors practically everything in the Crescent machine is turned out in their own factory, in addition to which there is the large business of the accessories department under the direction of Dr. R. L. Faldl, general manager.

In making this move the Crescent Talking Machine Co. have discontinued their retail store and business. They will now turn all inquiries over to the local dealer or representative and sell wholesale only.

The rapid progress of the Crescent talking machine is to be seen in the fact that this is the sixth progressive move of this company. It is a matter of speculation, considering the rapid strides that this firm is making, how long it will be before another move will be necessary.

The Crescent Talking Machine Co. has recently placed an improved sound box on their machines which is proving very satisfactory. They report having particularly fine success in their employment of India mica diaphragms.

PERFECTED A NEW MOTOR

BOSTON, MASS., May 7.—The Vecco Co., of which C. E. Simes is president, has lately perfected a new motor which will shortly be placed before the public. It is especially designed for the use of phonographs and considerable time has been spent in bringing it to a state of perfection. C. E. Simes, the president of the company, has returned from a recent trip.

Lundstrom
CONVERTO
PATENT APPLIED FOR



Made in two sizes to convert \$15 and \$25 "Victrolas" into large, enclosed cabinet types. Improves appearance and sound and provides dust-proof record compartment. *Machine remains portable.* Your retail price of combination cabinet and Victrola much lower than that of the regular cabinet type—and you make a good profit.

Sells to present owners of small machines and to those who cannot afford regular cabinet styles. Proving a distinct success wherever handled.

Write for full information and prices

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

Enclosed-type Phonograph Cabinet

20,000 NEEDLES

Ceylon Sapphire Points

FOR

EDISON AND PATHE RECORDS

15c each (100 Lots or more)

LAKESIDE SUPPLY CO., Inc.
202 So. Clark St. Chicago, Ill.
Telephone Harrison 3840

NOSET

Automatic START and STOP

It works:

No matter what size or what make of disc record, NOSET always works. Swing needle into position and machine starts. When the end of the record is reached the machine stops—without attention and without fail. That's all. There is no setting, no adjusting and no uncertainty. It is practical and permanent. It means phonograph-comfort and phonograph-convenience for your customers.

It sells:

NOSET naturally proves a quick-seller. Every talking machine owner is a live prospect—with no exception. It increases the enthusiasm of a new customer and stimulates the interest of old machine owners. It also helps to sell machines in your salesrooms by impressing prospects with the great ease of operation. NOSET is the biggest selling feature any phonograph can have. Every machine that lacks the NOSET equipment is *now* an old-type instrument.

Dealers

The low price of NOSET warrants its sale to every customer on your books. When writing state the makes of machines you carry and advise whom you job through. *No trouble to apply; no cost for display—big discounts and large net profits.*

Manufacturers

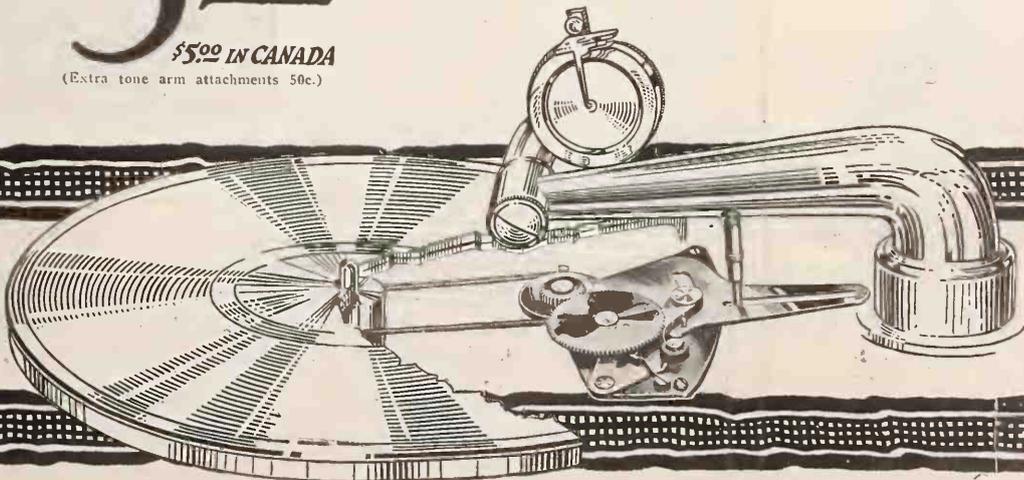
NOSET is *now* a standard equipment on a number of machines. This device is made in designs to fit every make of tone arm and motor construction. Attractive prices to manufacturers in quantity lots. Write us for other information. Do it now.

GUARANTEED FOR LIFE

\$3.50
\$5.00 IN CANADA

(Extra tone arm attachments 50c.)

Condon Autostop Company
47 West 42nd Street — New York



LET MUSICAL QUALITIES COME FIRST

Average Talking Machine Buyer More Interested in the Musical Qualities Than in the Mechanical Construction of the Machine

The average purchaser of talking machines is much more interested in the music it will produce than in the details of its mechanical construction, and more than once salesmen have been urged that while they should naturally be acquainted with mechanical details to offset possible arguments, they should devote their first and foremost attention to the construction of the musical possibilities of the machine. This point is well made by an article in "The Voice of the Victor," which said:

"Do you talk motors or music to your customers? We went recently into a small store for the ostensible purpose of securing a Victrola. The salesman was in earnest and very, very courteous, but the first thing he did was to tell us that the Victor motor was the simplest of all. That, of course, is true, and he might have let it go at that, but he insisted on going into details. We listened patiently to a veritable cascade of information about cranks, gears, pistons and what not (not very good 'simplicity' talk to a man who is not a mechanic), and then endeavored to turn to other matters. 'Does John McCormack sing for the Victor?' 'Oh, yes; he sings for the Victor exclusively, but as I was saying—' and back he went to the crank and the driving rod. 'What other artists are singing for the Victor?' 'All the leading artists of the day. And the Victor motor wears better than any other motor in the world. The extreme simplicity of the action of the downward drive—' We gave up, and asked to hear some Victor records. We found them infinitely more convincing than anything the salesman said."

August Jahn Co., Inc., New York, has been chartered with a capital stock of \$10,000 to engage in a general carpentry and cabinet making business, and the manufacture of phonographs, toys, etc.



Hear the Wonderful Fulton-Alden Phonograph

AT THE
National Music Show
BOOTH 44

Dealers unable to attend the Show should send for details concerning this remarkable instrument.

FULTON-ALDEN CO
WAUKEGAN, ILL.

To Talking Machine Manufacturers:—

IF you have not already investigated the merits of the VEECO Electric Motor, we would like to have you order of us a sample motor, unmounted, mount it yourselves on such board as you are using to mount your spring motors on; give it a thorough test when, if it meets with your approval, we shall be pleased to receive your further orders. If not satisfactory in every respect, return it to us for credit at our expense.

This motor will be equipped with our special Vitraloid turntable which runs much more true than does any metal table and adds materially to the appearance of any talking machine.

Our motor runs with equal efficiency on either A. C. or D. C. without changing connections.

We guarantee it for a period of two years.

We shall be pleased to furnish prices and circulars on application.

THE VEECO COMPANY 248 Boylston Street
BOSTON, MASS.

FIRE AT EDISON PLANT

Fire early Saturday morning destroyed the one-story building at the Edison works at West Orange, which escaped destruction in the great fire at the plant in 1914. The building was No. 10, a frame structure 50 by 150 feet. In it, among other processes, took place the mixing of the materials which make the discs used in the talking machines. A spark from one of the motors operating the mixing machine ignited some of the material and it flared up. The loss is about \$50,000.

AN INTERESTING ANNOUNCEMENT

In another part of The World will be found the interesting announcement of the Gulbransen-Dickinson Co., of Chicago, in which arguments are set forth that should appeal to talking machine dealers. The policy of nationally advertising their products has given the pianos and players of this house a standing that is of interest to the talking machine trade, which has been developed on a foundation of one price.

NEW DOMESTIC LINE ON THE MARKET

PHILADELPHIA, PA., April 23.—The new line of Domestic talking machines are ready for the market and they certainly represent an interesting addition to the talking machine field. Many new and attractive features have been incorporated in the new line, and as the bulk of them are proprietary with the Domestic Talking Machine Corp, in view of being covered by patents granted and in process, the Domestic people have every reason to expect a large volume of business. The company has taken large space at the National Music Show to be held in Chicago May 19-26, where they expect to exhibit

the full line and they are extending to the trade a most cordial invitation to visit them.

G. C. JELL MARRIED

G. C. Jell, general manager of the Columbia Graphophone Co.'s recording laboratories, New York, was married on April 28 at Memphis, Tenn., to Miss Aileen Shea, a talented musician who has been prominent in the various amateur vocal recitals and concerts in that city. Mr. and Mrs. Jell spent a ten-days' honeymoon down south, and are now residing in New York. When Mr. Jell returned to his office his associates took particular pains to play a number of records particularly applicable to the distinguished event.

FOR 5 PER CENT. WAR REVENUE TAX

The War Revenue Bill, which is now being fought out before a sub-committee of the Finance Committee of the Senate, carries with it the provision for a 5 per cent. tax on all musical instruments at the source, i. e., the factory, as well as a similar tax on talking machine records. The talking machine men are making a strong protest against the proposed tax.

The Gately-Haire Co., Albany, N. Y., have certified to an increase of capital from \$25,000 to \$50,000.

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 lace. Size not to exceed 3/8" x 2 1/4". Special size, brush and directions included with order. Any dealer can apply.
GLOBE DECALCOMANIE CO. JERSEY CITY, N. J.

To the Trade!

We have been unavoidably delayed in the production of our MOTORS, but shipments will positively be made on or before June 15th.

We have a double spring motor absolutely fool-proof that plays five 10-inch records with one winding. Price for sample \$3.25.

Quantity prices on application

Write today for details

PHONOGRAPH PARTS CO., 7 West 22nd St., New York

NEW ASSOCIATION IN CLEVELAND

Talking Machine Dealers in Northern Ohio Form Permanent Organization at Meeting on May 9—L. Meier Elected First President—Making Many Plans for Trade Betterment

CLEVELAND, O., May 12.—The movement which has been afoot to bring about an organization of talking machine dealers of this city was culminated Wednesday evening, at a dinner given by the Victor, Columbia and Edison jobbers of Cleveland in the Assembly Room of the Hotel Hollenden, by the formation of an association to be known as The Talking Machine Dealers' Association of Northern Ohio.

After a speech of thanks by Henry Dreher for the efforts put forth by F. W. Buescher in bringing together the dealers at this meeting, John L. Young, of the Bailey Co., was elected temporary chairman, and E. B. Lyons, of the Eclipse Musical Co., temporary secretary.

French Nestor, general manager of the Standard Talking Machine Co., Pittsburgh, and former president of The Talking Machine Dealers' Association of Pittsburgh, was a guest at the dinner, and gave a very interesting talk on the advantages that every dealer in Pittsburgh had derived from their association, and the enthusiasm and co-operation which is being shown.

After the adoption of the Constitution and By-Laws, the following officers were elected for the term of one year: President, L. Meier, of L. Meier & Sons, West Forty-fourth street and Clark avenue; vice-president, T. A. Lavies, of the William Taylor & Son Co.; secretary, J. C. Card, of the Lakewood & Euclid Music Cos.; treasurer, John L. Young, of the Bailey Co.

After the election of officers it was decided to hold the first monthly meeting of the organization on next Wednesday evening, May 16, and to hold monthly meetings thereafter on the third Wednesday of every month.

Practically every dealer in the city has felt the need of an association of this kind for the exchange of ideas and the adoption of measures that would insure uniformity of trade and service, and judging from the enthusiasm shown and from the fact that practically every talking machine dealer in Cleveland was represented it would indicate that the time was opportune for such an organization.

The following firms were represented: Aldrich & Howey Co., The Bailey Co., A. Belsan, Brown Brothers Co., W. H. Buescher & Sons Co., Caldwell Piano Co., Frank Cerne, Cleveland Piano Co., Clifton Furniture Co., The Collister & Sayle Co., Columbia Music Shoppe, The Diamond Disc Phonograph Co., T. E. Ditrich & Sons, The B. Dreher's Sons Co., The Eclipse Musical Co., The Euclid Music Co., H. Fraiberg & Son, J. L. Goodman Piano Co., The Grafonola Co., Harmony Music Shoppe, Hueter Jewelry Co., The Lakewood Music Co., The Henry Leopold Furniture Co., C. C. Lipstreu, H. E. McMillin & Son Co., Maresh Piano Co., The May Co., L. Meier & Sons, J. Mescaros, J. E. Pass Drug Co., Joc Phillipps, The Phonograph Co., St.

Maximum Records and Sales **Minimum** Space and Expense

Files Them—Finds Them
A Sectional Cabinet →

A Filing
→
and Sales
System of
REAL
VALUE

PATENTED AND GUARANTEED
OGDEN Patents used only in
Ogden Cabinets

Protects your records against warping and dust—
Also Locks
Has satisfied thousands of dealers
Guaranteed to please you
Get a system which will make more sales
and save time

Order NOW—Immediate Shipments

Ogden Sectional Cabinet Co.
Box 365, Lynchburg, Va.



Models No. 1 and No. 31. High Grade Cabinets for record parlors.
Models No. 2 and No. 62. Low in price. High efficiency. Patented.

Clair Jewelry Co., A. Smerda, Sterling Music Co., Story & Clark Piano Co., Svehla's Music House, Wm. Taylor & Son Co., The University Music Co., J. T. Wamelinck & Sons Piano Co.

ISSUING MOZART RECORDS

The Mozart Talking Machine Co. Make Important Statement Regarding New Records

St. Louis, Mo., May 8.—The Mozart Talking Machine Co., of this city, manufacturer of the Mozart talking machines, has just placed on the market a line of Mozart records which will be produced in ten and twelve-inch sizes, double faced, hill and dale cut. These records will be issued in monthly bulletins, and the May list contains many popular numbers of the day sung by well-known artists. This line of records will enable Mozart dealers to develop a profitable trade, in view of the fact that these machines are equipped with universal tone arms, and play all makes of records. This company has been very successful the past few months in establishing agencies with successful houses.

INTRODUCE NEW SOUND BOX

The Mutual Talking Machine Co., New York, manufacturer of tone arms and sound boxes, has just placed on the market a new sound box, which, the company states, has won the enthusiastic approval of manufacturers and dealers who have visited its factory. This new sound box was constructed with the one thought in mind of tone quality, and that the company has succeeded in its efforts in this direction is evidenced in the following letter received from C. L. Hilbard, an authority on tone production:

"I have personally inspected the new sound box of the Mutual Talking Machine Co., and find, after thoroughly testing same, it has proven to be an exceptional box for both the hill and dale and lateral cut record. It produces a fine loud and full tone and has wonderful quality. I can heartily recommend this box to anyone wishing to get quality out of all makes of phonograph records."

HOLD ENTHUSIASTIC FLAG RAISING

McCormack's New Record of "Star Spangled Banner" Featured in Ceremonies at Headquarters of New York Talking Machine Co.

Playing John McCormack's new Victor record of the "Star Spangled Banner," and the New York Talking Machine Co.'s entire force of employes joining in the chorus, "Old Glory" proudly unfurled her colors from the Fortieth street windows of the New York Talking Machine Co., Victor distributors.

Little Martha Geissler, daughter of A. D. Geissler, president of the company, occupied the place of honor—it was her sturdy little tugs which raised the flag in its place. With the cheers of the employes were joined those of employes working in the World Tower Building opposite.

Chase & West, well-known talking machine dealers of Des Moines, Ia., have purchased the business of the Des Moines Talking Machine Co., 812 Locust street, that city, which has one of the largest stocks in this vicinity.

MOTORS FOR SALE

3,000 spur gear single-spring motors in lots of 250 or multiples. \$1.15 each. Samples with 10-inch turn-tables. \$1.75 each

DOUBLE-SPRING WORM GEAR

motors with 12-inch turn-table, graduated speed indicator, stop, etc.

Lots of 100.....\$3.90 each
Lots of 1 doz.....4.25 each
Single sample.....5.00 each

We can also furnish high-grade tone arms and reproducers. Sample set, \$3.00. Send for quantity prices. Terms on samples strictly cash with orders.

PERFECT AUTOMATIC BRAKE CO.
425 S. Wabash CHICAGO

WE MAKE
CABINETS
FOR
TALKING MACHINE
Manufacturers
and
Assemblers

Grand Rapids Cabinet Co.
MICHIGAN



Model 95
GRAND RAPIDS



Every time you sell an electric Columbia Grafonola to a customer, you have made a beautiful profit—you have made a certain and regular record buyer—you have added one more completely pleased and actively interested customer.

(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

INTERIOR TREATMENT AFTER ADAM SCHOOL EFFECTIVE

The Remarkable Transformation Effected in the Interior of the Establishment of the Eastern Talking Machine Co. in Boston Demonstrates Artistic Work of Unit Construction Co.

On April 16 E. F. Taft, of the Eastern Talking Machine Co., of Boston, opened to public view their new Victrola department, which is perhaps the most effective interior treatment of a talking machine establishment in the country. Some views showing the remarkable effects secured by the skilled artists of the Unit Construction Co. are to be found on pages 40 and 41 of this issue. They are worth consideration.

Entering the department, which is located on the second floor of their building, 177 Tremont Street, Boston, and of easy access either by elevator or stairs of generous width, the visitor is first impressed with the graceful beauty, stately proportions and atmosphere of restful refinement which pervades throughout. Consistently executed, decorated and finished to the last detail in the exquisite style made famous by the Adam Brothers, which decorative style is now in such vogue in this country, this department constitutes a fitting home for the display and sale of Victor products.

The main color scheme of ivory and silver blue is happily contrasted with rich carpetings of golden russet and furnishings in English brown mahogany with upholstery of silver blue velour. The effect is further heightened by the lighting fixtures, ceiling lights being of alabaster and wall brackets of gold bronze, also lamps, mirrors and other objects du vertu. The delicate Adam detail with graceful urn, medallion, rosette and garland ornamentation in ivory and blue is carried out, even to the ceiling, which with its light ivory satin finish reflects a soft restful light: in fact, the quality of restfulness pervades the entire department, the sort of restfulness which invites the hearing of the world's best music, the environment being in keeping with the artistry of the rendition. The beautiful reception room or lobby, whose casement windows with their delicately leaded panes give an unsurpassed outlook on the famous Boston Common, rewards the customer who by chance is forced to await an appointment or access to one of the demonstrating rooms.

While great thought and care have been devoted to the decorative features of the department, practicability has been of prime consideration throughout. Entering the department either from stairs or elevator one comes in immediate contact with record stock racks and record counter with plate glass top, which, while in the prevailing Adam design, immediately impress the customer with their capacity. Ten to twelve customers may be served at one time from this counter, and the purchaser with a prepared list of records can secure same in minimum time; a noiseless pneumatic tube system in immediate conjunction taking care of all necessary sales record or delivering change without a moment's delay.

Fourteen demonstrating rooms of generous proportions, beautifully wainscoted, furnished

and lighted and refreshingly ventilated by an electric system, noiseless in operation, offer an irresistible invitation to the patron for a complete revue of the latest record offerings. Heavy plate glass and patented construction give these demonstrating rooms an unusual degree of sound insulation.

The relative position of the demonstrating rooms and record stock makes for high efficiency in sales service and permits one sales person to care for the wants of two or three customers at one time; in fact, the entire department breathes efficiency from every standpoint.

The Eastern Talking Machine Co. is certainly to be congratulated upon this exceptional department, the planning, designing and execution of which, down to the last detail of decoration, was placed in the hands of the Unit Construction Co., of Philadelphia, well-known factors of the Unico system of equipment for talking machine and piano departments.

"CAUGHT" ON THE GOLF LINKS

Arthur D. Geissler Trys His Luck on the French Lick Springs Links

Arthur D. Geissler, president of the New York Talking Machine Co., New York, and Chicago Talking Machine Co., Chicago, Victor

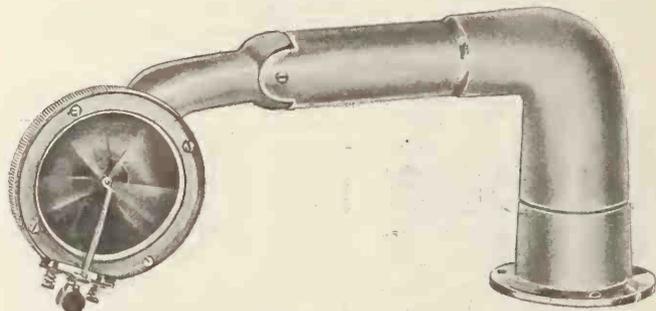
distributors, recently spent a few days at French Lick Springs, Ind., where he enjoyed a well deserved rest. As the accompanying illustration



Arthur D. Geissler at French Lick Springs shows, Mr. Geissler managed to find some spare time for the golf links, and we understand that his "card" would entitle him to recognition in any Victor distributors' tournament.

The Clark & Jones Piano Co., Birmingham, Ala., will move into new quarters in the Earle Building, 1913 Third avenue, on June 1.

The Tone Arm You Have Been Looking For



A new universal tone arm and sound box that is bound to make a name for itself. It has all that can be desired in the way of clear, rich and musical tone.

Price in thousand lots, \$1.50

Write for particulars and district agencies

ANDS KOCH

296 Broadway

::

::

::

New York City

NEW "BUTTERFLY" MOTOR READY

Leonard Markels Perfects Latest Addition to Line of Motors and Other Talking Machine Accessories—Factory Facilities Increased

Leonard Markels, New York, motor, tone arm and sound box manufacturer, has just placed on the market his new "Butterfly" motor, which has been in course of perfection for the past half year. Mr. Markels has worked day and night to make this motor thoroughly representative of the ideals which influenced its manu-



Leonard Markels and D. R. Doctorow, Manager factory, and judging from the favorable comments made by those manufacturers who have tried out this new motor he has succeeded in his efforts.

As its name implies the "Butterfly" has noiselessness as its most important feature, and every detail of this motor was perfected with the one idea of producing a motor that would be as noiseless as mechanical ingenuity could make it. The "Butterfly" has jeweled bearings, which make for noiselessness in running; beveled gear winding and a new ratchet device which eliminates external noises. It will play seven ten-inch records with one winding, and will be manufactured in three styles.

During the past few months the Markels factory has been enlarged in all departments, and new machinery installed to accommodate the production of the "Butterfly." All of these improvements were made under the personal direction of Mr. Markels, whose many years' practical experience is reflected in the efficiency which characterizes every division of his factory. The Markels products have made remarkable headway in the trade's estimation the past six months, and at the present time the Markels motor is being used by many prominent manufacturers throughout the country. The new "Butterfly" promises to be one of the most popular motors introduced in some time, and advance orders indicate its immediate success.

ABLE TO SUPPLY THE TRADE

The New York Card and Album Co., New York, manufacturer of Nyacco record albums, has just advised the dealers throughout the country that it can supply them with all three grades of albums that it manufactures, notwithstanding the tremendous scarcity of raw materials. The company realized some time ago that there would be a shortage of materials and made arrangements considerably ahead of time so that its clientele would not suffer. The company has also made plans to co-operate with its dealers in furnishing them with publicity matter so they can merchandise Nyacco albums with maximum profit.

The Woodlawn Talking Machine Shop, Chicago, has been incorporated with a capital stock of \$10,000 by P. J. Hughes, F. O. Brown and F. N. Hillis.



CABINETS

One Model
Maximum Efficiency

Three Sizes—Floor Cabinet: 17x19x40
—19x20x41. Table Cabinet: 20x22x14.
Birch-Mahogany Finish—Nickel Trim—
Well-Finished.

Stock on hand

SAMUEL WEINSTEIN
134 Duane St. Established 1899 New York

BACK HOME IN WATERBURY

Fulton-Driggs Smith Co. Reoccupies Building Destroyed by Fire in January—Elaborate Talking Machine Department a Feature

WATERBURY, CONN., May 8.—The Fulton-Driggs & Smith Co., whose building at 158-162 Grand street, this city, together with the greater part of stock contained therein was destroyed by fire on January 21 recently reoccupied the remodeled building which has been arranged in a most modern manner.

A particularly interesting feature is the new talking machine department, which occupies a section of the main floor, seventeen feet wide and seventy-two feet long. The department is equipped with five Unico booths nine by nine feet, and a larger booth of the same type measuring nine by seventeen feet. The department has been equipped with an entirely new and complete stock of both Victrolas and Edison Diamond Disc phonographs, together with an exhaustive supply of records for both machines. The rapid recovering of the company from the

disastrous effects of the fire has been due largely to the efforts of A. P. McCoy and F. V. McCoy, secretary of the company. A. P. Mc-



Partial View of Talking Machine Warerooms
Coy is vice-president for Connecticut of the Talking Machine Men, Inc.

The formal opening of the remodeled quarters was held on April 25, and was attended by several talking machine jobbers from New York and other points.

WALL KANE NEEDLES

The original 10 for 1 steel needle is the greatest needle success in the country
Package of 50 needles retails for 10 cents

PROTECT YOUR
RECORDS
BY USING

**THE
WALL-KANE
NEEDLES**

EACH NEEDLE
IS
GUARANTEED
TO PLAY TEN (10)
RECORDS ON ANY
PHONOGRAPH

EXTRA LOUD 50 for 10¢

MEDIUM 50 for 10¢

LOUD 50 for 10¢

THIS NEEDLE IS PRODUCE BY AN ENTIRELY NEW PROCESS

THE TENTH RECORD WILL PLAY AS CLEAR AS THE FIRST

This is our
Silent
Salesman
for Dealers

Handsome metal enameled display stand, holding 60 packages (each package containing 50 needles); also attractive window sign. Sold to the Dealer complete for \$3.90

Medium—Loud—Extra Loud—Price to dealers 6 cents per package of 50 needles retailing at 10 cents.

Send for samples.

Each needle is guaranteed to play 10 records; the 10th record playing just as clearly as the first. Package of 50 needles, far greater value than 500 ordinary steel needles. Retail for 10 cents.

The buying public has put its approval on the Wall Kane needle. Every phonograph owner will soon ask for Wall Kane needles.

Dealers: Place this stand in the window and on your counters. Wall Kane needles will sell themselves. **Send \$3.90 for Sample Stand to-day.**

Jobbing Territories Open.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.
SOLE DISTRIBUTORS OF WALL KANE NEEDLES

145 West 45th Street

New York

TRADE OPPORTUNITIES IN THE EAST

Daniel A. Creed, General Manager of the Chicago Talking Machine Co., Points Out Advantages That Easterners Enjoy—Has Developed Business of His Company to High Efficiency

Daniel A. Creed, general manager of the Chicago Talking Machine Co., Chicago, Ill., Victor distributor, was a visitor this week at the offices of the New York Talking Machine Co., New York.

In commenting upon general business conditions Mr. Creed seemed to feel that the record output problem of New York City was the one item of the talking machine business standing out most prominently.

While the proportion of record business to machines may be as good in the East as it is in Chicago, Mr. Creed feels that with so many things favorable to the record situation, much larger results will surely be obtained. For instance, he cites the ability of New York distributors to get local hits much sooner than the western distributors. The overnight freight service, particularly on re-orders, is a wonderful advantage. Another advantage is a fifteen million population within a radius of fifty miles of New York City and a big proportion of that population educated to the better class and popular hit type of music.

It has been proved, Mr. Creed claims, a large proportion of machine business accrues from record advertising. The desire for a machine is first instilled in the mind by the description of the music to be had on that machine. Mr. Creed's point is the profit on records is just as good as on machines and a large proportion on records is either cash or charge. If the record business can be brought up to the same proportion as the machine business—that part of the dealer's business must be the most profitable.

"I was astonished," Mr. Creed said, "with the wonderful equipment of the talking machine departments. Such equipments as Gimbel Bros.,

Wanamaker's and Lord & Taylor's departments were an eye-opener."

While Mr. Creed is the manager of the largest Victor wholesalers in the West, he takes his hat off to the New York Talking Machine Co., as a good example of what can be done in bringing wholesaling to the highest type of efficiency, commenting particularly on their system of steel record racks, modern repair department, a wonderful location which permits of daylight on all four sides, an office with four passenger elevators on Fortieth street, and a shipping department with four fast freight elevators on Forty-first street.

Mr. Creed is going back feeling the spirit of

loyalty to the Victor Co. cannot be overrated. "All of the dealers I have spoken to in New York City," said Mr. Creed, "seem to feel that the distributors of the Victor Co. are perfectly competent to handle any situation which might arise from the recent Macy decision. The fact that no dealers have seen fit to take advantage of the privilege which seemed to have been granted to them by the U. S. Supreme Court would seem to indicate that they realize the discount allowed them by the Victor Company is only sufficient to pay them a fair return on their investment."

Mr. Creed ended up his sojourn in the East with a week-end visit at the Victor factory.

VICTOR CO. ANNOUNCES CHANGE IN "OPENING DAY"

Monthly Lists of Records to Be Released on First of Months Instead of the 28th of the Preceding Month as Formerly—Change Effective With August Supplement

The Victor Talking Machine Co. has sent to distributors and dealers the following letter regarding the change of the opening day for Victor records from the 28th of the month to the first of the month following. The opening day was established on the 28th of the month a number of years ago, and proved very satisfactory until the present difficulties in transportation arose, and which necessitated at least a few days' leeway. The Victor Co. letter is as follows:

In view of the large growth in our record business since the inauguration, in 1906, of our "opening day"—28th of the month—and the occasional traffic congestion and uncertainty of delivery of freight shipments; and guided by the practically unanimous vote of Victor distributors, the following changes of dates for the simultaneous "opening day" and shipment of supplement records to dealers will become effective with the August supplement:

The first of the current month (as indicated by the date on the supplement) is, beginning August 1, to be the simultaneous "opening day" for new Victor records. When the first of the

month falls on Sunday or a holiday, the preceding day is then to become the simultaneous "opening day."

Distributors may ship supplement records and printed matter pertaining thereto to dealers on the third day preceding the "opening day." When this day falls on Sunday or a holiday, the next preceding day is to be the day when shipments to dealers may be started by distributors.

As heretofore, no supplement or other advertising matter referring to these records should be brought to the attention of the public before the "opening day," except, however, advertising matter may be distributed by mail only after 2 o'clock on the afternoon of the day preceding the "opening day." Newspaper advertisements referring to the monthly supplement prior to the 1st should be confined to the sole statement that the 1st is the "opening day" for these records without specific reference to any record or records listed therein.

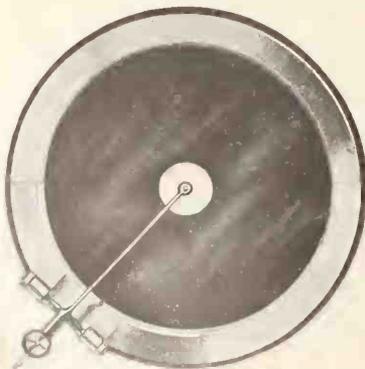
We believe that Victor dealers will agree that the "first of the month" idea will soon prove of value as an advertisement for the new Victor records, more easily remembered, etc.

The Mutual TONE ARMS & SOUND BOXES

"TRY THEM AND BE CONVINCED"

What Mr. C. L. Hibbard says:

"It produces a fine, loud and full tone and has wonderful quality. I can heartily recommend this box to anyone wishing to get quality out of all makes of phonograph records."



We can supply this special *two-fold* box with our tone arms, and have also a rubber cushion hub arrangement that will fit mostly all makes of tone arms. Be the first to supply your trade with this new sound box.

Write or wire for samples. Samples \$2.00 each.

We use the best grade of mica obtainable. Write for catalog of our tone arms and sound boxes. Quantity prices on request.

MUTUAL TALKING MACHINE CO.
145 West 45th Street NEW YORK

C. L. Hibbard has had 20 years' experience with sound-boxes. He has several patents, and is a recognized authority in this field.

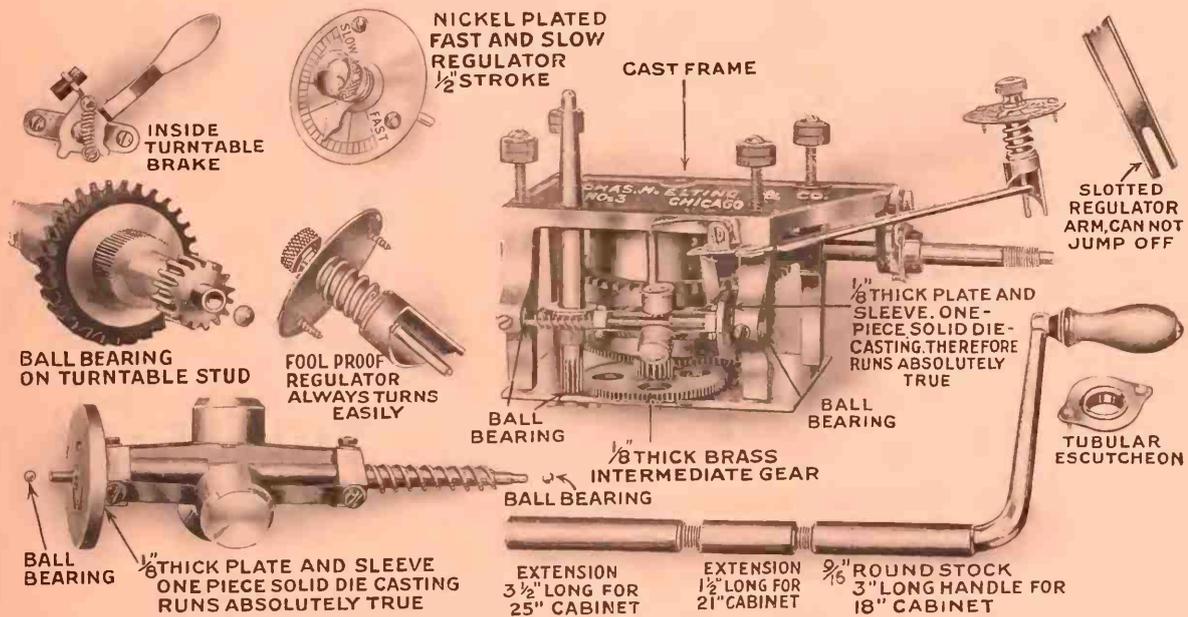
Two Samples—\$4.00 each—C. O. D.

Nickel Plated—Cast Frame—Double Spring Phonograph Motor

Playing 4-10 in. or 3-12 in. Lateral
Cut Records or 2-½ Edison Records

ANNOUNCEMENT

In the past we have had our motors manufactured on contract, with very *unsatisfactory* results. We have now perfected and are making our own motors. Not a single detail has been omitted from this motor. EVERY POSSIBLE DESIRABLE FEATURE HAS BEEN INCORPORATED.



Playing 4-10 in. or 3-12 in. Lateral Cut Records or 2-½ Edison Records

No. 3—Nickel Plated, Cast Frame, Double Spring Phonograph Motor, complete with:

- | | |
|---------------------------------------|--|
| 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 |

SAMPLES

Samples are packed two in a carton, complete with all parts. By trying out two it will give you a better test on our motors. Foreign shipments are prepaid by us, therefore foreign orders for samples must be accompanied with draft for \$13.50 to cover motors and transportation.

MOTOR PARTS

We can give prompt service and solicit inquiries and orders for any part on a motor—such as Gears, Stampings, Screw Machine Parts, and especially the *Worm for Governor Shaft* or the *complete Governor*. Also Stops, Regulators, Handles, Turntables and all Hardware Parts.

CHAS. H. ELTING & COMPANY

Cable Address—**1516 South Wabash Avenue**
"Elmotor" Chicago. **CHICAGO**

Codes—
Western Union or
Lieber's, 5th Edition

Chas. H.
Elting & Co
1516 So.
Wabash Ave.
Chicago, U. S. A.

Gentlemen: Please
express us immediate-
ly for test purposes 2
samples of your improv-
ed No. 3 motor, at \$4.00
each, C. O. D. Mark the pack-
age for the personal attention
of

Mr.

Care of.....

Street.....

City.....

Foreign shipments are Prepaid by us. Therefore,
foreign orders for samples must be accompanied
with Draft for \$13.50 to cover motors and Transpor-
tation.



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 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

In these days of universal tone arms of various types and of attachments designed to make possible the playing of various types of records on one machine, it behooves the manufacturer, or the assembler, as the case may be, of talking machines, and likewise the dealer, to pay particular attention to the adjustment of the tone arm itself and the reproducer affixed thereto.

It quite often happens that a record played on one machine of a certain type will sound clear, musical and perfectly satisfactory, while the same record played on another machine of the same type will produce a blast or makes an indistinct effect that is annoying. The tone arms of both machines and the reproducers are apparently exactly the same, but the effect is not. In such a situation it is well for the manufacturer or the dealer in whose hands the machine happens to be to test out the joints most carefully, especially where a section of the tone arm may be turned about or works in a socket. If there is a screw adjustment provided this should be so fixed that the joint will be tight and not liable to rattle. If certain sections of the tone arm itself are threaded on such connections must be gone over carefully. In other words, from the needle point to the tone arm socket there should be no looseness in any connection, for even if the metallic sections do not rattle, air spaces at the joints have a surprising effect on the tone.

Before any machine is sent out, as has been stated before in these columns, it should be gone over carefully to see that no mechanical defects exist. The slight expense entailed by this inspection will save perhaps a number of dollars in time and trouble in repairing or adjusting the machine in the customer's house, or in exchanging it for a more perfect model.

The vibrations of sound have a surprising effect on metal. A tone arm section that appears fairly secure on a cursory examination may be found to give much trouble when the record is played, especially when high or loud notes are reproduced.

Whether the sections of the tone arm are held in adjustment by a set screw or by some other arrangement, it will be found that the careful insertion of some white lead in the joint will often provide a remedy against rattling or blasting.

Buffalo, N. Y., May 4.

Editor, The Talking Machine World.

Dear Sir: I have experience with several motors of foreign make in which the springs have been broken and have had much difficulty in getting new springs in this country that are the same size as the broken ones. In the first place the springs I get here are shorter and a trifle narrower than the old ones. Would it be possible to give satisfaction by installing such springs? In other words, will they give suffi-

cient power to the motor and will it be liable to rattle? I noted in one of your previous articles you spoke of troubles caused by narrow springs, but do you think a difference of one-sixteenth-inch would cause difficulty?

Very truly yours,

DEALER.

ANSWER: A spring a foot or two shorter and a little narrower than the original will in most cases answer the purpose. Experimenting is the only means of finding out which springs will give the best satisfaction other than the original size.

Brooklyn, N. Y., April 28.

Mr. A. H. Dodin,

Care of The Talking Machine World.

Dear Sir: A sound box that I have used for several years has suddenly gone bad, and blasts most horribly when playing. The rubber rings around the diaphragm appear to be in good condition and hold the edges of the diaphragm tightly. The needle arm appears to be fastened tightly in the center of the diaphragm with the necessary wax about it, and yet the reproduction is very unsatisfactory. I have placed a toothpick from one side of the sound box to the other and under the needle arm, and this helps matters, but still does not allow for the proper effect. Could you suggest from this outline what is most likely the matter with the reproducer, and what can be done to remedy it?

L. I. R.

ANSWER: Possibly the mica touches the frame of sound box or the tension springs are weak. The best cure would be to take sound box entirely apart and reassemble it, being sure that mica is cemented to gasket so that it does not touch frame of box, and also be sure that tension springs are in good condition.

Pittsburgh, Pa., May 1.

Repair Department, Talking Machine World,
New York.

Gentlemen: I have been securing a number of motors and turn tables from one house, but have found that in many cases the turn tables do not run true. Experimenting with the motors

and turn tables from other concerns has developed the same trouble at intervals. The turn tables are apparently perfectly flat when tested separately, while the motor spindles also appear to run true. The combination, however, though wedged together tightly, wobbles from one side to the other. Is there any way of adjusting or setting the motor and fixing the turn table that will remedy this trouble?

R. F. Rankin.

ANSWER: If turn table and turn table spindle are both absolutely true as you state, then the only possible cause for the trouble would be in the way the motor is attached to the cabinet. The rubber or felt bushing washers are not all the same thickness.

C. F. SIMES HOME FROM LONG TRIP

Sales Manager of Veeco Co. Garners Some Good Orders in South and West

BOSTON, MASS., May 9.—C. F. Simes, sales manager of the Veeco Co., manufacturers of the Veeco electric motors and the vitraloid turntables for talking machines, returned on Monday from a nine weeks' trip through the South and West. Mr. Simes reported a lively demand for the Veeco motor throughout the territory he visited, and brought back with him convincing proof of the same in the way of orders for immediate and future delivery.

DEMAND FOR ROL-TOP RECORDS

BOSTON, MASS., May 8.—The National Talking Machine Sales Corp. has found a ready sale for its Rol-Top record cabinets, which it placed on the market some time ago, and these cabinets are now being used by dealers throughout the country. Each Rol-Top cabinet has a capacity of 1,600 ten and twelve inch records, and is so constructed that it can be locked and is also dust proof. This cabinet presents a very attractive appearance and the company is making preparations to handle a big demand for the Rol-Top.

"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

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

MASTER WAX

For a reasonable price I am able to deliver large or small quantities of the very highest grade of Master Wax. Write stating when it will be convenient for you to inspect samples. :: :: ::

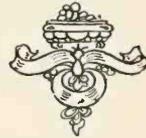
Address Box 2000

Care of TALKING MACHINE WORLD
373 Fourth Ave., New York

MERCHANDISING HELPS *for* VICTOR DEALERS

"EFFICIENCY ITEMS"

All Yours
for the Asking



"TO REALIZE
UPON OUR
DEALERS'
SUCCESS
DEPENDS
OURS"

Chicago
Talking Machine Co.
12 No. Michigan Ave.
CHICAGO

New York
Talking Machine Co.
119 W. 40th Street
NEW YORK

WHOLESALE ONLY

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr.

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., May 10.—Considering conditions, as the traditional phrase goes, business has stacked up very nicely the past month. In spite of the temporary halt following the declaration of a state of war, trade with the jobbers generally has shown a decided increase over the corresponding month of last year, although this comparative gain has not been as great perhaps as that scored by the preceding months of 1917. The dealers soon recovered their equanimity, reinstated cancelled orders and ordered forward withheld shipments. The general feeling both with the jobbers and the local retailers is that there is to be no material, if any, recession of trade on account of the war. A trip among the retail warerooms of the loop revealed a great deal of activity, several saying that business the past two weeks has been especially good. The demand for patriotic records both with the local and country dealers is somewhat enormous and jobbers say that they find it practically impossible to supply the demand.

Non-Approval Policy Successful

J. F. Ditzell, manager of the Victor department of the Famous & Barr Co., of St. Louis, was a recent visitor. He stated that the non-approval policy regarding records that he established a year ago has been faithfully followed out and that instead of losing by it their record business has made a notable gain. Every record sold is "sealed" and the fact that the customer has this positive guarantee that the records he buys are perfect and have never been used even for demonstration purposes has begotten a confidence that has spelled success.

Tone Tests at the Show

A leading feature of the Edison phonograph exhibit at the National Music Show of the Coliseum will be the concerts, six daily, three in the afternoon and three in the evening. There will be a recital hall, located in the annex, seating four hundred people. Details appear elsewhere. The exhibit and the concerts will be in charge of V. E. B. Fuller, of the executive staff of Thomas A. Edison, Inc., and he will be assisted by members of the staff of C. E. Goodwin, general manager of the Phonograph Co., the Edison jobbers for this zone.

Lyon & Healy Patriotic

Three of the sons of the late P. J. Healy are preparing to serve their country at the front.

Vincent Healy has been made a lieutenant in the marine service, Columbus Healy is at Fort Sheridan taking the reserve officers' training course, and Augustin Healy, who is just finishing Yale, has gone to Washington to enter the marine service. The big house recently issued a notice to its employes that it would not only hold open the positions of men who enlisted but would pay them the difference between the compensation given by the government and their salaries at Lyon & Healy, while they are serving their country. Henry Hetzke, the shipping clerk for the talking machine department, has joined the First Illinois cavalry.

Gets New Quarters

The Combination Attachment Co., manufacturers of the Orotund sound boxes and specialties, has moved from the fifth floor of the Republic Building to better located and arranged quarters at Suite 324 on the third floor of the same building. Win. Tures, the manager of the company, and the Orotund inventor, has added to the line a large and loud sound box especially adapted for playing Pathé records. Several new additions to the line of special merit will be ready for the inspection of the visitors to the city during the piano convention period.

McCormack's Record Wonderful Hit

G. P. Ellis, sales manager for the Chicago Talking Machine Co., says that the new Victor record of "The Star Spangled Banner," sung by John McCormack, is proving one of the biggest red seal sellers they have had for years. The demand promises to strain the supply to the utmost. Mr. Ellis says that April was an excellent month in spite of the war situation, and May so far promises to be equally good.

Vitanola Co. Move to Their New Factory

The Vitanola Talking Machine Co. and the American Phonographs Co. have moved their general offices from 208 South Wabash avenue to their new factory at 500 West Thirty-fifth street, where they have ample facilities for caring for their growing business. They will have several most attractive new models of Vitanola machines ready for the trade very shortly. Visitors to the National Music Show, May 19 to 26 are cordially invited to call upon them.

Brunswick Phonograph Display

The Brunswick-Balke-Collender Co. are going to have a remarkable exhibit at the Coliseum.

Besides the regular line, with which the dealers are already familiar, there will be two new high-priced models, which Martin Nystrom, the creator of the Brunswick phonographs, says will be the top notch of architectural artistry.

Harry B. Bibbs, formerly of the Schmelzer-Arms Co., of Kansas City, is now sales manager of the phonograph division of the B.-B.-C. Co. He succeeds A. J. Kenrick, who, with R. J. Waters, is devoting his time to the establishment of Brunswick shops in towns of 100,000 and over, by interesting men of capital in the attractive proposition offered by the agency for Brunswick phonographs, home billiard tables, etc. One of the results of their labors was re-

IN OUR NEW QUARTERS

The Chicago office of the Talking Machine World is now located in Room 1508 Republic building, 209 S. State St., Phone Wabash 5774.

"At Your Service."

vealed when, on last Saturday, the Brunswick Shop, of Detroit, was opened with Wallace Brown as manager.

W. B. Harrison, formerly manager of the Brunswick phonograph wholesale branch in Milwaukee, has been succeeded by H. A. Kent. The former will have a responsible position in the wholesale department.

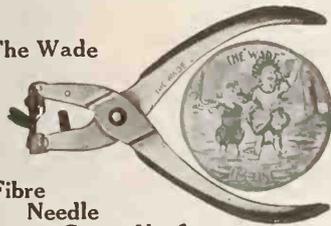
Brunswick Shop in New Quarters

The Brunswick Shop will move next week from Jackson boulevard to their new quarters at 222 South Wabash avenue on the ground floor of the handsome John Church Building. Although the contractors are still at work the passerby can easily see that it is going to be one of the best equipped talking machine stores in the loop. Not less than fifteen handsome demonstration booths are being built, and no expense is being spared to make the store a model of its kind. Visitors to Chicago during the piano conventions and music show will be able to inspect the new quarters.

FlexiFile Co. to Exhibit

The FlexiFile Co., of Chicago, will have a
(Continued on page 83)

The Wade



Fibre Needle Cutter No. 1
Price \$1.50

Wade & Wade Products

FOR THE

Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.



Fibre Needle Cutter No. 2
Price \$2.00

Wade & Wade

manufacture a fine lubricant oil for talking machines, a grease to eliminate the noise in gears, a spring barrel lubricant to stop the jumping of springs and a polish for cabinets.

The Wade Fibre Needle Cutter has a device for holding the needle in position while repointing, and in addition to this a self acting stop which allows only a very thin shaving to be trimmed from the needle.

EVERY POSSIBLE EFFORT IS MADE TO FILL ORDERS THE SAME DAY RECEIVED

WE WHOLESALE EXCLUSIVELY

Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE 3807 Lake Park Ave. CHICAGO, ILL.

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—(Continued from page 81)



“OROTUND”

means

Rich, Clear, Full and Musical

and the combination of the “Orotund” sound reproducer and universal tone-arm with our suggestion of a tone chamber will make the most high grade, perfect equipment for talking machine manufacturers.

The “Orotund” sound reproducer does its work greatly eliminating surface scratching needle noise, also that “canned music tone” and produces a mellow, sweet, pleasant, musical tone, that inventors and talking machine experts have been trying to get for more than twenty years.

Let us demonstrate facts to you. We have standard attachments for the most popular machines to play all records.

Genuine Diamond and Sapphire points
Write for particulars

COMBINATION ATTACHMENT COMPANY
524 Republic Building State and Adams Streets Chicago, Ill.

most interesting exhibit of their FlexiFile device for filing talking machine records at the Music Show. Some of the leading manufacturers are incorporating this system in their machine cabinets, and other exhibits as well will serve to spread the FlexiFile gospel. The Read automatic record container and carrying cases will also be shown at the same booth. F. P. Read and W. W. Parsons will be in charge of the exhibit.

Crescent Co. in Enlarged Quarters

Wm. R. Everett, Western manager of the Crescent Sales Co., has taken over the entire fifth floor of the building at 28 East Jackson boulevard. The old offices on this floor have been turned into stockrooms, and the new offices located in the front of the building. Besides the stockrooms there are four large compartments, two of which are used as offices and two for demonstration rooms. Mr. Everett announces that an entire new line of machines will soon be on the market in addition to the styles being manufactured at present.

Sonora Wholesale Opens New Warerooms

The Western wholesale offices and warerooms of the Sonora Phonograph Corp., are now located in the McClurg Building at 218 South Wabash avenue. A full line of Sonora machines are on exhibition, and an ample wholesale stock stored away in the large warerooms on the sixth floor. The visitor getting off the elevator and approaching the Sonora offices is immediately impressed by two long, handsome lines of floor models placed on exhibition in a sort of hallway reaching out from the main offices. There are two spacious demonstration rooms containing four models each, and also a large and a small private office. The main stockroom at present contains seven or eight hundred Sonora machines, boxed. An excellently equipped repair department is located at one end of the stockroom, where two expert talking machine repair men are constantly busy. Manager R. Hadert states that one of these repair men is always

ready to visit and aid any Sonora dealer who finds a repair job on his hands that he is unable to cope with. Besides the main stockroom part of another floor in the same building is being used temporarily for the storing of Sonora models. Over eighty-five hundred square feet of floor space is occupied by the concern. Mr. Hadert will spend part of his time in the Chicago office and part traveling in Illinois and Indiana. He is assisted in the management of the Chicago branch by L. Golder.

Cortina Opens Offices and Studios

A Chicago branch of the Cortina Academy of Languages has been recently opened in the McClurg Building at 218 South Wabash avenue. C. A. Robertson is manager of the Western offices. The new quarters include four attractively decorated rooms, three of which are class and demonstration rooms. The Chicago branch has two distinct departments. One has to do with sales promotion of Cortina records, and the other occupies itself altogether with instruction in foreign languages. Native instructors in a number of European tongues have been employed, and the school work is proceeding rapidly. Considerable advertising has been done throughout the city by means of street-car and elevated cards, circulars and classified advertising in the dailies. A full line of Cortina text books is carried in stock, as are also Cortina records.

James Abbott Seriously Ill

J. L. Abbott, general manager of the Chicago Hinged Cover Support and Balance Co., has been seriously ill and has been operated upon. At the present writing he is upon the road to recovery and in all probability it will not be long before he will be back at his desk and taking care of the work of his firm's rapidly growing business.

Opens New Store on South Side

The H. Reichardt Piano Co. have opened another store at Sixty-third and Halsted streets. The new establishment will be devoted exclu-

sively to retailing Victor talking machines and records. There will be a formal opening of the place Saturday evening, May 12. All of the customers of the Reichardt Piano Co. have been invited to attend the affair, and, as the new location happens to be one of the busiest corners outside of the loop, a lively attendance is expected.

Six Best Sellers

The six best sellers in Victor records as given The World by Mrs. L. B. Glaver, of the “Talking Machine Shop” are as follows: “It's Gwine Back to Dixie,” by Alma Gluck, and Emperor Quartet; “Have a Heart,” fox-trot and “Love o' Mike,” one-step; “Dixieland Jass Band” and “Livery Stable Blues,” “For Me and My Gal” and “Dance and Grow Thin” and “America, Here's My Boy” and “Let's All Be Americans Now.”

The six best sellers in Columbia records as obtained at the State Street Grafonola Shop are the following: “Star Spangled Banner” and “America,” by Graveure; “Blue Danube Waltz” and “Carmena Waltz,” by Lucy Gates; “Where the Black-Eyed Susans Grow” and “After You've Had Your Way”; “If I Had a Son for Each Star in Old Glory” and “The Story of Old Glory, the Flag We Love”; “When the Sun Goes Down in Dixie” and “I've Got the Sweetest Girl in Maryland” and “Cohen Telephones From Brighton” and “Cohen Telephones the Health Department.”

The Edison six best sellers for the past thirty days have been the following: “America” and “Hail, Columbia” and “Star Spangled Banner”; “Barcarolle,” Tales of Hoffman and “Cavalleria Rusticana”; “I'd Be Happy Anywhere With You” and “You Said Something”; “Carme” and “Mamma Mia, Che Vo Sape,” by Guido Ciccolini; “Dancing Down in Dixieland” and “O'Brien Is Tryin' to Learn to Talk Hawaiian” and “Flora Bella,” one-step, and “Moana,” Hawaiian waltz.

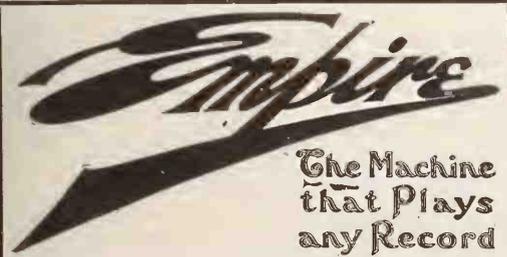
The six best Pathé sellers as obtained from Miss M. Foland, of the Brunswick Shop, are as follows: “Yaddie, Kaddie, Kiddie, Kaddie, Koo” and “Smiles Then Kisses”; “I Wonder How the Old Folks Are at Home” and “I'm Going Back to California”; “Oh, Johnny, Oh, Johnny, Oh” and “The Nights Are Six Months Long”; “You Said Something” and “Hy-Sine”; “Dance and Grow Thin” and “Boogie Rag” and “Panama Pacific March” and “Caravane Arabe.”

The six best Emerson records have been “Call to Arms” and “Sweetest Melody of All”; “American Patrol” and “Star Spangled Banner”; “American Fantasie”; “Razzazza Mazzazza” and “Joe Turner Blues,” “La Donna E Mobile,” and “Vesti La Giubba.”

Stewart Corp. to Make Motors for Trade

Sales Manager Hodson, of the Stewart Phonograph Corp., made an interesting announcement this week when he told of the company's intention to supply the trade with double and single-spring motors and other phonograph ac-

(Continued on page 85)



THE \$100 MODEL

With Eight Big Points of Sales Superiority

The Empire Model “B” INVITES comparison—that's the easiest way to sell it—drive home those positive points of superiority and your prospect can't get away. He has what he wants and you have made a friend as well as a sale.



Model B.
Price \$100
Mahogany or Oak

Check up these points at our exhibit—National Music Show, Chicago Coliseum, May 19-26

EXTRA!

We are now supplying 10- and 12-inch Empire records to dealers handling the Empire line. First release—150 up-to-date best sellers. Empire Models \$25—\$200

- 1—Marked beauty of cabinet.
- 2—Automatic cover support and balance.
- 3—Extra large record storage.
- 4—Automatic stop.
- 5—Special design reproducer and tone-arm.
- 6—The motor is the finest ever built in any \$100 model. Motor frame all cast. All bearings special metal. Trued to micrometer measure. Trimmings of highest quality. Runs nearly half hour.
- 7—Fullest volume of tone.
- 8—Scientific tone modifier.

Profitable EXCLUSIVE Agency Proposition ready for the first dealer writing from your town.

EMPIRE TALKING MACHINE CO. 429 S. Wabash Avenue, Chicago
JOHN H. STEINMETZ, President

THE MANDEL

The Quality Phonograph

The proof lies in the endorsement of over two thousand dealers who are now selling the Mandel. Who can question the intelligence of this army—2,000 strong? Can you ask for more substantial proof of quality?

Not Merely Assembled Completely Mandel Built

Few talking machines are really built, but the Mandel is manufactured by us in its entirety. It is one of the few phonographs that is not merely an assembled machine.

The Mandel is mechanically and scientifically correct—phonographically speaking. The Mandel motor insures maximum efficiency and service. The Mandel tone arm and sound box (reproducer) are built upon principles designed along common-sense ideas.

Thus the manufacturer's responsibility is behind the product. The Mandel must satisfy. That is our guarantee.

Big Value to the Consumer Liberal Profit for Dealer

This combination spells success. Large quantity output, plus factory-to-dealer distribution method, insures economy in production. The dealer profits, the consumer profits. The Mandel phonograph embodies honest value. It is built to sell and stay sold because of its intrinsic merit.

To dealers who are unfamiliar with the Mandel, we propose our

Free Trial Offer

wherein you, Mr. Dealer, will be the judge. Give the Mandel a chance to talk and play for itself. Let it demonstrate more effectively than printed words that it is second to none in its performance. Test it for yourself. Play it in your own store or business office. Compare it with any other talking machine—not only in design and general appearance, but in tone quality as well. Give it the acid test, and if you do not conclude that the Mandel phonograph is fully the equal of machines selling at about twice our price, ship it back at our expense.

Write today

MANDEL MANUFACTURING CO., Inc.

501-511 S. Laflin Street, Chicago, Illinois
NEW YORK DISPLAY ROOMS: 41 UNION SQUARE



THE MANDEL
MODEL No. 3
\$100

Dimensions:
Height—49½ (with casters)
Depth—24
Width—23

Finishes:
Mahogany
Golden Oak
Fumed Oak

Specifications:

Twelve-inch turn-table—velvet cover.
Double spring worm drive motor.
Plays five ten-inch records with one winding.
Three metal removable needle cups in motor board.
Felt padded indexed record compartment for fifty records.
Two shelves for record albums.

Don't fail to see the Mandel

- to hear its beautiful tone.
- to be convinced that we offer a line of unquestioned merit and sales opportunities.

Visit our exhibit at the

National Piano Show

Space 60

Coliseum: May 19 to 26

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

cessories, and that in all probability samples of these various parts will be on display at the company's exhibit at the National Music Show during the week of May 19-26.

The company will have Booth No. 12, and here the full line of Stewart machines will be shown, including the new models and the Model R with the specially designed carrying case.

Bring Out "Empire" Records

The Empire Talking Machine Co. has brought out the "Empire" line of records and opens this new division of its interests with an initial list of 150 selections. As a result President John H. Steinmetz and his assistants are kept busy with the work of arranging for the installation of the line in each of the Empire agencies.

The demand from dealers for the booklets which the Empire Co. supplies its dealers continues unabated, and evidently they have proven themselves to be a real sales help. These booklets are supplied in such form that the dealer's name is readily inserted in the signature page. The McGee Sales Co., of Seattle, Wash., and J. A. Petzold, of Kansas City, Mo., Empire distributors, are reporting excellent business.

Elting Offices Convenient to Coliseum

Chas. H. Elting & Co., makers of phonograph motors, will have a most decided advantage when the National Music Show opens at the Coliseum next month, for the new Elting offices, located, as they are, at 1516 South Wabash avenue, are almost directly across the street from the show. To have the big conclave brought to one's door is the luck of no other house in the trade, and salesmen of the Elting Co. will be able to meet talker men at the show, and by simply taking them across the street and south a half-block or less can show not only the full line of Elting motors, but take advantage of all the facilities that the main office affords.

New Shonk Styles

Allen L. Eaton, sales manager for the Chas. W. Shonk Co., has announced that two new styles will shortly be brought out by his company that will add greatly to the comprehensiveness of the company's line. The two models will be priced at \$65 and \$30 respectively. The more expensive will be a cabinet machine standing forty-five inches high, and which will be of all-wood construction throughout. The smaller machine will be of the "table" variety.

Fulton-Alden Co. to Show

One of the newer talking machine manufacturers to display its line at the National Music Show at the Coliseum will be the Fulton-Alden Co., of Waukegan, Ill., the organization of which was described in last month's World. The company will display its \$100, \$200 and \$300 models, and will be represented by four members of the company's forces. They will be: R. C. Fulton, Chas. Durand, H. L. Stripe and H. L. Howe.

Columbia Items

H. A. Yerkes, district manager for the Columbia Graphophone Co., has been very busy of late, in addition to his regulation duties in preparing for an elaboration representation of the company's products at the Music Show. James P. Bradt, assistant to the president of the company, will be here and will greet the visiting dealers at the exhibit. Mr. Yerkes also anticipates the pleasure of entertaining Wm. H. Schmoller, of Schmoller & Mueller, the Columbia jobbers of Omaha, Neb., during the convention period.

R. G. Winter, who has been for several years city salesman for the Columbia Co., covering the north and south sides, has joined the road forces of the Chicago office, with northern Illinois and eastern Iowa as his territory. He succeeds C. H. Kennedy, who has been transferred to the Cleveland branch, where he will visit local and northern Ohio trade. A. T. Boland, formerly manager of the Grafonola Shop, will take care of the city trade formerly waited upon by Mr. Winter.

Lockeridge Is Ill

A. M. Lockeridge, floor salesman for the Chicago Talking Machine Co., and widely known among the Middle Western trade, has been ill

at his home in this city for a week past. He will probably be able to resume his duties very shortly.

D. A. Creed in the East

Dan A. Creed, vice-president of the Chicago Talking Machine Co., is spending several weeks at the New York Talking Machine Co., with President Geissler and Roy Keith working on the unification of the systems of the offices as to accounts, credits service campaigns, etc.

President Geissler recently spent a fortnight in the West, visited the Chicago house and recreated for a brief season at French Lick Springs, Ind.

Eastern Visitor Decries Penury

H. B. McNulty, president of the Wonder Talking Machine Co., Inc., was a visitor to Chicago for a few days during the early part of the month. Mr. McNulty made a number of side trips out of Chicago, going as far north as Minneapolis.

"This present cry for economy and retrenchment," said he, "is all right up to a certain point

and doubtless with the nation at war we should all of us adopt a policy that fits the situation, but I am afraid that things will be carried too far. If people spend their money in the normal fashion and not economize unreasonably, if they save but are not penurious, then everything should go all right. We have the land and we have the wealth and there should be no uneasiness. I have been in this business for seventeen years and there is no reason why the talking machine industry should not continue along the prosperous road it has during the past three years."

Incorporated

The Woodlawn Talking Machine Shop has been incorporated at a capital of \$10,000. The incorporators are Patrick J. Hughes, Frederick O. Brown and Frank N. Hillis.

Charles Kahl Opens New Store

The Irving Park Music Shop has been opened at Irving Park boulevard and Harding avenue by Charles Kahl, who has been connected with

(Continued on page 87)

YOU SHOULD SEE THE LETTERS

we are receiving daily from Virtuoso dealers. "Five hundred dollars cash would not take the Virtuoso off my floor till more come," writes one. "One glance and one record and no man can help being convinced of the great value"—"The money-maker for the wide-awake dealer"—are other comments.

The Foundation of Their Confidence

We are not novices in the phonograph field. The Virtuoso is the culmination of years of successful achievement in the manufacture of phonographs and phonographic improvements on the part of Henry T. Schiff, president of the Republic Phonograph Co.



MODEL A
The Phonograph That Is Creating a Sensation in the Talking Machine Field

The Virtuoso Agency

opens the door to unbounded opportunities—satisfactory profits, sales and selling policies. Don't take our word for it. Drop us a line and we will tell you the simple conditions on which you can have a Virtuoso shipped to your salesroom on thirty days' trial. The instrument will do its own talking better than we can talk for it.

Details of our agency proposition on request—provided you act before someone else in your vicinity beats you to it.



Model A Open

REPUBLIC PHONOGRAPH CO.

HENRY T. SCHIFF, President and General Manager

320 S. Wabash Avenue

CHICAGO

BRUNSWICK

ALL · PHONOGRAPHS · IN · ONE ·

What Dealers Say About The Brunswick

February 10, 1917.

I have sold close on to 125 Brunswick Phonographs since December 10, 1916.

My success is due to The Brunswick having given satisfaction to all my customers, and each one is so well satisfied that they are all giving me the names of friends who heard the phonograph and have expressed themselves to be perfectly satisfied to own a Brunswick Phonograph.

Each one I sold I was in competition with other well-known makes. I am convinced The Brunswick Phonograph has no competition.

(Name on request.)

February 7, 1917.

We received our first consignment of Brunswick Phonographs about ten days ago and have since re-ordered practically as many machines as originally purchased.

We have averaged a little over three sales, cabinet machines, each day, and find that the name BRUNSWICK is practically a household word, making their introduction much easier. No one questions the character of the machine, either in woodwork or motor, due entirely to the concern manufacturing them.

We find that The Brunswick is the peer of all phonographs.

(Name on request.)

February 10, 1917.

We have had extremely good success with The Brunswick Phonograph.

We have sold several carloads of them since the first of last December.

In nine cases out of ten where we were in competition with other makes of machines, we won out. Our business is growing each day, and every customer is a booster.

I really think there are more Brunswicks sold now in this town than all the other machines put together.

(Name on request.)

Above are but three of the dozens of enthusiastic letters we are receiving from Brunswick dealers. All over the country men are making money and building up substantial businesses with the splendid Brunswick Phonograph and Pathe Records. So can you. For we not only offer a very salable instrument but back it with co-operation.

Bigger Profits

If that interests you, then learn all about our most liberal plan. It out-classes other dealer arrangements—all because the money we save in manufacture is divided with you.

Learn also about our National Advertising Campaign in the leading magazines and our local advertising campaigns in fifty cities. Also how we will help you advertise—wherever you are.

Every indication points to top place for The Brunswick. Our dealers say it sells best when in competition. People can't resist the better tones, the finer workmanship and the fact that The Brunswick plays Pathe Records and all records better.

All over the country our dealers are putting The Brunswick in competition—it always means a Brunswick sale.



Retail Prices \$70 to \$175

It Costs Nothing

It costs you nothing but a stamp to find out about The Brunswick and Pathe proposition. And the inquiry does not place you under the slightest obligation. You can decide, after knowing our plans, whether or not you desire to take advantage of this remarkable opportunity.

Read again what our dealers say above, then multiply these three statements many times. Apply their successes to yourself.

The Brunswick Phonograph and Pathe Records—we are sure—offer more to make you and your customers enthusiastic—and best of all, you have the name and fame of a 76-year-old company behind you.

Don't wait. Write today. Merely ask for our dealer's proposition, and will give you full particulars at once.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

Dept. 220, 623-633 S. Wabash Avenue, Chicago

29-35 W. 32nd Street, New York

130 E. 6th Street, Cincinnati, Ohio

PLAYS · ALL · RECORDS ·

PATHE RECORDS FOR

With each Brunswick agency go Pathe Records. In our advertising, we encourage people to play Pathe Records on The Brunswick, as we have found this to be the ideal combination. Of course, they may play any other record if they wish.

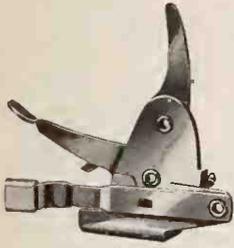


BRUNSWICK DEALERS

But the Pathe Library is so large and so complete that Brunswick owners may select all their records from you. Pathe is also carrying on an extensive campaign advertising its records. All these details we explain in our Dealer's Proposition.

Piano and talking machine dealers visiting the National Music Show should pay particular attention to the exhibit of the Brunswick Machine and acquaint themselves with the remarkable opportunity it offers to build up a talking machine business that is both permanent and profitable.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 85)

The Perfect Automatic Brake

**For
Talking
Machine
Manufacturers
and
Dealers**

Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Lyon & Healy for the past thirteen years as a buyer of music books, etc.

The new store will carry a full line of pianos, players, small goods, sheet music and talking machines and records.

On Saturday evening Mr. Kahl was given a farewell dinner by his many friends in Lyon & Healy's at Kuntz-Remmler's restaurant.

Splendid Quartet Work

There recently appeared in Chicago a male quartet, the members of which are all from Los Angeles, and who were formerly engaged in business in the California city. They do not have to business around any longer. The whole four have unusually good voices and they can warble without accompaniment, and even without a start from a tuning fork in a manner which is making big and critical audiences sit up and notice. They sang a day or two for Lyon & Healy in their music hall, and afterwards kept on singing on their own hook, collecting various and sundry contris from the public. When they left here they were bound for the East concertizing as they went, and will make some talking machine records before they return. The members of the quartet are: S. P. Glass, first tenor and manager; P. S. Breckenridge, second tenor; V. A. Campbell, baritone; H. M. Dudley, bass.

They Probably Didn't

The Burgess Carpet Co., representatives of the Brunswick Talking Machine Co. in Wheeling, W. Va., has forwarded to the Brunswick-Balke-Co. the following letter, which speaks, nay, yells for itself:

"Burgess Carpet Company

"Dear Sir dropping you a few limes in regards to my self and phonograph.

"As i promised your book keeper that i would pay in a few weeks but I have had a few little bills that i wanted to clean up thinking that i could of made the payment in that time. I do not want you to take it from me as i have phonograph overamonth and i dont want you to think that i mean to do this. i have had it so long that i am ashame to fact you i will bring you so me money /m in tuesday if i hear from you so i will know what you are going to do as i feel that you are going to take it from me hoping that you will be as light sa you can my phone is il42 yours truley."

L. & H. Extend Invitation

"The officers of Lyon & Healy extend to you the courtesy of their entire establishment. It is immaterial whether or not you are a customer of ours, we want your visit in Chicago to be a pleasant one. All Lyon & Healy managers will be very glad to see you, and perhaps they can be of some assistance in your own retail problems. On the mezzanine floor you will find a splendidly equipped waiting-room supplied with the latest newspapers and best magazines. It is an excellent place to meet one's relatives and friends."

This is the notice the big house is sending

out to the trade in connection with the coming piano conventions and music show.

Rintelman in New Quarters

A. H. Rintelman, veteran piano man and inventor of the Goldentone talking machine needle, has moved into beautifully furnished new quarters on the seventh floor of the Republic Building. Mr. Rintelman reports that the Goldentone needle is in greater demand every day and says that its semi-permanency, together with its harmless effect on the record, is commending it to dealers in all parts of the country.

Virtuoso Sales Reported Big

Henry T. Schiff, president of the Republic Phonograph Co., is radiating optimism at every pore because of the splendid reception accorded the Virtuoso by the trade, following his initial announcement in The Talking Machine World. He reports not only that his company is literally deluged with inquiries, but that he is daily opening up accounts with representative dealers in all parts of the country. From all appear-

ances, notwithstanding the company's facilities for taking care of a large volume of business, the demand will absorb its output and warrant further expansion at an early date. Mr. Schiff says, however, that his first care will be to serve his initial customers acceptably, limiting new accounts, if need be, in order to insure a steady supply of instruments for those who are first to take on the Virtuoso line.

Joins the Republic Co. Force

One of the late recruits to the ranks of the talking machine industry comes from the publishing field in the person of C. F. McLaughlin, who recently resigned the position of service manager for The Novelty News to accept that of sales manager for the Republic Phonograph Co., manufacturers of the Virtuoso. Mr. McLaughlin brings to his new field of work ripe experience and an enviable reputation for ability in the art of promoting sales, with a hobby for achieving his purpose by assisting his customers to sell more goods, which presages a

(Continued on page 88)

The Confidence of Our Dealers

is an asset upon which our enormous business has been built

Low price gives satisfaction at the time of purchase only—

Quality *all the time.*

**THE
VITA-NOLA**

Combines in a remarkable degree

**Supreme Quality
and Low Prices**

The Quality and Price of [the Vita-Nola makes a combination that is sure to increase the confidence of your customers.

Our responsibility is to sell you phonographs that will give your customers lasting satisfaction at a moderate price. This responsibility does not cease when you have made a sale. At any time you desire an adjustment, for any reason, you will find us reliable, and ready to make good any complaint. Retail prices, \$25, \$50, \$75, \$100, \$125, \$150, \$175. Write for catalogue and prices.



No. 75

VITANOLA TALKING MACHINE CO.

Our General Offices and Display Rooms have been moved to our new building

501-509 West 35th St.

CHICAGO, ILLINOIS

New England Vitonola Talking Machine Co.,
52 Chauncy St., Boston, Mass.,
Distributors for New England States

Vita-Nola Distributing Co.,
1025 Arch St., Philadelphia, Pa.,
Distributors for Philadelphia

Standard Phonograph Co.,
Oriental Hotel Bldg., Dallas, Texas,
Distributors for Southwest

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 87)

strong line of co-operation for Virtuoso dealers. He is also intimately acquainted with the ins and outs of retail merchandising through practical experience in that field, antedating his entrance into the publishing and advertising profession.

Lyon & Healy Recruiting Window

Exhibited in Lyon & Healy's display window is an interesting collection of war equipment, including a twelve-foot Howell torpedo equipped with twin screws, air flask, gyroscope for depth regulation and double rudders for depth and lateral steering. It is also fitted with revolving screw knives to cut through nets.

There are also exhibited eight-inch and six-inch shell casings from the old and obsolete dynamite cruiser Vesuvius; also a Gatling gun which was used by our marines. Likewise there is a Benet-Mercier automatic rifle, the regulation rapid fire gun of the U. S. Marine Corps, one of the allotment recently shipped back to

this country, which has been in actual use by the Marines during the recent Haitian revolution.

A flag of the U. S. Marine Corps; a four-inch



Patriotic Lyon & Healy Window

armor-piercing shell and a three-inch Marine gun type shell are also shown.

The stand of colors, both State and national,

used by the First Regiment, Illinois National Guard during the mobilization at Fort Sam Houston, San Antonio, are also on display.

Included is a full stand of side arms used by the U. S. Marines, including the latest type of rifles, as well as the cutlasses used by the blue-jackets.

A number of enlarged photographs of the latest types of battleships are also on display.

Make Artistic Piano Lamps

The E. Kopriva Co., of 2220 Ward street, which has been known for years for its artistic wood carvings, has recently engaged in the manufacture of high grade carved piano lamps. Besides a remarkable line of floor lamps they also will produce carved table lamps and book ends. They have some of the largest piano merchants in the country as customers, and are steadily increasing their business along these lines. The company is one of the oldest wood

(Continued on page 90)

Noiseless
Automatic
Silent
And Sure

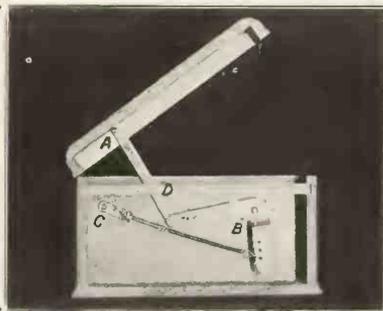
The Dominant Quality Argument

Just a deft touch
upward and the
cover hangs poised

Every Talking Machine should be equipped with the

Chicago Hinged Cover Support and Balance

At the present time of keen competition dealers should see to it that their salesmen are equipped with this unanswerable argument.



The Cover Without a Catch
The Cover That Needs No Catch

Talking machine customers immediately perceive the superior merits of this support and often base their estimate of the entire machine upon it.

Simple
Easy to adjust
Easy to apply
Reliable

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

144 So. Wabash Ave.

CHICAGO, ILL.

No bruised fingers
No loud bangs
No apologies
No unhandy catches

THE JOHNSON MOTOR

The Electric Motor of Continuous Efficiency

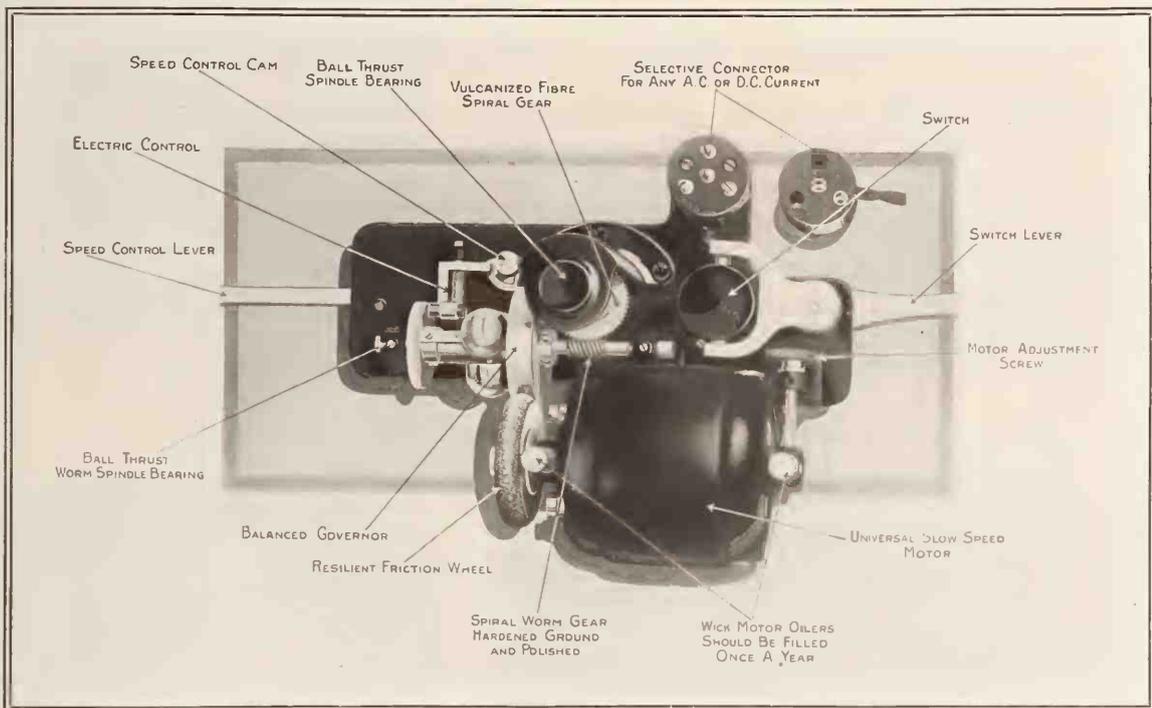
Universal—plays any house current.

Entire assembly on metal base.

We positively guarantee that a 25-volt drop will not change speed of turn-table.

Electric automatic stop, unfailing in operation on all records.

ABSOLUTELY NOISELESS



PASSED BY UNDERWRITERS

See the JOHNSON MOTOR in actual operation on well-known makes of talking machines at our exhibit of the

National Music Show
Coliseum, Chicago, May 19-26
 Booth B-7. N. E. Corner of Building

The JOHNSON ELECTRIC MOTOR has no near approach in design, materials, workmanship, or in smoothness and quietness of operation.

Send for descriptive catalog.

JOHNSON MOTOR CO.

3233 West Lake St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

carving concerns in the country, and some of the best-known piano manufacturers in the East as well as West have long secured the carved piano trusses, pilasters, panels, etc., from this house. Mr. Kopriwa is himself an expert designer and carver, and is always ready to furnish original designs when desired. The past few years the company has also been making a specialty of carvings for talking machines, and is developing a large business in this line.

At the modern plant on Ward street, a large number of expert wood carvers were employed, many of whom have been with the company for many years.

F. C. Henderson, president of the National Talking Machine Sales Co., of Boston, which operates talking machines in various Eastern department stores and which recently acquired the department in Hillman's, this city, spent a couple of days in Chicago last week.

TALKING MACHINE EXHIBITORS AT THE MUSIC SHOW

Excellent Representation of Talking Machines to Be Displayed at Coliseum, Chicago, May 19 to 26, at National Music Show Given in Connection With Convention of Piano Men

CHICAGO, ILL., May 9.—The steadily growing importance of the talking machine trade is emphasized by the prominent part that will be played by talking machine manufacturers and allied interests at the National Music Show to be held in this city next week, opening on Saturday, May 19, and closing Saturday, May 26. The show will be held at the Coliseum, and practically every available exhibit space in the building will be occupied by talking machines, pianos and other musical goods.

The progress made by the talking machine will be best appreciated by those who attended the former music shows in Chicago in 1911, and in Richmond, Va., in 1910, where the talking machine played a decidedly subordinate part.

The talking machine manufacturers have arranged elaborate booths, and a number of them have prepared special features to demonstrate their product, either in connection with the regular musical entertainment to be provided at the show or as a private venture.

Among those listed among the exhibitors at the National Music Show are: The Aeolian Co., New York, with its Vocalion display occupying four booths, Nos. 55, 56, 57 and 58; the Brunswick-Balke-Collender Co., Chicago, taking two booths, Nos. 47 and 48, to show the latest models of Brunswick phonographs; the Bush & Gerts

Piano Co., Chicago, in Booth No. 1, who will feature a new combination piano bench, player-piano bench, talking machine and record cabinet all in one, and to be known as the "Benchola"; Bush & Lane Piano Co., Holland, Mich., in Booth No. 18; Columbia Graphophone Co., New York, who will have a display of Grafonolas and records, filling four booths, Nos. 39, 40, 41 and 42; Domestic Talking Machine Corp., Philadelphia, who will display their new models in Booth No. 24; Thos. A. Edison, Inc., Orange, N. J., will occupy a special booth which will be one of the largest in the building.

The Edison booth will be in the form of a small theatre, built at one end of the Coliseum floor. It will be known as the Edison Theatre and will accommodate 250 persons. In this theatre recitals will be given daily, at which Edison artists of note will appear in person and sing in direct comparison with the New Edison's re-creation of their voices. There will be five or six of these comparison recitals each day.

Among the Edison artists who will participate in these recitals are Marie Morrisey, the American concert contralto; Hardy Williamson, the English tenor, late of the Century Opera Co.; Arthur Walsh, violinist, and Harold Lyman, flutist, from the Edison laboratories at Orange,

N. J. It is expected that Marie Rappold, prima donna soprano of the Metropolitan Opera Co.; Christine Miller, favorite concert contralto, and Ciccolini, noted Italian tenor, also will make comparison tests with the New Edison while the Music Show is in progress.

The arrangement of the Edison booth, which will be one of the largest at the show, will provide for a raised platform in front, where the comparison tests will be made. This platform will be continued around both sides of the booth. Various models of the New Edison will be exhibited thereon, including the elaborate period models recently brought out by the Edison Co., as well as the popular official laboratory model, and other models of the regular Edison line.

One of the period cabinets is of special note, as it is the largest, costliest and most artistic phonograph cabinet in existence. This cabinet is the personal property of Thomas A. Edison and will be on exhibition by special permission of Mr. Edison himself. It is a replica of one of the most celebrated pieces of cabinet work in the world. The original stands in the central room on the ground floor of the Hotel de Cluny in Paris. Hardly less interesting are the several smaller and more modest of the New Edison period styles.

Verdi E. B. Fuller, general supervisor for Thomas A. Edison, Inc., will be in full charge of the unique and artistic Edison exhibit, and will be assisted by Messrs. Walsh and Lyman.

The Empire Talking Machine Co., Chicago, will show its line of machines in Booth No. 9; the FlexiFile Sales Co., Chicago, will display its various record filing devices in Booth 8; Fulton-Alden Co. will have an exhibit in Booth No. 44; the Otto Heineman Phonograph Supply Co., New York, will feature an elaborate exhibit of the Heineman talking machine motors and accessories in Booths Nos. 37 and 38; the Magnola Talking Machine Co., Chicago, will

(Continued on page 92)



The FlexiFile system installed in a talking machine.

It can be adapted equally well to upright machines.

FlexiFile

The approved Filing System.

The crowning feature in Talking Machine construction.

The handling of clumsy heavy albums eliminated.

The minimum space required to hold a maximum capacity of records.

Opinions may differ as to style, design, tone or finish.

But all agree that the FlexiFile way for filing records is the only convenient, simple, efficient way.

We are prepared to make arrangements with talking machine manufacturers looking to the installation of the FlexiFile system in the cabinets of their machines.

We do not make talking machines.

FLEXIFILE COMPANY

Musical and Office Filing Specialties

27 SOUTH FIFTH AVENUE, CHICAGO

Eastern Office, 395 Broadway, New York

We do not manufacture or sell Talking Machines



THE GABELOLA, STYLE 1

Circassian Walnut—Height 66 inches, width 43 inches, depth 20 inches



THE GABELOLA, STYLE 3

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

*“Something New
Under the Sun”*

is the

GABELOLA

An instrument of sound re-
production that is almost human

You Don't Have to

Change Needles
Change Records
Wind It Up

*An entire evening's entertainment
started by the pressing of a button*

The Gabelola has come to stay. Throughout the country it is selling itself upon its own merits. There has never been anything like it, or equal to it. The Gabelola is a distinctive achievement—a super-talking machine of ultra refinement. It has won its way into the homes where something more than a mere talking machine is desired.

Dealers will find in the Gabelola a new musical instrument that sells quickly and brings a most substantial profit.

Listen to it! You'll be convinced!

GABEL'S ENTERTAINER CO.

JOHN GABEL, Pres.

Former name, Automatic Machine & Tool Co.

General Offices and Factory

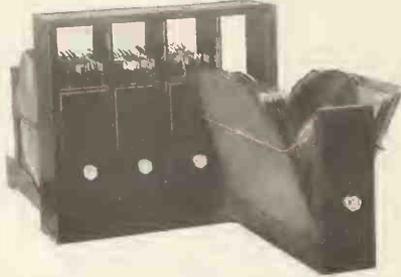
210 N. Ann Street

CHICAGO, ILL.

GABEL'S ENTER SALES CO., Suite 512, No. 117 N. Dearborn St.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

— The —
Automatic
RECORD
CONTAINER
Patents Pending



Simple
Practical
Accessible
Attractive

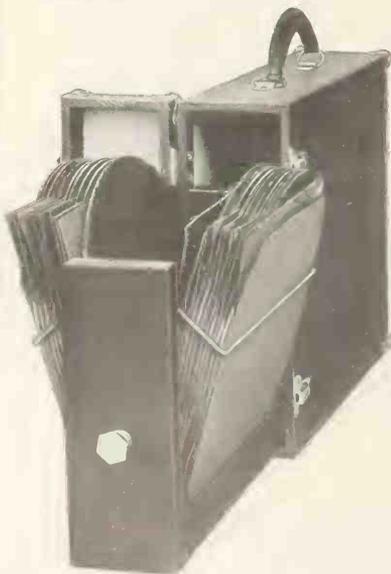
AUTOMATIC Because—

When the container is withdrawn the weight of the records automatically throws the side rods outward, thus giving the compact container the desired expansion.

When a record has been taken from the Automatic Container, the place from which it is taken remains open.

Gives increased filing capacity of 50% to 100%

MR. MANUFACTURER, Automatic containers are cheaper than albums, you can make them in your own factory. Write for my proposition.



Mr. Dealer, write for particulars regarding this automatic record carrying case.

FRANK P. READ

Phone Franklin 5293

27 S. Fifth Ave. CHICAGO, ILL.

have some interesting talking machine models to show in Booth No. 62; Mandel Phonograph Co., Chicago, will likewise show a number of machine models in Booth No. 61; the Melophone Talking Machine Co., Inc., New York, will show in Booth 45 a new type of motor with some special features and also a portable model of talking machine.

Pathé Frères Phonograph Co., New York, are arranging for a complete display of the Pathé products, including phonographs and records, in Booths 6 and 7; The Perfect Automatic Brake Co., Chicago, will have an exhibit to demonstrate the efficient operation of its talking machine brake; the Shelton Electric Co., New York, will display and demonstrate in Booth No. 11a the Shelton electric motor for the operation of talking machines; the Sonora Phonograph Corp., New York, will occupy Booths 35 and 36 with an interesting display of the new and modern models of Sonora phonographs; Udell Works, Indianapolis, Ind., will have in Booth No. 9a a comprehensive showing of cabinets for music rolls and talking machine records; the Stewart Phonograph Corp., Chicago, will have a show-

ing of the Stewart phonographs in Booth 12a; the United Phonograph Corp. will have an exhibit in Booth 12, while the Udell Works will exhibit cabinets in Booth 9a.

It is very probable that before the doors are opened other talking machine and accessory manufacturers will arrange to display their lines at the show.

The promoters of the National Music Show have worked hard to interest the public in the venture, and have laid plans for a Music Week throughout Chicago. The show itself and the musical features connected therewith have been and are being strongly advertised in the newspapers, on billboards and through other channels.

During the show there will be a number of concert recitals of a public and private nature. Concerts will be given afternoons and evenings by the Chicago Opera Orchestra under the baton of Cacerdote, and there will also be a patriotic community chorus of several voices conducted by Henry Purmont Ames, the noted pianist and teacher. There will also be a number of prominent soloists heard during the week.

THE MAGNOLA TONE DEFLECTOR

Featured Interestingly in Recent Catalog of Magnola Talking Machine Co. Arouses Much Interest

CHICAGO, ILL., May 10.—Some considerable attention has been attracted to the claims made in the Magnola Talking Machine Co.'s advertising for the so-called tone deflector, featured by that concern in its products. The recently issued Magnola catalog contains an illustration of the system, showing its similarity to the tone-emission apparatus of the human throat and the illustration below is reproduced from this description.

It is well understood that the function of the passage which leads from the sound box, through tone arm and concealed horn, to the outer air, is solely to act as a conductor. Its business, in short, is to convey a wave form generated by the vibration of the diaphragm to the outer air, in as pure and unaltered a state as possible, save only that the result is immensely magnified. Indeed the tone passages and tone chamber of the well-designed talking machine should be exactly analogous in their functions to the microscope; magnifiers, but not modifiers of the object.

Therefore it is obvious that claims made for

tone chambers that they "enrich" or "color" or "give body to" the original tone are built on faulty premises. The tone chamber is not in-



Magnola Tone Deflector

tended to be a sound board, but a conductor. The less it resonates, the less it modifies or colors the sound wave traveling through it, the better for the reproduction. The tone is

This Advertising Space

WILL BE OCCUPIED BY THE

MAJESTIC PHONOPARTS CO.

Who are now ready with a complete line of tone arms and reproducers, also the Majestic Automatic Cover Support which can be attached to any phonograph in ten minutes. No difficult adjustments, no cover warping, one hundred per cent efficient, cheap in price and *guaranteed!*

Our products are the best that skill and long practical experience can make them.

Samples sent upon order.

1326 Republic Bldg.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 92)

in the grooves of the record. The machine should reveal that tone, but not try to improve it.

But certain modifications in the tone quality are inevitable, owing to the fact that no tone arm, passage or chamber can pass a wave through absolutely without friction. Hence, the introduction of various incidental noises, and sometimes an exaggeration of the mechanical scratch of needle or point against the record grooves.

Following on the above principles, the Magnola Talking Machine Co., whose ideas on reproduction are those set forth here, have hit upon the idea of "scouring" or "cleansing" the tone wave, as it were, by sharply deflecting the direction of its travel at a critical point. The result appears to be the elimination, in great part, of some of the more disagreeable of the upper partials of the tone wave and a clarifying of the complex sound which is evoked at the entrance to the tone chamber.

This tone deflector certainly appears to justify its title and the confidence placed in it by its inventors. The system is applied to all Magnola talking machines, and there is no doubt whatever that the tone reproduction of these machines is unusually "clear and clean," to use the company's own phrase.

The acoustical principle here used is simple and direct in operation. The change of direction is equivalent to the refraction of light rays through a magnifying lens, whereby the original image is enlarged without undue distortion.

The company do not intend, now or ever, to indulge in the loose, pseudo-scientific talk which has sometimes characterized the exploitation of sound-reproducing instruments, but they claim that the simple acoustical principle here referred to is of the utmost value in clarifying the reproduction of musical sounds.

The tone deflector will be demonstrated at the Music Show to be held at the Chicago Coliseum, May 19-26.

STEWART CORP. INCREASES SCOPE

New Lines and Increased Output Planned—Complete Portable Outfit Placed on Market by This Concern—To Display at Music Show

CHICAGO, ILL., May 5.—The Stewart Phonograph Corp. has been working for some time past on a number of new models, which will be ready for the inspection of the trade at the time of the National Music Show in Chicago. One of these the company believes will mark a revolutionary departure in sound reproduction. The experimental department of this large concern, which employs a corps of men to do



Stewart Phonograph Outfit

nothing except develop new ideas, has produced a cabinet model incorporating the new invention and combining in a remarkable degree the qualities of small price, compact size, extraordinary record capacity and tone volume.

The Stewart phonograph outfit illustrated herewith consists of the exceedingly popular model B fastened to a compact carrying case with space for a dozen records and a detachable tone arm. This model has met with a great

WE MAKE "D" TURN-TABLES FOR TALKING MACHINES
 THE MODERN EQUIPMENT OF OUR NEW FACTORY ENABLES US TO QUOTE VERY ATTRACTIVE PRICES
 SEND YOUR SPECIFICATIONS FOR ESTIMATE
BARNHART BROTHERS & SPINDLER
 MONROE & THROOP STREETS CHICAGO

*TYPE USED IN ABOVE AD IS BARNHART'S PUBLICITY GOTHIC SERIES WITH RULE BORDER

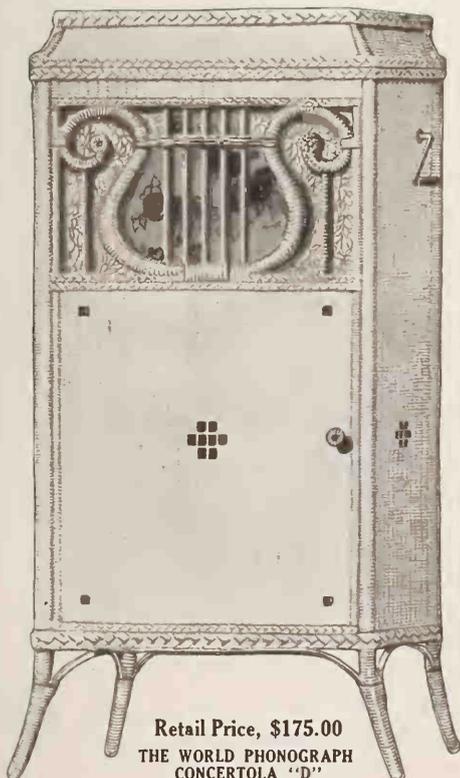
deal of praise wherever it has been shown. Owing to its portability the instrument is ideal for all kinds of outings and social affairs. Perhaps its greatest popularity will be found in connection with its use in automobiles, boats, camps, picnics, schools and even for the soldier boys on the firing line. The tone of the machine is not impaired by the light mounting of the carrying case. A special soundboard in the base of the instrument imparts a deep and musical quality to the tone. The Stewart Phonograph Corp. is getting out a three-color, eight-page folder describing this outfit, which makes a few poignant appeals to prospective buyers.

ISSUE NEW CONCERTOLA FOLDER

Illustrations of Popular Models and Details of Construction Featured Most Effectively in Latest Literature Issued by This House

The World Phonograph Co., 218 South Wabash avenue, Chicago, manufacturers of the Concertola, has just issued an elaborately conceived folder of eight pages devoted to detailed descriptions of the various distinctive features of the Concertola line, and which also includes attractive pen and ink sketches of four of the most popular Concertola styles, they being Style A, \$200; Style B, \$175; Style C, \$125, and

(Continued on page 94)



Retail Price, \$175.00
 THE WORLD PHONOGRAPH CONCERTOLA "D"

The World Phonograph Concertola "D"

The Novelty of the Music World. Its ART-CRAFT REED construction makes it especially desirable for the Porch, Sun-Parlor, Library, Lawn, The Summer Cottage, Yacht or Camp.

It is weather proof. Plays all records without a change.

Unsurpassed for beauty and perfection of quality in every detail of phonograph construction.

44 inches high, 19 inches deep, 20 inches wide.

Retail Price, \$175.00

Only One Dealer in Each City

Double spring powerful motor mounted on a tilting motor board winds and runs absolutely noiselessly. Tone Modulator, automatic stop that operates on all makes of records, automatic tone support, and many other exclusive and distinctive features.



Send for Brochure "MUSIC'S RENAISSANCE." Address Dept. "D"

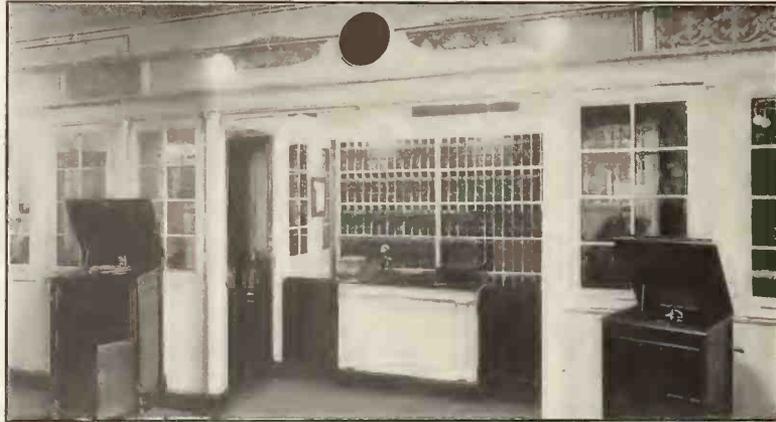
WORLD PHONOGRAPH CO.

218 SOUTH WABASH AVENUE :: CHICAGO, U. S. A.

Only One Merchant in Each City

VAN VEEN "BED-SET" DEMONSTRATION BOOTHS

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.



Complete Van Veen Interior in Warerooms of GEORGE B. CLARKE CO., Bridgeport, Conn.

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.

We Design and Build Complete Interiors

Arthur L. Van Veen & Co., Marbridge Bldg., Broadway and 34th St., New York

Style D, \$175. The features particularly emphasized are the motor, the improved sound producer, the large tone chamber of spruce equipped with tone modulator, the K. M. W. phonostop; the automatic stop designed exclusively for the Concertola, and the new automatic cover support. Each of the pages is supplied with an artistic and specially designed border, which tends to give the folder a most effective appearance.

INTRODUCING THE "HIAWATHA"

Ottawa Pianophone Co. Is Putting Out Three Styles of "Hiawatha" Talking Machines Which Have Won Much Favorable Comment

CHICAGO, ILL., May 11.—After many months of preparation the Ottawa Pianophone Co. has completed all its arrangements and makes its formal bow to the trade this month.

This doesn't mean that the company has not been doing business in the past, because for some time the big factory at Ottawa, Ill., has been turning out goods for those who had made preliminary arrangements to take on the Hiawatha line. Now, however, the factory is in shape to handle the additional business. At the present time but three sizes are supplied

to the trade. They are priced at \$65, \$75 and \$100. The line has already achieved quite a reputation in the Middle West for its fine finish and selection of wood and also for its fine tone.

One of the contributing factors to the latter is its tone chamber, which is composed entirely of fine grade spruce, and is of one piece from the cabinet edge to the base of the tone arm. This is carefully varnished and finished, and its value as a sound board is easily demonstrable. The motors in these three styles are of sufficient strength to play nine ten-inch records at one winding. It is fitted with a universal tone arm. The motor board doesn't show except when the turntable is removed. A flush top obviates the possibility of dust collecting, while a balanced hinged cover support is another point that is made.

"We are particularly proud of the backs of our machines," said an official of the company, "in that unlike so many other makes, they are just as well finished as the front. The machine can be placed in any part of the room, and the housewife will be just as proud of it as when backed in a corner.

"We are also furnishing these styles with an electric motor operating on either an alternating or direct current at only a slight additional cost.

"We are now planning to offer our dealers supplementary service that in combination with our factory facilities will prove a most tempting proposition to the average dealer."

WILL SHOW THE JOHNSON MOTOR

CHICAGO, ILL., May 9.—The Johnson electric motor, made by the Johnson Motor Co., 3233 West Lake street, Chicago, will be found in Booth 7, in the northeast corner of the Coliseum, during the Music Show. It will be found in operation in several well-known machines at this booth and also, an officer of the company declares, in almost 50 per cent. of the machines exhibited at the show. The claims made for the Johnson motor are substantially that it is absolutely universal, playing any house current, the entire assembly is on a metal base, is perfectly noiseless, and the company guarantee that a 25 per cent. volt drop in the current will not change the speed of the turntable. H. D. Griffith, W. M. Schaff, E. C. Johnson, J. M. Johnson, the inventor, and Prof. Phillip Woodworth, dean of Lewis Institute, who has contributed his skill as a physicist and acoustician to the development of the motor, and W. H. Gardner, of the Gardner Wire Co., who is also interested in the company, will be in attendance.

"Finishing With Air"—Not a Future Possibility—It is a "Present Age Necessity"—

Now Used Everywhere by Leading Piano—Music Cabinet—Manufacturers

The Paasche way of finishing means better Cabinets and Cases.



Illustration shows one of our popular six finishing equipments in operation. Manufacturers would do well to instruct their representatives to call at our office for demonstration of these most efficient—economical—durable systems.

PAASCHE SUPERIOR FINISHING EQUIPMENTS

Not only represent the most modern and efficient method of applying paints, enamels, shellacs, fillers, stains, varnishes and all other liquid finishing materials—but prove in every way

The Greatest Time and Labor Saving Devices that ingenuity and skill could develop.

PAASCHE equipments combine excellence of finish with greatest manufacturing economy—cut finishing costs 50% to 90%. Take it up with us today—an inquiry places you under no obligation whatever.

Instruct your representative to call at our factory for demonstration.

New York Representative
R. E. JONES
610 Riverside Drive
Telephone Audubon 1910

Paasche Air Brush Co.

1222 West
Wash. Blvd.

CHICAGO

HEINEMAN AND MEISSELBACH INTERESTS AMALGAMATED

Meisselbach Plant to Be Known in Future as Meisselbach Division of Heineman Phonograph Supply Co.—Important Move Means Much for Advancement of Motor Business in United States

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week the amalgamation of his company with A. F. Meisselbach & Bro., Newark, N. J., prominent motor, tone arm and sound box manufacturers, who have been in business for thirty-five years.

The Meisselbach plant will be known in the future as the Meisselbach division of the Otto Heineman Phonograph Supply Co., and this well-known motor will continue to be manufactured under the very efficient management of A. F. Meisselbach and Pliny Cattuci, two of the most prominent members of the motor manufacturing world.

Mr. Heineman is planning to spend a considerable part of his time at the Newark factory, and nothing will be left undone to render maximum service and co-operation to the many phonograph manufacturers using the Meisselbach products. The quality of construction which characterizes these motors will be even further enhanced in the future, and it is safe to predict that this line of products will gain in prestige and popularity as a result of this move.

The amalgamation of the Otto Heineman Phonograph Supply Co. and A. F. Meisselbach & Bro. is one of the most important developments in the talking machine industry in the past few years, as it marks the joining together of two firms who have won signal success in this field. It is interesting to note that this is the amalgamation of a concern thirty-five years old with one in existence only two years, but is balanced by the fact that Mr. Heineman was a leading factor in the phonograph industry abroad for fifteen years.

A. F. Meisselbach & Bro. started in business thirty-five years ago as manufacturers of fishing reels, and a few years ago placed the Meisselbach motor on the market. From the moment

it was introduced, this motor won the approval of the manufacturers, and A. F. Meisselbach and Pliny Cattuci worked indefatigably to make it representative of the highest ideals in the manufacture of motors. That they succeeded in their efforts is indicated in the fact that the Meisselbach factory has been far oversold for more than a year and a half, and this success is further emphasized by the standing of the manufacturers who have adopted the Meisselbach motor for their machines. The tone arms and sound boxes manufactured by the company have also won signal favor, and under Mr. Heineman's policy of expansion and development, the Meisselbach motor and kindred products will be given unlimited opportunities to add to their present laurels.

The success achieved by the Otto Heineman Phonograph Supply Co. is almost beyond the phenomenal. Otto Heineman, president of the company, founded the business two years ago, after spending fifteen years abroad as managing director of one of Europe's leading talking machine record manufactories. Thoroughly conversant with the requirements of the manufacturer, Mr. Heineman laid the foundation for a business which has advanced by leaps and bounds. The Heineman "Motor of Quality," as it is known the world over, is manufactured in an immense plant at Elyria, O., and sales offices have been opened in Chicago, Atlanta, Seattle and Toronto.

The Heineman motors, tone arms and sound boxes have been adopted for use by prominent manufacturers in all the leading countries and under Mr. Heineman's personal direction and supervision, the term "Motor of Quality" has become a synonym for the standard designs of motor construction. Always on the lookout for new ideas and methods, Mr. Heineman has inaugurated systems and processes at the

Elyria factory which have made this plant one of the show places of the industry.

This amalgamation with A. F. Meisselbach & Bro. serves to further enhance the prestige and standing of the Otto Heineman Phonograph Supply Co., and in order to properly handle its new division, the company has increased its capital from \$1,000,000 to \$1,800,000. It may be added that Mr. Heineman is being congratulated on all hands upon this latest development which marks an era in the very successful history of his company.

SYSTEMATIZING ADVERTISING

Some Deductions for a Discussion on This Subject of Interest to Talking Machine Men

At a recent gathering of talking machine men, the question was asked whether advertising could be systematized. A few deductions from the result of the discussion follow and they may be of interest to talking machine men:

That it is a separate problem for each merchant as distinct in different localities as the diversified stocks.

A multiplicity of facts leads to confusion. An inconspicuous display is not noticed. An exaggerated statement creates doubt.

An undersized commodity is useless. First, to sell merchandise it is necessary to attract the eye.

Second, appeal to the desires or requirements. Third, consider the resources of the hoped-for customer.

Fourth, remember the victim of to-day is not apt to be the customer of to-morrow.

INCORPORATED

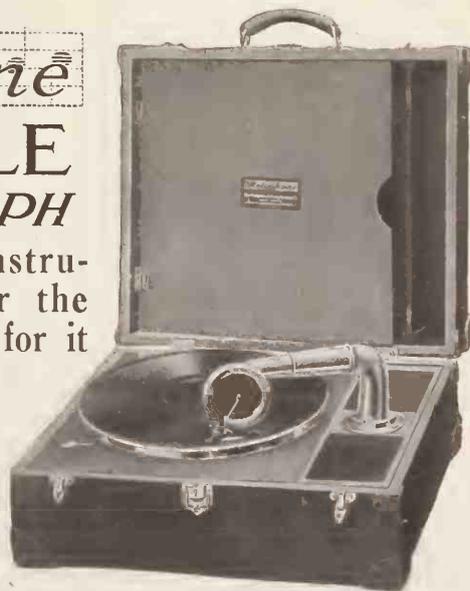
The Plattsburg Diamond Disc Studio, incorporated for the purpose of dealing in Edison Diamond Disc phonographs, has been formed by Wm. P. Walker, Alice E. Sherman and John C. Stoughton, with a capitalization of \$3,000.

The Melophone

PORTABLE PHONOGRAPH



Is the Instrument for the Millions, for it is Light, Handy, Compact, Convenient, Golden-Toned!



CONSTRUCTION, which we, its manufacturers, CAN guarantee to be free of all spring and governor troubles.

ALSO AT THE MUSIC SHOW in Chicago will be exhibited a phonograph motor, NEW IN PRINCIPLE, DESIGN AND

NOW ready, improved in construction and appearance. Appealing, easy-selling. Ideal for the home, the school, the outing, the camp, the yacht, the automobile trip, the trench dug-out, the hospital ward, and for the study of languages and music.

Retails at \$30.00 with plenty profit for the dealer. Interesting propositions to those who speak first.

On display at the

Music Show
The Coliseum, Chicago
Space 45, May 19-26

The Melophone
TALKING MACHINE
COMPANY, INC.
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

CHICAGO, 1216 Heyworth Building

THE TRADE IN NEW YORK CITY AND VICINITY

While April business in the local talking machine trade was ahead of last year, the majority of the dealers report a general depression as compared with the sales of the first three months of the year. This condition, however, is a normal reflection of "war times," and it is the consensus of general opinion that there will be a decided improvement in all retail circles within the next sixty days. As a matter of fact, the local talking machine trade has suffered less than the average industry, and there still exists a shortage of machines which will probably continue throughout the summer.

Excellent Record Business

Record sales have been very satisfactory the past few weeks with a phenomenal demand for patriotic selections. The call for this type of record has even exceeded expectations, and all of the leading manufacturers are behind on their orders for patriotic records. Many of the most popular artists are making records of selections which are timely and appropriate, and attractive window cards have served to stimulate the demand for these records.

Trade Is Optimistic

There is a general feeling of optimism and confidence in the talking machine trade which includes all factors of the industry. This confidence is based on the country's industrial and financial stability, in addition to the fact that the talking machine has advanced from the luxury class into the necessity class. This has been accomplished by effective educational campaigns which are now bearing fruit. The trade, as a whole, is considerably interested in the proposed 5 per cent. tax on talking machines and records, and several prominent members of the local talking machine fraternity are prepared to introduce logical arguments which will aim to take the talking machine out of the luxury division for all time.

Demonstrates the Saenger Course

In accord with its customary standard of trying to keep its dealers continually advised as to all points pertaining to the Victor business, the New York Talking Machine Co., prominent Victor distributor, invited Oscar Saenger, famous vocal teacher, to visit its offices on the evening of April 19, and give a practical demonstration of the vocal course of Victor records which bears his name. Approximately 100 dealers, to-

gether with their sales people and clerks, availed themselves of this opportunity, and spent a most interesting evening listening to this demonstration.

Mr. Saenger had taken the pains to have one of his men visit a good many of the Victor dealers in New York City, with the idea of finding out how the dealers were presenting the course, and for the purpose of offering any help or suggestions in his power. He therefore had a very good idea of the problems and difficulties confronting the dealers when he gave this demonstration. He made the whole plan very simple and clear, bringing out the points that are essential to the dealer in presenting this vocal course to his customers. Mr. Saenger had two of his students demonstrate the part the pupil takes in singing the exercises of the various records.

April Business Very Satisfactory

Lambert Friedl, formerly manager of the Pittsburgh wholesale division of the Columbia Graphophone Co., arrived in New York the first of the month to take charge of the local wholesale headquarters at 83 Chambers street. Mr. Friedl, who has been associated with the Columbia Co. for a number of years, is planning to co-operate with Columbia dealers in every possible way, and is using as an ideal, the methods and policies pursued by R. F. Bolton, who formerly had this territory under his direct supervision, and who now is district manager through New York and New England. In a chat with *The World*, Mr. Bolton commented upon the fact that April business had been very satisfactory, showing a good sized gain over last year. Collections were excellent, indicating the prosperity and stability of the Columbia trade as a whole. There has been a heavy demand for the new patriotic records issued by the Columbia Co., the "Star Spangled Banner," sung by Louis Graveure, famous baritone, being especially popular.

Several Interesting Recitals

"Grand opera brought down to earth" was the title of an interesting advertisement used by the Edison Shop, 473 Fifth avenue, New York, to announce the fact that Miss Spring Byington Chandler, of La Escuela de Maestro Goula, Buenos Ayres, would give an explanation of Puccini's most popular operas in their audi-

torium. This lecture attracted a capacity audience and a number of operas were interpreted with the aid of Edison Diamond Disc records made by famous operatic artists. Miss May Colgan, well known violinist, gave a program of popular violin selections recently at the Edison Shop, playing in unison with some of the Edison Diamond Disc records she had made. This concert, which was a signal success, followed the general lines of the Re-creation concerts which have been given throughout the country.

Annual Outing on May 30

The employees of the Blackman Talking Machine Co., Victor distributor, will be the guests of the company at the annual outing to be held on May 30. This year's outing will take place at Bear Mountain, New York, the Blackman party leaving early in the morning on a Hudson River Day Line boat. After spending several hours at this resort they will return to New York in time to have dinner in the Egyptian Room at Murray's, followed by a theatre party at the Palace Theatre. As this outing marks the fifteenth anniversary of the Blackman Talking Machine Co., it is safe to predict that it will be a record-breaker for enjoyment and entertainment.

New Columbia Dealers

During the past few weeks quite a number of local dealers have made arrangements to handle the complete Columbia line, and judging from the enthusiasm of these new accounts, Columbia products will meet with a ready demand in these various localities. Among the many new Columbia representatives established recently are the following: The Phonograph Shop, Elizabeth, N. J.; L. & C. Mayers Co., 46 Cortlandt street, New York; and Fred Kraft, Grand Central Terminal, New York.

An Optimistic Letter

A note of optimism is sounded in a letter recently sent out to Victor dealers by C. Bruno & Son, Inc., Victor distributors. This letter reads as follows:

"Should the war cease soon our industries will be busy not only with our own good business, but we will be called upon to supply many other countries with their needs in many lines.

"If the war continues and we send troops to Europe our Government will need lots of supplies, and we will also send vast quantities of supplies of all kinds to Europe, all in addition to our own needs.

"In any event our industries will be busy and money will be in circulation. Business, therefore, will be good, and it is up to you to get your share. Keep your patrons advised of all the good things in the Victor record catalog. Use your window for record displays and use our window show card service. Push records and you will have no complaint to make about business."

SLASON & SON IN NEW STORE

M. Slason & Son, of Malone, N. Y., are now comfortably settled in their new store in the Flanagan Block on East Maine street, where they have up-to-date headquarters for the display of pianos, players and talking machines.

NEW INCORPORATIONS

The Brooklyn Music House, Inc., Brooklyn, N. Y., has been incorporated with capital stock of \$20,000 to deal in pianos, organs, phonographs, etc. The incorporators are L. L. Meyers, A. T. Wolf and H. V. Williams.

The Scher Furniture Co., Inc., New York, has been incorporated with a capital stock of \$12,000, to manufacture furniture, pianos, phonographs, etc. The incorporators are Barney Scher, Jeanette Scher and Geo. Scher.

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt

WHOLESALE
EXCLUSIVELY

from the

Two Biggest Cities
in the U. S. A.

the 2
Largest Distributors

New York
Talking Machine Co.
119 W. 40th. Street,
NEW YORK

Chicago
Talking Machine Co.
12 No. Michigan Ave.
CHICAGO



MISTAKE TO MAKE TERMS TOO LOW

"Voice of the Victor" Declares There Is No Reason for Advertising Bargain Terms on Victrolas with Shortage of Goods

The following apt comment upon the advertising of instalment terms on talking machines appears in the "Voice of the Victor" for May and offers genuine food for thought. The editorial reads:

We believe it to be both unnecessary and undesirable to offer terms of \$1.00 down and \$1.00 a week on Victrolas of any type. An editorial which was published in The Voice in the issue of June, 1914, read, in part, as follows:

"Pot-leading the bottom of a yacht makes her a trifle faster, for there is less friction between the water and the pot-lead than between water and any known paint.

"The most interesting yacht racing is that which occurs between boats of the same class and the same design, for then the results depend upon the human skill and energy by which each boat is controlled. Once in a while it happens that a greedy skipper puts a coat of pot-lead over the nice white paint some time between sunset and sunrise, and by doing so he may win the next day's race. Before another race is sailed, however, every boat in the fleet has received a greasy coat of pot-lead and once more they are all on the same footing.

"They are on the same footing, but with this difference, that instead of nice clean paint every boat is smeared with a filthy compound that soils everything with which it comes into contact."

The purpose of that editorial was to show that it was up to Victor dealers themselves to do business in the cleanest and most profitable way or in a way which would be less satisfactory.

Water isn't the only thing that finds its own level. Competition works that way, too. When, in any community, one merchant starts to get "mean," what happens? In self-defense everybody else begins to come back at him. Result?

Instead of all doing business on the basis of clean, frank, friendly competition the community is treated to an exhibition of mud-slinging, the principal result of which is bad feeling between the participants and loss of prestige with the public. What's the use?

If one Victor dealer in a community begins to offer Victrolas at \$1.00 down and \$1.00 a month every other dealer feels that he must offer the same terms. Result? Everybody doing business again on a uniform basis, but that basis unsatisfactory instead of satisfactory. Where's the gain? There is absolutely none. There is, as a matter of fact, a direct and "uniform" loss.

If the trade-greedy individual who started it could secure a permanent advantage to himself the thing might in a purely selfish way be worth doing, but it isn't.

RECORD WEAR TESTS

F. D. Hall, President of the B. & H. Fibre Mfg. Co., Plays One Record 18,000 Times

Eighteen thousand times is a considerable number of playings for one record. We should imagine that the pleasure of listening to the selection would expire somewhere before the one-thousandth mark had been reached. Yet this is precisely the number of times F. D. Hall repeated one selection. He did not cease at this point because the record was worn beyond recognition. Quite the contrary: he stopped because he couldn't see any use in going further. At the eighteen-thousandth playing the reproducing qualities of the record had not been impaired in the slightest. There were no noticeable signs of wear; in fact, to some extent irregularities that had produced ugly surface sounds had been smoothed over by the repeated playing, and the record was better than ever before. These tests are of great value to the trade as indicating the economy and protection to records used with the fibre needle, but they are of even greater value when considered in connection with their use on valuable historical records.

We claim that absurdly low terms are unnecessary as well as undesirable, and they are.

If the market was oversupplied with Victor product there might be more reason for making extremely easy terms, but the demand for Victor product is and always has been far in excess of the supply. Somewhere at some given time it may happen that a dealer may have a Victrola or two that he doesn't really need at the moment, but for every such case there are a dozen dealers who are short of that particular instrument.

These vital facts are fortunately so obvious that no argument is needed, and all over the country Victor dealers are forming trade associations for the purpose of maintaining the clean, healthy competition to which the Victor so readily lends itself.

THE EDISON AMBEROLA IN CAMP

This is not a puzzle picture, but you may have to search a little in order to locate the New Edison Diamond Amberola. When you



Amberola in the War Zone

do find it, however, you will see that it is right where it belongs. The photograph was taken by Fred C. Beattie, of the Texas-Oklahoma Phonograph Co.

The Bardwell-Peterson Co., jewelers of Excelsior, Minn., have just installed a talking machine department in their present store.



Weight 15 lbs. Water-proof leatherette case. A new RECRUIT for the Army, for the Navy, for the Home Defense.



On Duty

There is nothing in the wide world to equal it

Dealers! we've got it!—the only real practical

PORTABLE PHONOGRAPH made anywhere in the world

Want an agency?—Write quick--many are after it. Standard motor--Universal tone arm--Drawer for needles. Wonderful tone quality--Big in volume. Plays any disc record. Pockets for twelve.

Retail price \$30

Snap up an agency before the going-away season opens up, and clean up Summ-er money.

Call, write or telephone, Cortland 4744



Off Duty

Sole Selling Agents

Thornell-Manton incorporated An Establishment for the distribution of the Phonograph and its Accessories In The Havemeyer Building Cortland - Church - Dey Streets NEW YORK

AMERICAN AND FRENCH CHARITIES AIDED BY CONCERT

Muratore, Cavalieri and Thibaud Contribute to One of the Most Successful Musical Events in Brooklyn—Entire Expenses Borne Personally by the President of the Pathé Frères Phonograph Co.

One of the most important events of the local musical season took place on Sunday, April 22, when a concert was given at the Academy of Music, Brooklyn, N. Y., for the benefit of the American Red Cross and the L'Union Des

of the most prominent members of Brooklyn's social and musical worlds, all of whom were greatly interested in the success of the concert.

Lucien Muratore made his first appearance before an Eastern audience and received a tremendous ovation, being obliged to sing several encores in response to the tumultuous applause which he was accorded. Mr. Muratore saw active service in the French army, and is now in America under leave of absence from the French army authorities. He came to America in the late fall of 1915; practically unknown, joining the Chicago Opera Co. He scored a remarkable success on his first appearance, and is now recognized as one of the world's leading



Lucien Muratore

Arts, which was a tremendous success, not only from an artistic, but from a financial standpoint, over \$4,000 being realized for patriotic purposes. All the incidental expenses, including the renting of the Academy for the event, etc., were borne personally by Eugene A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y.

The artists appearing at this concert, all of whom record exclusively for the Pathé Frères library included Lucien Muratore, the famous operatic tenor; Jacques Thibaud, renowned French violinist; Lina Cavalieri, internationally prominent operatic soprano; David Bispham, leading American baritone; Elenora de Cisneros, operatic soprano, and Grace Hoffman, American coloratura soprano.

All of the artists agreed most willingly to give their services without recompense when they understood that the entire proceeds from the concert were to be devoted to patriotic purpose, the Brooklyn Red Cross receiving four-fifths and the L'Union Des Arts one-fifth. Mr. Widmann worked indefatigably to make the concert a success and well deserved the congratulations which he received on all sides. The committee of arrangements included some



Lina Cavalieri

tenors. He is under exclusive contract with the Pathé Frères Co.

Jacques Thibaud served over a year with the French army, and was so severely wounded that his life was at first despaired of. He is now in this country on a leave of absence in order to recuperate from the terrible shock which he suffered.

Mr. Thibaud has achieved renown both here and abroad, and is generally acknowledged as one of the most prominent violinists of the present time. Musical critics have referred to his playing in the warmest terms of praise, stating that he plays "not alone on his instrument, but on the heart-strings of the audience." He is under exclusive contract with the Pathé Frères Co., and his records have been accorded a splendid reception throughout the country.

"THE INDEXO"

RECORD HOLDERS

Are made in units—on the loose leaf plan instead of in heavy books.

The utmost in convenience, any child able to read and write can attend to it. ALL edges are protected with cloth, and the patent index tells the contents.

We furnish advertising matter to dealers.

Indexo Phono. Record File Co.

14-16 Wooster Street, New York

Mr. Widmann has been for many years a leading figure in Brooklyn's musical activities and the Red Cross concert of April 22 not alone served to impress the musical world of that city with the fame and prestige of the artists



Jacques Thibaud

recording for the Pathé Frères Co., but emphasized the patriotic purposes that influenced Mr. Widmann's activities in behalf of the Brooklyn Red Cross.

The Toledo Automatic Music Co., Toledo, O., has been incorporated, with a capital stock of \$10,000, the incorporators being Frank L. Reed, Alpha Reed, Thos. G. Smith, John W. Hackett and Edwin J. Lynch.



The Humanola Talking Machines have been brought out to meet the demand for a first-class machine in every respect, and from the fact that every part of its construction and equipment is standard, it is a proposition for the dealer that will bring repeated orders.

CABINETS

Built from 5-ply genuine veneer stock in either Mahogany or Quartered Oak in its several finishes.

MOTOR

HEINEMAN motor of quality, built for service and running quiet.

TOPE-ARM

Universal type playing all makes of records without a change of equipment.

TOPE-CHAMBER

Constructed entirely of wood graduated to the proper thickness to produce the most life-like sounds.

TOPE-MODIFIER

So constructed that a slight touch of the hand will give the desired volume of tone.

Our proposition for Dealers is a very attractive one. We are prepared to make prompt deliveries. Write for open territory and prices.

The Humanola Talking Machine Co., Inc.
MEYERSDALE, PA.



Price Code word Colo \$85



Price Code word Arab \$110

“The MOZART Line”

MACHINES AND RECORDS

A 'Money-Maker for Live Dealers



STYLE A
“Mozart Special”
 Oak or Mahogany Finish
DIMENSIONS
 Height 45½ inches
 Width 17 inches
 Depth 21 inches
 Retail Price, \$55.00



STYLE B
“Mozart De Luxe”
 Oak or Mahogany Finish
DIMENSIONS
 Height 47 inches
 Width 23 inches
 Depth 24 inches
 Retail Price, \$100.00



STYLE C
“Mozart De Luxe”
 Oak or Mahogany Finish
DIMENSIONS
 Height 47 inches
 Width 23 inches
 Depth 24 inches
 Retail Price, \$100.00

The “Mozart” Has Won Its Spurs

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. May supplement ready to be mailed.

Dealers handling this line have made sales against all competition.

No “Mozart” dealer has ever lost a sale when quality and tone were considered. Actual comparison will prove to you that the “Mozart” seven models, retailing at \$15, \$25, \$35, \$45, \$55 and \$100 are all leaders in their respective fields.

Exclusive territory is still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President
 1432 to 1442 North Twentieth Street
 ST. LOUIS, MO.

PRACTICAL WAYS OF CARING FOR RETAIL RECORD STOCK

Some Excellent Suggestions on That Important Subject From George F. Martin, of Grinnell Bros., Detroit, Victor Distributors—Volume of Stock Depends Largely on System

Much of the success of a retail record stock can be attributed to the manner in which the stock is arranged. A method permitting of any given record number being not only easily located when wanted, but one that will automatically tell the dealer at the end of the day's business just what particular numbers have been sold, that he may replenish his stock with all desirable numbers, is naturally the ideal system. This can be best accomplished by using the stock envelope system, and when the stock is once brought to a normal condition, it only remains for the dealer to keep track of the late records in order to maintain a minimum amount of stock with which he can do a maximum business.

The stock envelope system can be made as elaborate as is the wish of the individual dealer. Some dealers have successfully used a regular record envelope, making stock envelopes of them by attaching gummed labels with the numbers either written or stamped on.

Record Cases

It is considered advisable to use perpendicular filing in spaces not in excess of one and one-fourth-inch as this space will accommodate up to ten records or less, and in case any given space or spaces are temporarily depleted to the last record, the impression of a full stock is not lost.

A very satisfactory record case can be simply constructed by having six horizontal shelves, the four top shelves being ten and one-half-inch apart to accommodate ten-inch records with the two bottom shelves twelve and one-half-inch apart for the large records. When preparing racks it is well to use seven-eighth-inch white

poplar lumber for shelves which are grooved on both sides to a depth of one-eighth-inch every one and one-fourth-inch for perpendicular divisions made from either poplar wood or beaver board three-sixteenth-inch thick. The shelves should be just deep enough to allow the records to go back flush with their edge. The perpendicular divisions, however, should be set in one inch allowing easy access to each record as well as giving an unbroken line of records. The use of poplar lumber and beaver board is recommended in order that records and their coverings may not suffer injury by coming in contact with hard materials.

Minimum Record Stock

The volume of a record stock depends largely upon the system used and the attention given to the prompt placing of re-orders. However, the investment may be reduced by disposing of any slow selling numbers of which you may have an excess stock. The use of colored tacks serve to call the attention of sales people to such records. A monthly inventory of your record stock is necessary in order that comparisons may be made of the sale of records.

Looking After Wants of Customers

Every dealer should realize the necessity of sending records to the customer in as pleasing condition as possible. A little attention given to removing all dust and finger prints from the record as well as putting it in a crisp, clean cover, is perhaps the greatest encouragement, outside of having the numbers wanted and giving prompt, intelligent service, that a dealer can offer his customers to insure having them come again for their record wants.

NEW FACTORY TO MAKE TALKERS

Meteor Motor Car Co. Purchases Entire Plant of Klanke Furniture Co. for That Purpose—Will Start With Two Machine Models

PIQUA, O., May 8.—The Meteor Motor Car Co. has purchased the entire plant and assets of the Klanke Furniture Co., this city, and will devote that factory to the production of talking machines exclusively.

This plant has a floor space of 49,000 square feet and the Klanke Co.'s experience in the manufacturing of fine library tables backed by the engineering organization of the Meteor Motor Car Co., will doubtless enable this concern to render its dealers invaluable service and co-operation in merchandising the Meteor phonograph, which will be manufactured in two styles, designated No. 75 and No. 85. The cabinet design and the equipment will be the same in both models, with the former nickel plated and the latter gold plated. This phonograph has a number of exclusive features, including a disappearing door, which operates on slides, permitting its use as a shelf. The mechanical equipment includes a Universal tone arm, tone modifier and sound flow adjuster. The latter is operated by touching a screw that controls the pressure of the needle on the record as it plays.

The Meteor Motor Car Co. will handle all of its sales direct to the dealer and not through distributors. It is anxious to secure a large number of small dealers and thereby develop a country-wide distribution for its product.

DISTRIBUTOR FOR DOMESTIC LINE

Frederick J. Bauer, a successful dealer in piano benches, scarfs and other specialties at 55 Fourth avenue, New York, has been appointed distributor for the Domestic Talking Machine Corp., Philadelphia, Pa., manufacturers of the Domestic talking machine.

Mr. Bauer has been very successful throughout his connection with the music trade and has made a large number of business friends. His experience in the trade should prove of much assistance to him in developing the local field for the Domestic talking machines.

DEATH OF STEWART C. MORTIMER

Manager of Talking Machine Department of the John Shillito Co., Cincinnati, Passes Away Suddenly in That City—Only 25 Years Old

CINCINNATI, O., May 8.—The officials and employes of the John Shillito Co., this city, have been deeply moved by the recent and sudden death of Stewart C. Mortimer, manager of the Victor talking machine department of that store.

Mr. Mortimer, who was twenty-five years old, had had several years' successful experience in the talking machine field, and previous to coming with the Shillito Co. had been connected with the Aeolian Co. in Dayton, O., and in this city. He was a young man of splendid character, loyal to his firm and fellow workers, and through his efforts the business of the department was placed upon a most satisfactory and substantial basis.

His brother-in-law, C. B. Chamberlain, is connected with the piano department of the Shillito Co.

Preparedness has ever been the price which individuals or aggregations of individuals must pay for self-preservation. Preparedness for export business is not less necessary than preparedness in any other activity.

**Mermod
Swiss
Motors**

ARE THE BEST

**15,000 Motors on Hand
For Immediate Delivery**

They are reliable, made of material that will insure good and long service.

To obtain the best results for Phonographs, it is most essential to have a motor that will run *evenly* and *silently*, and the Mermod motors, being built by experts, have obtained these results.

They cost no more than motors of inferior qualities, and it is to your advantage to get the best.

Mermod & Co.
505 Fifth Ave., New York

Sole Agents for Mermod Freres, S. A.,
St. Croix, Switzerland

**THIS SHOULD
INTEREST YOU**



\$9.75

Matches New Victrola IX

809—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. With removable moulding so machine can easily slide in, giving a perfect "Cabinet match" appearance. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records Matches New Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 70 lbs.

800—Same Cabinet, without moulding. Matches COLUMBIA FAVORITE. All finishes.

Immediate Delivery

YOU NEED OUR CATALOG AT ONCE

SCHLOSS BROTHERS

637-645 W. 55th Street, New York

Phone Columbus 7947

THE IMPERIAL

The Cabinets

The Cabinets for all Imperial Talking Machine Models are manufactured in Mahogany and Quartered Oak. The Quartered Oak Models are finished in all the various oak styles, as Early English, Golden Oak, Fumed Oak, etc. Every Imperial Talking Machine leaving our Wilmington Plant represents the Acme of Workmanship, Material, and Finish never excelled in Artistic Cabinet Making.

The Motor

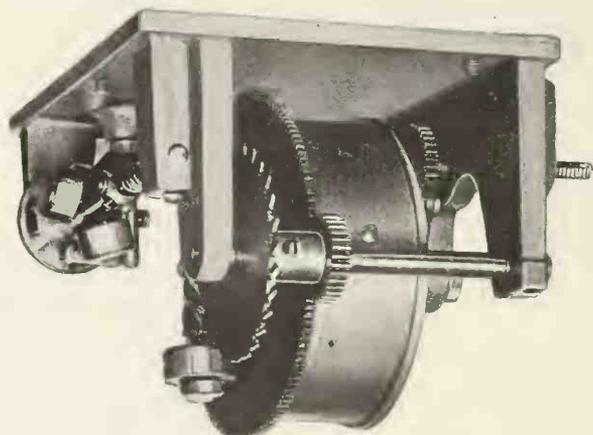
Motors in all Imperial Talking Machine Models, as shown in cuts, are noiseless, worm-driven devices, developed according to our own design. All parts are interchangeable and easily replaced.

The Imperial Machine

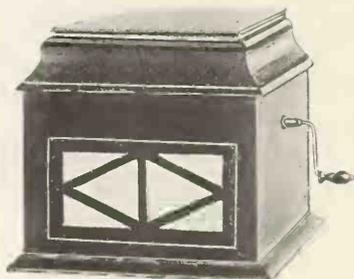
is not an "assembled" or "stencilled" article. In every detail—no matter how small—it is made at the Imperial Talking Machine Company's plant, in Wilmington, Delaware.

All exposed metal Fittings and Trimmings are heavily nickel plated and upon special order can be furnished gold plated.

The thorough and effective Inspection System here prevailing guarantees the delivery of Merchandise of the Highest Standard and Excellence.

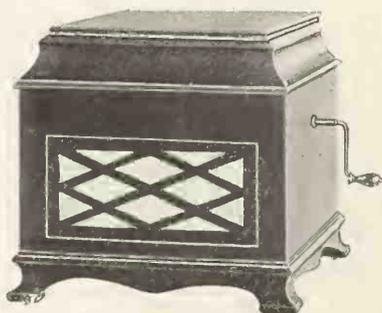


Single Spring Motor



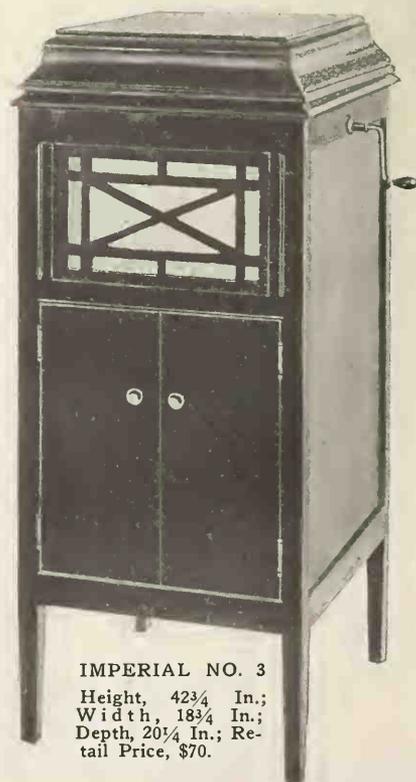
IMPERIAL NO. 1

Height, 14½ In.; Width, 16 In.;
Depth, 19 In.; Retail Price, \$25.



IMPERIAL NO. 2

Height, 16 In.; Width, 17½ In.;
Depth, 20½ In.; Retail Price, \$35.



IMPERIAL NO. 3

Height, 42¾ In.;
Width, 18¾ In.;
Depth, 20¼ In.; Retail Price, \$70.

THE IMPERIAL

The Sound Box and Sound Chamber

All Imperial Machines are equipped with a Universal Mica Diaphragm Sound Box, scientifically correct in Every Detail of its Construction.

The Sound Chamber is built on generally recognized Acoustic Principles, and, tempered to concert pitch, yields a Pure, Rounded and Rich Reproduction.

The Wonderful Volume of Tone derived from an Imperial Machine is due to the Maximum of Vibrative Surface responsive to the Minutest Undulation in the Record, thereby insuring Reproduction True to the Original.

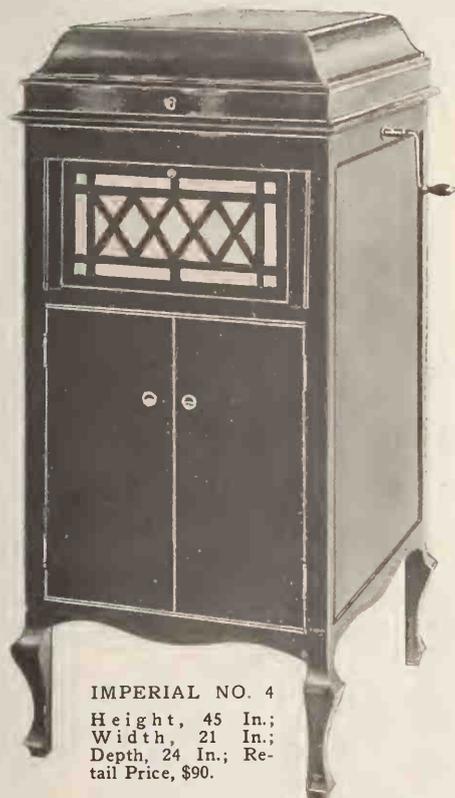


IMPERIAL NO. 5
Height, 47 3/4 In.;
Width, 22 1/4 In.; Depth,
25 In.; Retail Price,
\$135.

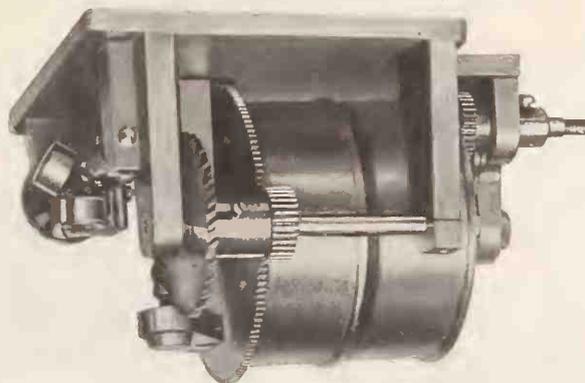
To the Trade:

We invite inquiries for all particulars about selling rights, etc., for the Imperial Machines and Records.

Liberal Discounts



IMPERIAL NO. 4
Height, 45 In.;
Width, 21 In.;
Depth, 24 In.; Retail Price, \$90.



Double Spring Motor

The Records

The Records are 10 and 12-inch in diameter; all are double-faced. The recording, done in the Company's New York Laboratory, is in charge of men eminently fitted for this work.

The new issue of the Imperial Catalogue—the first copies of which are now coming off the press—is a complete list of Imperial Records, containing more than 1200 selections, and forming a Musical

Library of the World's Greatest Masterpieces,—ensembles, vocal and instrumental. The catalogue also contains all Popular Musical Selections, Dance Numbers, Comic Songs, Recitations, etc., following the Imperial Policy of recording "the best only." Monthly Supplements are issued to augment this complete List of Records, giving what is newest and best in records to-day.

IMPERIAL TALKING MACHINE COMPANY

Main Offices and Factory, No. 9 Vandever Avenue, Wilmington, Delaware

Recording Laboratories:
35-37 West 31st Street, New York City

Pacific Coast Distributors: STERN TALKING MACHINE CORPN.
1085 Market Street San Francisco, Cal.

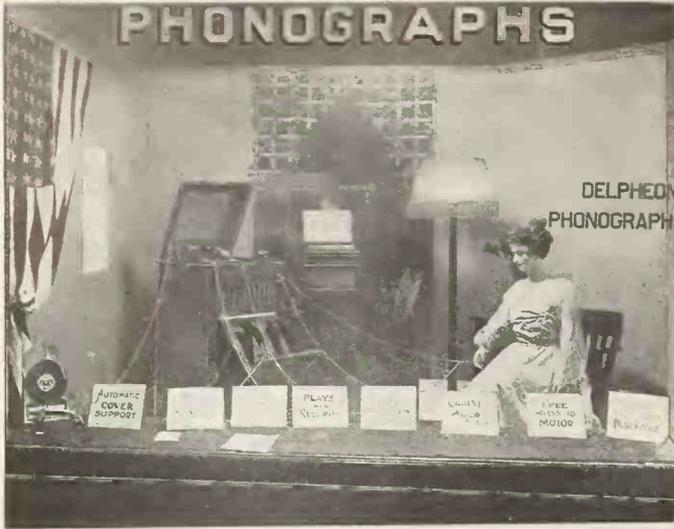
HANDSOME WINDOW DISPLAYS TO FEATURE DELPHEON LINE

Verbeck Musical Sales Co., Buffalo, N. Y., Paying Special Attention to That Form of Publicity— Addition Being Built to Plant of Delpheon Co. in Bay City, Mich.

The Verbeck Musical Sales Co., Buffalo, N. Y., distributors for the Delpheon Co. in Buffalo and vicinity, has prepared a number of These displays feature the important sales arguments used in behalf of these products, emphasizing the modunome. or expression control device. Two of these displays are shown here-with and indicate the artistic character of the material that is used.

Contractors are now completed, will almost triple the present capacity. This addition will be completed within four weeks, and the company will then make arrangements to have on hand sufficient stock to meet the heavy fall demand, which it is anticipating.

The Delpheon Co. has just added to its line a new model, designated as Model "D" or the "De Luxe." This instrument has four carved legs, and is made of the finest grade of selected veneer with an equipment that is high grade in every detail. This addition completes the Delpheon line which now contains five



attractive window displays which are being used to excellent advantage by Delpheon dealers.

engaged in building a large addition to the Delpheon plant at Bay City, Mich., which, when

high-grade cabinet models ranging in retail price from \$85 to \$175.

SET A PATRIOTIC RECORD FOR TRADE

Ten Members of the Staff of Eastern Talking Machine Co. Volunteer for Service

Boston, Mass., May 5.—Not many phonograph establishments can make such a notable and patriotic showing as the Eastern Talking Machine Co. when it comes to contributing men to the defense of the country and in serving

the allied nations. Ten men in this establishment have gladly come to the fore and enlisted for service and three of them who are to do duty in the Harvard Hospital Corps already have bade their fellow-workers farewell and are preparing for departure for France. These are Jeremiah Spillane, Ed Welch and Stephen Dumont, who answered the Harvard call for men; and others are James Colson, who will be in the cavalry; Lionel Kilpatrick, navy; James Kil-

martin, cavalry; Frank Moran, navy; James Nihan, regular army; James Donahue, navy, and J. C. Joyce, regular army. In addition to this list there is Billy Fitzgerald, the company's wholesale manager, who is attached to the Department of Justice, and who in an emergency will be called into service. And all the while the Eastern's staff have fond memories of one of their pals, McBride, who early in the war was killed at the Battle of the Marne.

**All Talking Machine Men Should See
THE NEW "Playrite" NUMBER 1W
NOW READY FOR DELIVERY**



No more screws to tighten when changing from lateral to hill and dale position.

Automatically locks itself into each position.

Large Volume—Sweetness of Tone

Can be adjusted to required length for playing either style of record.

Write Us Now for Samples and Prices.

Visitors to the National Music Show at the Coliseum, Chicago, May 19th to 26th, are cordially invited to call at our new office and factory, 501 West 35th Street and inspect our complete line of talking machine parts.

AMERICAN PHONOPARTS COMPANY

Edison and Pathe Sapphire Points for Sale! 212 South Wabash Avenue, Chicago, Illinois

PRaises Victor Co. Offices

American Architect Devotes Many Pages to Detailed Description of Executive Building in Camden—One of Few Business Buildings Left Entirely in the Hands of the Architects

Few executive office buildings have been built in so stately and exquisite a style of architecture and yet endowed with such a thoroughly practical arrangement as is the home office building of the Victor Talking Machine Co., in Camden, N. J. The wholesale Victor jobbers and retail merchants who have migrated to their "business Mecca" have marveled at this structure and have indeed carried its praise throughout the country. Laymen who have visited the Victor executive building could not help but remark on its exceptional design.

The feature article of the March 28 issue of the American Architect, the well-known architectural journal, discussed at length the merits of this veritable "de luxe hotel" of business life. This article, which is profusely illustrated, runs some thirty pages in length. It comments in a critical way upon the impressive simplicity of the architecture, upon the richness of design and upon the cleverness of adaptation. The various features of the building, such as the entrance halls, the board of directors' meeting room and the president's office, are described and illustrated in detail. The American Architect lays particular stress upon the masterly way in which the building is laid out. The architecture and design, according to this publication, have been worked out most carefully without impairing in any way proper natural and artificial lighting, ideal ventilation, and excellent arrangement for future expansion.

SILVERSTONE EMPLOYEES ENLIST

Six Members of Staff of St. Louis House Join the Military Forces—Make Good Use of Present Interest in Edison's Work

St. Louis, Mo., May 7.—The Silverstone Music Co. appears to be the patriotic musical instrument organization of the town. Six employes of the company have enlisted so far, all going into the Coast Artillery. All were employes of the repair and wholesale department.

Mark Silverstone, president of the company, says that this is the chief notice around that store that the war is on. The business, he says, is making the usual gains over previous years and the wholesale department especially is piling up totals to which they can point with pride, so evidently the out-of-town merchants are not alarmed over the prospect. As an evidence that Mr. Silverstone is not afraid of the war, he has ordered 20,000 buttons made with a picture of Mr. Edison and a small flag in the center, around which is printed "All Eyes on Edison." This is in keeping with some advertising Mr. Silverstone already has carried out, pointing out that the disc machine was Mr. Edison's especial pet until he, at the beginning of the war, gave up his own affairs to aid the government in any way he could. In this advertisement Mr. Silverstone remarked that it was the hope of the nation that Mr. Edison would find some way of stopping the submarines and of doing many other things. Supplementing the distribution of the buttons will be more of this advertising, and a window in which Mr. Edison's picture will be the center, with all rays leading toward him.

Invitations recently printed offering to the public an authoritative "Life of Edison" have created quite a brisk mail demand for the small volume, which is given away.

Speaking of advertising, Mr. Silverstone says that he has reached the point where the advertising of the past is creating the advertising of to-day. He put in the street cars the other day a card reading: "What phonograph do you think of when you see the name Silverstone?" On his next trip his seat mate commented on this ad.

Another recent advertisement was based on

the comment of another advertising man. It was reproduced as handwriting under a half-tone cut of Mr. Silverstone, and read:

"An advertising writer said he didn't understand why prices were not featured in my ads. "My answer was that I did not want prices to influence the purchase of a New Edison, I wanted it to sell strictly on its merits as the best phonograph in the world."

Manager Ditzell, of the Famous & Barr Department Store talking machine department, announces that on May 1 this department became exclusively Victor. This change will not affect the policy of expansion that has been consistently followed by this department, and which has become pronounced since Mr. Ditzell came from Kansas City to become manager.

The most recent move was the elimination of the recital hall, so that the frontage of this space could be turned into demonstration rooms. This addition brings the total number of record and machine demonstration rooms up to fourteen, in addition to which there is the large corridor that formerly was occupied entirely by the piano department, but which now is devoted largely to the Victrolas. This corridor or central aisle frequently is used for demonstrations when the demonstration rooms are crowded.

Mr. Ditzell's department recently was invaded by the Red Cross organization, and a considerable space was set apart for the workroom. A series of work tables were installed, and for a couple of weeks instructors met women here

and taught them how to make the various articles that are needed for the Red Cross work. After the instruction a chapter of the Red Cross was organized, and since then a corps of earnest women have been meeting there daily for work. The store has entrusted its share of the oversight of this work to the talking machine department.

Recently several recitals have been given in the wide aisle for the benefit of the talking machine prospects. The plan has been to obtain the services of Victor artists who may be in town, and to invite friends and prospects to an informal recital in which the artist and records are featured. These concerts or recitals have been very informal, but have been thoroughly enjoyed by those present. The policy will be continued from time to time as the opportunity offers to present artists whose records are prominent at the time.

Mr. Ditzell reports very satisfactory gains in business, and a splendid average of single sales.

THE SCHUBERT SHOP OPENED

The Schubert Shop has been opened at 3231 Troost avenue, Kansas City, Mo., under the management of W. H. Ryan. Schubert phonographs are being handled exclusively.

There is no mystery or secret about advertising. If you describe an article and ask a certain number of people to come and buy it, a per cent. of them are pretty sure to come.



Cleanrite
TRADE MARK
RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.

Price 25c.

The Name Tells What They Do



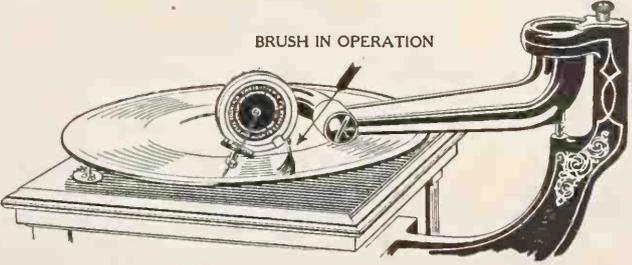
No. 10. For Victrolas and Sonoras.



No. 20. For Columbia.

Automatically Cleans The Record Grooves.
Insures a Clear Reproduction and Prevents Records From Getting Scratchy.

Every Talking Machine Owner Should Have One



BRUSH IN OPERATION

Every Jobber and Dealer Should Sell Them

Sample Brush and Price List Mailed To Qualified Dealers on Request



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



WORLD'S CLASSIFIED ADVERTISING

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

WANTED MANAGER—For phonograph department who is also good salesman and closer. Write fully first letter stating age, extent of experience, salary expected, etc. References will be investigated. Exceptional opportunity for right man. Address El Paso Piano Co., Est. 1896, El Paso, Texas.

PHONOGRAPH RECORD MANUFACTURING EXECUTIVE—Live factory manager familiar with latest method of making records and necessary machine equipment seeks executive position where real ability and result-getting methods will secure a good future. Good organizer. Address "Box 425," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDING MACHINE FOR SALE—Good design. Guaranteed to be in pitch. Address "Box 426," care The Talking Machine World, 373 Fourth Ave., New York.

MECHANIC—High grade phonographs, assembling and repairing of all makes of phonographs, wishes good position. Address "339 East Sixty-sixth St., Apt. 7."

PARTNER WANTED in Victrola business in community of 25,000, Central States. Fine location. Address "Box 427," care The Talking Machine World, 373 Fourth Ave., New York.

FINE LOCATION for first music store in community of 20,000 population. None there. Central States. Address "Box 428," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—To get in touch with an expert cabinet mill man. One who is thoroughly capable of taking entire charge of the cabinet manufacturing department of large phonograph manufacturer. We also want an expert motor man. Excellent opportunity in one of the most modern plants in the industry. Address "Box 429," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN desires connection with established concern manufacturing phonographs or accessories. Can show successful sales record. Salary or commission. Joseph Kirch, 2363 Valentine Ave., New York.

WANTED—To purchase Victor record No. 95201. Quintet, Act 3, Meistersinger, entitled, "Selig wie die Sonne," sung by Galski, Mattfeld, Van Hoose, Journet and Reiss. Communication may be addressed to Sigmund Klein, Room K, Odeon Bldg., St. Louis, Mo.

WANTED—Three second-hand "Unico" or phonograph booths, size 9x12 feet, in mahogany finish. "The Gift Shop," Thos. J. Routledge, 315 East Water St., Elmira, New York.

WANTED—SALESMAN

High class salesman with phonograph experience to cover Ohio, Indiana and Southern Michigan for well known and advertised line of talking machines and records on commission basis. Liberal proposition for right man.

Also Jobber for New England, Central South and Texas, etc. Give full details as to past connections, references, financial ability, etc. Address A. M., "Box 21," care The Talking Machine World, 1508 Republic Building, Chicago, Ill.

SITUATION WANTED—Experienced phonograph cabinet superintendent wishes to make a change. Thoroughly familiar with up-to-date methods for manufacturing. Good executive and knows how to get results. Also first class designer. Highest reference. Address "Hustler," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Awaiting the opportunity to make good, collegian (23) unable to continue studies desires connection with concern where ability and perseverance will lead to advancement. Address "Box 430," care The Talking Machine World, 373 Fourth Ave., New York.

LIVE TALKING MACHINE SALESMAN—Man with thorough practical experience and ability, good education, capable to manage with results, familiar with bookkeeping and up-to-date, progressive systems, unquestionable references, wants work inside or outside. Address "Result Getter," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Victor salesman, twelve years, repairing, selling, advertising, complete knowledge—best selling records—looking for position in Wisconsin. Best of references. Address "Record 87108," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED as representative for State of Michigan. Popular priced universal machine preferred. Salary and commission. Address "Box 431," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Phonograph repair man, five years' experience, wishes position for inside and outside. Salary \$18 per week. Henry Freedman, 1354 Fifty-seventh St., Brooklyn, New York.

PRACTICAL CABINET SUPERINTENDENT and designer is seeking to make a change. Many years experience in phonograph cabinet manufacturing. Thoroughly competent and knows how to get results. Now employed. Highest references. Young man. Knows all the latest methods. Address "Box 401," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady. Pleasant personality. Exceptional knowledge of Columbia line, wishes to connect with progressive Columbia dealer where enthusiasm for line can be demonstrated as valuable sales assets. Well informed on musical topics. Understands advertising, \$25.00 or salary and commission. Address "Box 406," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman with managerial duties, competent repairman. Edison Laboratory experience. Address "Box 407," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by experienced man, seven years in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with wholesale or retail Victor dealer. Highest reference. "Box 414," care The Talking Machine World, 373 Fourth Ave., New York.

MR. DEALER—If it were possible to get in touch with a competent manager for your talking machine department—one whose road and retail experience has fitted him to surcharge such a department with energy and movement toward greater success—would you consider it worth while to request him to call upon you at his expense for a personal interview. Awaiting the opportunity to show the right dealer my credentials, address "Box 413," care The Talking Machine World, 373 Fourth Ave., New York.

WANT

A New Phonograph Co. wants able representatives for New England and Southern States by July 1st. American Phonograph Co., Empress Theater Bldg., Grand Rapids, Mich.

WANTED

Job lots of talking machines and records. Spot cash paid for them. Denninger Cycle Co., Rochester, N. Y.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address "Box 378," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced piano and talking machine salesman and general office man with executive ability, desires connection with reputable distributor or dealer. Address "Box 408," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED POSITION as State of Michigan representative for talking machine. Salary and commission preferable, best of references. Want privilege of carrying side line. Nothing but universal machines considered. Will consider Indiana and Ohio. Address "Box 409," care The Talking Machine World, 373 Fourth Ave., New York.

VICTROLA SALESMAN WANTS to make a change. Capable of inside and outside selling. Best references. Address "Box 410," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING POSITION wanted by thoroughly experienced man. Expert in wax making, electrotyping, thoroughly competent, lateral cut recorder, also hill and dale and good plastic man. One who has had special experience in Enronpe and America. Address "Box 411," care The Talking Machine World, 373 Fourth Ave., N. Y.

WANTED DRAFTSMAN to design and supervise construction of phonographs. Good opportunity for right party. State age, experience, etc. Address "Box 412," care The Talking Machine World, 373 Fourth Ave., N. Y.

POSITION WANTED—Seven years experience as sales correspondent, talking machines and records. Can produce business. Address "M. A. 11," care The Talking Machine World, 220 South State St., Chicago, Ill.

POSITION WANTED by expert in record end of talking machine business. Results to show that have no equal in point of quality of tone. Address "Box 422," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Competent tuner, player and phonograph repairman would like to locate with good house in or out of town. A1 references. Address "Box 423," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As salesman, three years' experience, capable of taking charge of department. Edison line preferred. Address "Box 424," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young, married man, of good appearance, with long experience as piano and sheet music salesman, desires position with talking machine house. Greater New York or New Jersey. Address Will R. Haskins, 932 Gates Ave., Brooklyn, New York.

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

Advertisement for record delivery envelopes. Includes a diagram of a record and a list of 30 records with titles and numbers. Text: "Thirty desirable records. You may not have all of these selections. We will gladly play any record for you."

Advertisement for BEE CROFT. Features a bee logo and text: "Those who use Record Delivery Envelopes KNOW they are cheaper than paper and string. Get the Record Envelopes Bearing New Lists of Patriotic Airs and Songs. Record Delivery Envelopes, Record Stock Envelopes, Perfection Record Holders, Catalog Supplement Envelopes. Write for samples and prices. CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA"

TALKING MACHINE MEN, INC., ELECT NEW OFFICERS

J. T. Coughlin Heads Local Organization of Dealers—Others Who Will Fill Prominent Parts in Administration—New By-laws Adopted—Jobbers May Hold Office—Many New Members

The annual meeting and election of the Talking Machine Men, Inc., was held on Wednesday, April 25, in the Assembly Room of the



J. T. Coughlin, President

Merchants' Association in the Woolworth Building.

President John E. Hunt immediately set the wheels in motion to adopt the new by-laws of the association which had been prepared by a committee appointed for that purpose composed of J. T. Coughlin, Max Landay and Irvin



Sol Lazurus, Secretary

Kurtz. Great progress was made in the adoption of the new by-laws until a section relative to allowing jobbers and distributors to hold office was read. This brought on heated discus-



A. Galuchie, Treasurer

sion which ended in a vote to permit jobbers henceforward to hold office in the body.

Max Landay, who has been in charge of the entertainment and the membership committee, sent his regrets upon not being able to attend, but surprised the entire gathering by sending by the same messenger forty-six new memberships for the coming year, all being voted upon and admitted.

As the nominating committee, which had been appointed sometime ago to select candidates,

had made no report, an emergency committee was appointed for the purpose.

Owing to the fact that President Hunt had signified his intention of not running for the office again, the committee respected his wishes and presented the name of J. T. Coughlin, vice-president for New York, for the office, and he was unanimously elected.

Henry Mielke was elected vice-president for New York; H. Jaffee, of Hoboken, for New Jersey, succeeding himself, and A. P. McCoy, of Waterbury, for Connecticut, he having held the office during the past year. A new office of financial secretary had been made under the new by-laws, and W. Berdy was appointed to



fill the new position. Sol Lazurus, the faithful secretary of the past year, was re-elected, as was also A. Galuchie, the treasurer. The office of secretary will from now on carry a salary of \$150 a year.

Executive committee appointed for the incoming term is as follows: John E. Hunt, chairman; Max Landay, Saul Birns, M. H. Gibbons, Irwin Kurtz and Adolph H. Mayers. John E. Hunt was given a rising vote of



H. Jaffee, Vice-President for New Jersey

thanks for the work he has performed in the interest of the association during the past two years. This led Mr. Hunt to congratulate the



A. P. McCoy, Vice-President for Connecticut

organization on the adoption of the new by-laws and on their selection of officers for the new year.

INCORPORATED

The Charleston Edison Phonograph Co., Charleston, S. C., has been incorporated with a capital stock of \$10,000. The officers are J. V. Wallace, president and treasurer, and A. W. Wallace, secretary.

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 St.

NEW LONDON, OHIO



Let Us Prove to You Why The Paddock Diaphragm Is "Better Than Mica"

The **Paddock Diaphragm** has a sweeter tone than a mica diaphragm, is guaranteed for the life of the sound box and requires no testing. There are no seconds in **Paddock Diaphragms**, for production in our plant is uniform. Our factory facilities provide for maximum service to our trade.

Let us send you samples and prices

PADDOCK DIAPHRAGM, Inc., 451 Hudson Ave., Brooklyn, N. Y.

ACTIVITY IN LOS ANGELES FIELD

Lively Demand for Patriotic Records and Better Grades of Machines—Bartlett Music Co. Opens Department—Fitzgerald Music Co. Takes on the Edison Line Exclusively

LOS ANGELES, CAL., May 7:—Although the majority of the talking machine stores and departments in the city report a slight falling off in the demand for machines and records, there are still about enough orders to take up the volume of goods that is being received. Although the war declaration had the effect, temporarily, in cutting down the general machine and record demand, the slump was more than offset in many particulars by the heavy sales of patriotic records which quite exhausted stocks in many instances. Then, too, the sales of high priced machines have kept up remarkably well, which means more money.

The Fitzgerald Music Co. has taken on the Edison line of talking machines, and hereafter

its talking machine department will handle these instruments exclusively. The department, however, will not be featured to any great extent until after the removal of the company to South Hill street, which is scheduled for about the middle of this month. E. S. Dible, a well-known talking machine salesman and formerly connected with the San Diego branch of the Southern California Music Co., will have the management of the talking machine section at the new location.

Opens Talking Machine Department

The Bartlett Music Co., heretofore an exclusive piano and player-piano house, has taken the agency for the Columbia Grafonola, receiving its first lot of the instruments the first of this month. The new department is being specially advertised.

Columbia Representative Marries

L. V. Felger, bookkeeper and city trade representative of the Columbia Co., this city, was married on April 21 to Miss Gladys Cosner. Miss Cosner, the bride, was previously employed in the Columbia talking machine department of the Eastern Outfitting Co., of this city.

New Dealers Enter Field

Several new dealers have entered the field in Los Angeles and all are going into the business on a large scale, with large stocks and beautifully furnished departments.

Just at present the large demand in records is for patriotic selections, and a great many of the standard national airs are out of stock.

Joseph Carter has taken charge of the talking machine department for the Southern California Music Co. at Pasadena. B. R. Megenity, former manager, has opened an up-to-date music store in San Bernardino, Cal. Mr. Carter is a talking machine man of wide experience, having been traveling salesman for the Columbia Phonograph Co. and others.

Philip F. Adams in Redlands

Philip F. Adams, formerly a successful dealer in Brooklyn, N. Y., has located at Redlands, Cal., having purchased the stock of the Deming Music Co. Mr. Adams is remodeling and expects to have an exclusive and up-to-date store when alterations are finished.

J. W. Boothe, of the Barker Music Co., is on a visit to Eastern points in the interests of the H. B. motion picture machine, which is manufactured by Barker Bros. While in the East Mr. Boothe will make a visit to the Victor and Columbia factories.

Buys Victor Stock in Long Beach

The Patrick Music Co., of Long Beach, Cal., has just purchased the entire Victor stock of D. H. Harthorn & Son, and will be exclusive Victor dealers from now on.

Sibley Pease, of the Andrews Music Co., placed an electric XVII with \$100 worth of records last week.

Geraldine Farrar, the noted American soprano and exclusive Victor artist, has arrived in Los Angeles to again enter the movie field. Miss Farrar will make Los Angeles her home in the future.

VICTROLA CONCERT IN ALLENTOWN

ALLENTOWN, PA., May 8.—A Victrola concert was given last night by the Victor department of G. C. Ashbach, under the direction of Mr. Christman, manager of the department. This concert attracted a large audience and provided splendid publicity for the Ashbach Victor warehouses. Mr. Christman has a number of valuable publicity ideas in mind, and plans to bring Alma Gluck, the celebrated operatic soprano and exclusive Victor artist, to Allentown in the near future. He will also give an Hawaiian concert of Victor records very shortly.

INCORPORATED

A certificate of incorporation has been issued to August Jahn Co., Inc., for the purpose of making talking machines. The concern is capitalized at \$10,000, the incorporators being August Jahn, Wm. E. O'Grady and Vincent J. Cagliostro.

Operaphone Records

The wonderful thing about Operaphone Records is that every desirable feature credited to the higher priced records will be found in all truth to apply to the Operaphone.

Here is an infinitely varied range of quality selections—vocal, instrumental and novelty numbers.

Operaphone Records play at least as long as high priced 10-inch records.

If you want to handle records that make pleased customers and that give you a good profit besides—you are certainly looking for the Operaphone proposition.

Mail this coupon today.

Operaphone,
Dept. 9,
489 Fifth Ave.,
New York City.

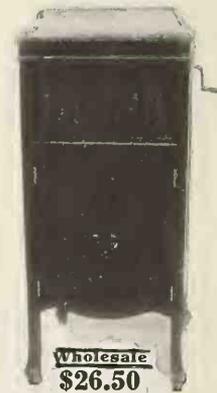
Gentlemen:

Send me the details of the Operaphone proposition.

Name.....

Address.....

Cleartone Talking Machines



As Large As Many
\$150 Talking Machines.
46 inches High.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different style talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

Wholesale
\$26.50

No. 75B—Mahogany or Oak finish. Size 18 wide, 19 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.

Governor Springs Now Ready for Delivery
in Any Quantity

To fit the following Motors:

Victor, Sonora, Meisselbach, Heineman,
Markels, Flemish-Lynn,
Thomas Mfg. Co., Kirkman.

Get in touch with us for anything you need in the talking machine industry

Lucky 13 Phonograph Co.

3 East 12th Street, New York City, N. Y.

PRICE MAINTENANCE ISSUE NOT AFFECTED BY DECISION

Says American Fair Trade League, in Statement Discussing the Recent Action of the United States Supreme Court, in the Victor-Macy Case—Some Conclusions of Interest to the Trade

The American Fair Trade League, which is advocating passage by Congress of the Stephens Standard Price Bill, to prevent branded and trademarked merchandise from being used as cut price leaders, which it claims deceives and injures the public, gave through its secretary-treasurer, Edmond A. Whittier, a statement concerning the decision of the United States Supreme Court, by a divided vote of 6 to 3, declaring invalid the so-called patent license selling system of the Victor Talking Machine Co. The statement in full follows:

"A reading of the full text of the decision of the United States Supreme Court in the Victor-Macy case proves that it simply follows the precedents of previous decisions in patent cases concerning the right of patent owners to control resale price by a license or notice system. It does not involve at all the broad general principle of contract right embodied in the Stephens bill. The attempt of the opponents of standard price legislation to create a contrary impression is not surprising, but they have not the slightest ground on which to base their contentions. Throughout the decision in the Victor-Macy case, as well as the Motion Picture Patents case, handed down the same day, and which must be considered in connection therewith, the language of the court repeatedly and sharply differentiates between rights created by private contract as distinguished from those of the patent law, and several times emphasizes the fact that it is to the latter, and not the former, that the questions under consideration in both cases are confined.

"Counsel for R. H. Macy & Co. is quoted in

the newspapers as saying: 'It is a significant fact that Judge Brandeis, who appeared in favor of the Stephens bill, is one of the majority who now hold that the Victor system of licenses is unenforceable.' Our opponents must be sorely in need of comfort when they attempt to seek it by such perverse implications. It is a significant fact that Judge Brandeis, who appeared in favor of the Stephens bill, is one of the majority who now hold that the Victor system is unenforceable, but it is only significant of Judge Brandeis' consistency with his position from the start. In a few words, his position has always appeared to be that he opposes extension of patent rights as unnecessarily strengthening an actual monopoly and that he favors legislation legalizing freedom of contract along the lines of the Stephens Standard Price Bill, which contains the following stringent provisions: 'Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture, or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or the public.'

"Justice Brandeis has always based his advocacy of standard price legislation upon the public's need of protection against cut throat competition, which, as he has repeatedly pointed out, is the chief weapon of monopoly. Attempts to create the impression that Justice Brandeis' agreement with the majority of the Supreme Court on questions concerning a patent right monopoly indicates a change of attitude on the standard price question, fail to recognize the logical consistency between his past utterances and the view expressed in his patent decision."

TO EXHIBIT AT MUSIC SHOW

Melophone Talking Machine Co. to Feature New Type Motor and a Portable Machine

The Melophone Talking Machine Co., Inc., announce that during the National Music Week to be held in Chicago, May 19-26, they will have an exhibit of their products in Booth 45 in the Coliseum. The featured displays will be the new Melophone motor, which has never before been exhibited, and which carries some entirely new ideas in the manufacture of motors, including a new governor without springs. The Melophone portable talking machine will also be shown, being announced as a portable, light, compact and convenient instrument. Among the Melophone officials who will attend will be F. B. Guarnier, general manager; F. D. Bennett, factory manager, and L. M. Heyman, of the Chicago office of the concern.

Mr. Guarnier announces that space in the booth will also be used to enlist Western talking machine men in the Phonograph Chamber of Commerce, an association of phonograph and supply manufacturers recently organized in New York City, and of which he is secretary.

NEW PAROQUETTE CO. ATTACHMENT

The Paroquette Record Mfg. Co., New York, manufacturer of Par-O-Ket records, has just perfected a simple attachment which, it states, will practically change machines playing only lateral cut records into a universal tone arm machine. The company expects to place this attachment on the market very shortly and reports an immense advanced demand for this product. It is also selling large quantities of the smaller cheaper attachment which it perfected some time ago for use in connection with Par-O-Ket records.

E. M. Bond has opened the Grafonola Shop in Nashville, Tenn.

ORIOLA

The
PHONOGRAPH
of
Quality



Machine De Luxe

Beautiful Mahogany Cabinet, same finish inside as outside. 50 inches high, 24 1/2 wide, 24 1/2 deep. High-grade, double-spring, worm-gear motor, noiseless winding and running. Universal tone-arm, playing all records without an attachment.

This is another of our new types, ranging in price from \$25 to \$200 list. Write for catalog and discounts.

We can furnish
**MOTORS,
TONE-ARMS,
SOUND-BOXES,
CABINETS, etc.**
and can also assemble
complete machines.

**Metropolis
Sales Company**
27 Union Square
NEW YORK CITY

ATTENTION

... OF ...

Cabinet Manufacturers

Lid Supports, Hinges, Needle Cups and Tone Arm Rests



Needle Cups No. 50 in lots of 100 \$ 2.00
In lots of 1000 17.50



With Covers, lots of 100 \$ 3.00
In lots of 1000 25.00



Tone Arm Rests with green felt 1 1/4 in. diameter
per 100 \$ 3.00
In lots of 1000 25.00

Write for samples and prices.

**Favorite Talking Machine
Accessory Co.**

38 BROADWAY NEW YORK

CAN SUPPLY POLISHED OAK CABINETS

Victor Co. Announces Rearrangement of Facilities to That End

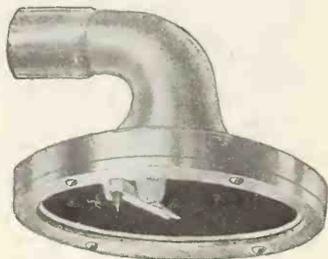
The Victor Talking Machine Co. recently sent out the following letter to its dealers regarding cabinets in golden oak finish:

"Under date of February 19, we wrote urging that you make use of the flat or waxed golden oak finish rather than the polished golden oak finish wherever possible, and many of our distributors changed their orders to read 'flat' finish rather than polished finish.

"Since that time, conditions in our factory have changed, so that we think we shall be able, from this time on, to turn out about 65 per cent. of our oak cabinets in the polished finish, and about 35 per cent. of the cabinets in the flat finish.

"We therefore suggest that you arrange your orders with your distributors for golden oak finishes on about this basis."

The
VICSONIA



is here to stay

It has *proved* its ability to reproduce *perfectly* Edison and other "hill and dale" records to the satisfaction of the most critical music lover.

Convince Yourself That Our Claims are Fully Justified

We will send a sample **VICSONIA** to any dealer upon receipt of \$3.50. Try it and if you are not satisfied, return it within ten days, in good condition, and we will promptly refund your money.

VICSONIA MFG. CO., Inc.
313 EAST 134th STREET, NEW YORK



A New Proposition to Dealers and State Distributers

ON THE

SCHUBERT
the magnetic
PHONOGRAPH

A Phonograph That Has No Competition

The SCHUBERT reproduces with a faithfulness and a perfection never before thought possible.

A phonograph that has all the accessories of other high quality machines and, in addition,

Important New Features

chief of which is the SCHUBERT MAGNETIC SOUND BOX.

Retail Prices \$60 to \$200

Information on request—write promptly so that we can make early plans together

THE BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York
Factory, 1-7 West 139th St., Corner 5th Avenue

"UNCLE SAM AND KAISER BILL"

National Toy Co. Put Clever New Novelty on the Market—Should Prove Timely Feature

Taking quick advantage of the present international situation, the National Toy Co., Boston, Mass., whose novelty toys for use on talking machines, namely, Ragtime Rastus and the Boxers, have proven decidedly successful, have



Uncle Sam and Kaiser Bill

just placed on the market a new working toy of the same type entitled "Uncle Sam and Kaiser Bill." The toy consists of a figure of the Kaiser holding a U-boat, with a figure of Uncle Sam immediately behind him. When the toy is placed in proper position on the spindle of the talking machine and set in operation, Uncle Sam is shown vigorously kicking the Kaiser, at the same time boxing his ears. A view of this latest novelty is shown herewith.

It is claimed by the manufacturers that "Uncle Sam and Kaiser Bill" should assist the talking machine dealer materially in pushing the sale of patriotic records.

DISPLAY STAND HELPS SALES

The Progressive Photographic Supply Co., New York, sole distributor for Wall Kane needles, has experienced a phenomenal demand for this needle which has kept the factory working day and night. The company has received many letters from the dealers throughout the country stating that its "Silent Salesman" display stand has been an important factor in the sale of Wall Kane needles, acting as a powerful sales stimulant.

The Wurlitzer Piano Co., 1019 Chestnut street, Philadelphia, Pa., have made plans for alterations to their present quarters to cost in the neighborhood of \$2,000.

NEW QUARTET ON VICTOR RECORD

Mischa Elman Quartet Represented in May Supplement Issued by Victor Co.

In sending out the May record supplement, the Victor Talking Machine Co. calls particular attention to the first record by the Elman String Quartet, they playing "The Emperor Quartet" by Haydn. In addition to Mischa Elman, the quartet includes Adolf Bak, second violin; Karl Rissland, viola, and Rudolph Nagel, violoncello, the three being members of the Boston Symphony Orchestra. The supplement is full of other good things that make it hard to select the record that is most worthy of comment.

TO HANDLE LINE OF SUPPLIES

The Metropolis Sales Co., New York, has made arrangements with several prominent manufacturers whereby it will handle a complete line of high-grade cabinets, motors, tone arms, sound boxes, etc. It has opened up a number of accounts with responsible concerns, who have placed large orders for cabinets and parts.

The company has also been very successful with its line of Oriola phonographs, and quite a number of dealers are now handling this machine, which is manufactured in a number of styles and finishes and is meeting with a rapidly increasing demand.

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

TRADE IS BRISK IN ST. LOUIS

Most Gratifying Reports Made Despite Unfavorable Weather—Program of Artophone Co.—Koerber-Brenner in New Building Soon

St. Louis, Mo., May 8.—The wholesale trade has been especially brisk during April in the talking machine line and May has started exceedingly well, according to all reports. The retail trade has made the usual gains over the year previous. According to C. R. Salmon, wholesale manager at the Columbia, April was the best month for his department in the history of the store, excepting last December. Others did not put the statement in this concise language, but all jobbers avowed that the records were excellent and were limited chiefly by ability to handle the business. In the retail trade the month has compared well with previous Aprils, the gains being satisfactory. The feature of the record sales has been the demand for patriotic records. This has applied to all stores, regardless of the class of trade. There has been very little advertising of patriotic records because of the heavy sales, dealers not being able to accumulate stock and being fearful of increasing their advertising.

Robert Conc, of the Artophone Co., said that his company had been able to speed up production and catch up to an extent with orders that had been troubling them for a long time. He laughed at the idea that he was at all worried about such a situation and declared that orders were the easiest items to accumulate. The Artophone Co. recently has been decorating the show windows with announcements of Emerson records, the first record advertising of any sort done by this company.

The weather has been somewhat against spring trade, as it has not been at all favorable to house cleaning and spring shopping has been delayed. But the response to the usual announcements of May records was considered satisfactory by the downtown stores. Val Reis, of the Smith-Reis Piano Co., said that the Victrola department of that store had obtained

Anytone Needles

PLAY LOUD, MEDIUM, SOFT

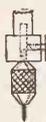
ALL WITH ONE NEEDLE—PLAYS MANY TIMES WITHOUT CHANGING

EXCLUSIVE DISTRIBUTORS WANTED



ANYTONE NEEDLE CO.,

18 NEW STREET, NEWARK, N. J.



excellent results from recent advertising. E. A. Kieselhorst, of the Kieselhorst Piano Co., declares that he already is taking an optimistic view of the next Christmas order and that he is going to place this order in time so that the factory cannot say a single word.

No reports have come this month from the Talking Machine Dealers' Association and inquiry developed that there had been no meeting. One dealer, on being questioned, remarked: "I am exceedingly sorry to say there has been no meeting. The last meetings were not as well attended as they should have been and were more or less unsatisfactory. Our efforts to untangle the misunderstandings that have arisen over our resolution setting forth terms under which machines should be sold did not get any place. This discussion should have been continued until we all understood the terms alike. I have been afraid that to delay meeting at present might mean that the Association would wither away, as other efforts of that kind have, which would be exceedingly unfortunate."

As is the case with most building efforts these strenuous times the Koerber-Brenner Music Co. has been forced to delay their removal to the new commodious quarters in the city's wholesale row. They expect to get into the new store by May 15 instead of May 1.

R. R. Connors, a former Columbia man, but recently identified with the Pathé staff, has returned to the Columbia retail department.

L. Nachman, the field organizer for the Edison disc machine, working with the Silverstone

Music Co., reports a very unusual meeting at Flat River, Mo., where he gave a recital to 400 in the high school and made an address on the machine.

The May-Stern Furniture Co., one of the heavy distributors of Columbia machines, used talking machine records and player music rolls quite effectively in building a battleship for window display. On the last day of April this firm suffered the loss of half a dozen plate glass in show windows, which were blown in during a sudden windstorm at about closing time.

There is a very cheerful air about the Vocalion department at Aeolian Hall. Manager Guttenberger reports satisfactory gains month by month over a year ago and previous years, and that the average of single sales is running very high. The chief complaint is that very often machine customers come in such numbers that there are not accommodations for all.

The Aeolian Hall is continuing its rather extensive advertising campaign, and according to Mr. Guttenberger has been supplementing the open publicity work with a series of monthly letters, which are called first aids to salesmen. These letters were designed to overcome the handicap put on salesmen who were calling on prospects who had not yet been fully introduced to the Vocalion. The results, according to all accounts, have been excellent. The men report that it is much easier to gain entrance after one or more of these letters have been read than before. A recent one of these letters follows, each is personally addressed and signed, so that it becomes an individual letter.

Investigate the

Pathé

The Phonograph with unusual selling points.

The Record that is growing great in popularity—that is played with a genuine polished sapphire ball.

The line that yields the retailer a good margin of profit.



Nearly Ten Tons of Records Just Received

Our stock of Pathe Phonophones and Records is large and complete—we can supply you promptly.

Successful merchants in Michigan and adjoining territory are invited to write for booklet which tells why Pathe Phonographs and Records are becoming more popular every day.

PHONOGRAPH DEPT.

Established
in 1819

Williams-Davis-Brooks & Hinchman Sons.

Established
in 1819

DETROIT

Only Pathe Distributor in Michigan

TALKING MACHINE MEN, INC., HOLD ANNUAL DINNER

Over Two Hundred Guests Attend Affair Held at Hotel McAlpin on Evening of April 17—Henry C. Brown, L. C. Wiswell, Marion Dorian and Other Prominent Members of Trade Among Speakers—Opportunities of the Business Emphasized—Patriotism Finds A Place

The Talking Machine Men, Inc., the local organization of talking machine retailers and jobbers, again proved that it was a live and growing organization by attracting a crowd of over 200 diners to the annual dinner of the association held in the ballroom of the Hotel McAlpin on Tuesday evening, April 17. Not only was the New York trade well represented, but there were also numerous guests from Connecticut, New Jersey and other nearby States, who participated in the festivities. The fair sex was also present in considerable numbers to add to the social character of the dinner, and to provide the necessary partners for the dancing that followed.

The dinner proper proceeded with but little delay, and was followed by what has been aptly termed "The Feast of Reason and the Flow of

in the past, and will be more glorious in the future," he said.

In bringing his address to a close Mr. Brown told the Talking Machine Men that they could not go too far in giving service, and illustrated his point by declaring that during November of last year the Victor Talking Machine Co. appropriated approximately \$500,000 in special advertising to bring additional trade to the dealer's store, despite the fact that the factory itself was then far behind on orders. "We spent that money," said Mr. Brown, "with a full knowledge that so far as the factory is concerned we could not take in an additional nickel, as a result of the demand that we created. That is our idea of service." He also stated that the Victor advertising appropriation was constantly being increased, and that a half million dollars

a distinctly poetic mind by reciting several passages that referred to the subject of "Service." Mr. Wiswell made the excellent point that in the talking machine business, as in every other line of industry, profit and service were linked together. "The reason that more talking machine dealers do not make a big success of their business," declared Mr. Wiswell, "is that they are too anxious to make profits without being willing to study and give the service necessary to insure such profits. There is no action without a reaction. You cannot get something for nothing, and it follows that profits cannot be realized unless there is something given by the dealer beyond plain goods."

To erect a substantial building that will last, declared Mr. Wiswell, the foundation must be on bed rock. The same rule applies in business where the bed rock is represented by service that will bring trade to the house and keep it there. The cause and effect of science applies with equal force to the talking machine business, he said, and the biblical quotation, "As



Annual Dinner of Talking Machine Men, Inc., at Hotel McAlpin, April 17, 1917

Soul," in which several prominent lights in the trade participated and gave those present some fresh ideas regarding the importance of the industry and of the opportunities that have been theirs, and will be theirs in the future. The entertainment program was under the direction of John E. Hunt, president of the Talking Machine Men, Inc., who presided as toastmaster.

Henry C. Brown's Live Address

The first speaker was Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co., who in his address drew a glowing picture of the development of the talking machine business and emphasized the fact that it was a business built upon a most solid foundation. He pointed out the fact that the demand for both machines and records constantly kept ahead of the facilities of the factories to produce, despite the fact that additions to the plant were being built at short intervals, and that in one department alone, the cabinet factory, 6,000 employees are constantly at work making cases for machines.

Mr. Brown also remarked that, in the case of many business men, prosperity brought with it an overwhelming desire for more prosperity, and that this condition was largely responsible for dishonest advertising that cropped up in the trade at various times, and that in doing business in a business-like way was to be found the only system for permanent success. "The history of the talking machine has been glorious

had been added to the appropriation in 1917.

Mr. Brown extended a cordial invitation to dealers in the New York territory to visit and inspect the factory at Camden, to better understand the product they are handling.

L. C. Wiswell Talks on "Service"

The next speaker was Leslie C. Wiswell, manager of the talking machine department of



John E. Hunt, President and Toastmaster Lyon & Healy, Chicago, and one of the leading figures in the talking machine circles in the West, who, in his preliminary remarks, showed

ye sow so shall ye reap," was to be accepted as a genuine law of modern business.

Marion Dorian Tells of War's Effect

Marion Dorian, chief auditor of the Columbia Graphophone Co., who next addressed the diners, brightened the occasion with witty and humorous remarks and also brought to the gathering the greetings of Francis S. Whitten, the new president, of the Columbia Co., under whose efficient regime much further development is to be expected.

Mr. Dorian emphasized the fact that although Columbia business was growing rapidly, Columbia service is being developed at a pace that enabled it to keep in sight of demands and that goods were being delivered with greater regularity than ever before, with plans being made to take care of future requirements.

The most interesting part of Mr. Dorian's address was that referring to the experience of the Columbia Co. under war conditions in England and in Canada, where the company are maintaining factories. In both countries, declared Mr. Dorian, the business had shown marked increase during the period of the war and despite the scarcity of men and materials the company had been enabled to hold more than its own in a trade sense as compared with records of years before the outbreak of hostilities. "The talking machine to-day is generally recognized as an indispensable, highly prized and loved adjunct to national life, for the important part it

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.

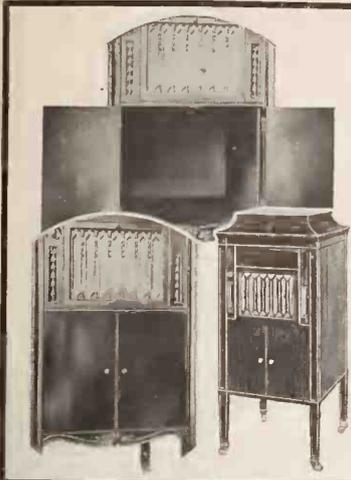
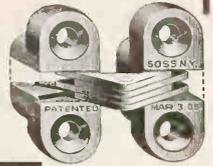
SOSS Invisible Hinges preserve the beauty of well-designed and finely finished
TALKING MACHINES MUSIC CABINETS
PIANOS PLAYER PIANOS AND BENCHES

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.
LOS ANGELES. Central Bldg. Branch {SAN FRANCISCO...164 Hansford Bldg.
CHICAGO. 160 North 5th Ave. Offices {MINNEAPOLIS...3416 Second Ave., So.
DETROIT—922 David Whitney Bldg.
Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.



plays in entertaining, amusing and instructing the public. Its survival and even progress in time of national stress has emphasized this fact," he said. In bringing his talk to a close Mr. Dorian drew an effective word picture of the world peace that was to come.

With this country engaged in the war and the uncertainty of the effect of the war on the industries, the experiences of the Columbia Co. in countries that have been in the conflict since the beginning serve to lend encouragement to those engaged in the talking machine line here.

James T. Coughlin Urges Co-operation

James T. Coughlin, vice-president of the Talking Machine Men, Inc., made one of the best speeches of the evening on the subject of "Organization and Co-operation." It aroused much enthusiasm and praise.

He said: "Genuine prosperity does not rest on any immoral foundation of trickery and sharp practice, but on the solid basis of correct principles of co-operation. Co-operation and industrial organization are important questions before the standard business men of this country today. They are vital to the business health and strength of this nation.

"We believe that the aim of the best brains in the talking machine industry is to serve and to please the public. For that reason this organization has taken a positive stand against the debasing influence of the price-cutting expert and the injurious, misleading, dishonest advertising, which is as detrimental to trade as is price cutting.

"For that reason every one-price house in the talking machine trade should appreciate the vigorous effort which the Victor Co. and other manufacturers of high grade machines are making to maintain one price to all the purchasing public and to protect their good names for fair dealing and their products.

"That in itself should lead to genuine co-operation, loyalty, harmony and courtesy, which constitute the golden rule in trade and will pay better dividends than price cutting, enmity, jealousy and contention, which too often exist to the disadvantage of trade.

"In every age some men have carried the torch of progress and have handed it down to others. It has thus been carried through all the dark ages of barbarism. Had it not been for inventors we should be naked and uncivilized to-day, with pictures of wild animals tattooed on our skins. Gutenberg, who gave the movable types to the human race, gave it a weapon more powerful than cannon or submarine. He gave to the people the power to think and to bequeath to the future the richness of their brains, the wealth of their souls.

"There is a bill pending in Congress known as the Stephens Bill. The object of it is to inspire inventors and benefactors of the human race, and to compensate them for their service to humanity. We are informed that some Congressmen are more solicitous for the price-cutting expert, who is a demoralizer of trade and

a detriment to inventors, than they are for the inventors and benefactors.

"The man who invented the banjo was a benefactor and producer. He did more for the human race than did a half dozen of the famous consuming kings and rulers.

"In talking machine music the charm for humanity lies in the vastness of its appeals. Every one who is loyal to the talking machine trade is a producer of good; because every machine sold means the introduction of harmony, happiness, humor and wit into the family circle.

"Now, if we men in our trade will act in the spirit of brotherly co-operation, then our work



Max Landay

will be inspiring. Sharp practice, which brings a large financial or unfair business advantage, seems great to men who are narrow in spirit; but greater is the spiritual mind which exults in good to all mankind.

"In conclusion it is fitting and proper to say that we appreciate the valuable assistance and encouragement given us by the trade papers, in developing helpful, scientific co-operation. Some of us can recall the words of wisdom and encouragement delivered at our 1915 banquet by that grand soul who has passed from earth and who has left a career so rich in accomplishment and endeavor that his friends and family can feel justly proud. If every one for whom he had done an act of kindness had brought a blossom to his grave, Colonel Edward Lyman Bill would to-night sleep beneath a wilderness of flowers."

Max Landay's Address

The speaking was brought to a close by Max Landay, chairman of the Membership Committee of the Talking Machine Men, Inc., who urged that every member put forth special effort

to increase the membership roll and stated that intensive work during the past three weeks had resulted in a membership increase of practically 50 per cent. The members of the association cannot depend on a half dozen officers to keep things going, declared Mr. Landay, but everyone must bear their share of the work as a part of the organization. The only way to get results is to work hard. The man who waits for something to turn up is looking at his toes.

Good Music a Feature

A patriotic and musical touch was given the program by the singing of "The Star Spangled Banner" before the dinner and of "America" at its close. C. Raymond Hutchings, manager of the talking machine department of Hunt's Leading Music Store, also proved through the medium of several songs that he possessed a baritone voice of exceptional quality.

Entertained at Winter Garden

At the conclusion of the dinner proper the guests retired to the Winter Garden of the McAlpin, where dancing was indulged in until weariness called a halt. For those who still had some money to carry home after paying for banquet tickets and other things that go to make a pleasant evening, Schloss Bros. presented to each diner convenient leather bill folds enclosing a certificate of quality of Schloss cabinets and stamped with the company's trademark.

Local Jobbers Give Support

In addition to representatives of the manufacturers, who included, in addition to those already named, Jas. P. Bradt, assistant to President Whitten of the Columbia Graphophone Co., the local jobbers also supported the dinner by being represented with a substantial delegation, the jobbers so represented including: The American Talking Machine Co., Blackman Talking Machine Co., Emanuel Blout, C. Bruno & Son, Inc., I. Davega, Jr., Inc., S. B. Davega Co., Landay Bros., Inc., New York Talking Machine Co., Silas E. Pearsall Co., and G. T. Williams.

The officers of the Talking Machine Men, Inc., are: John E. Hunt, president; Jas. T. Coughlin, vice-president for New York; H. Jaffee, vice-president for New Jersey; A. T. McCoy, vice-president for Connecticut; A. G. Luchie, treasurer, and Sol. Lazarus, secretary of the organization.

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

APPOINT NEW PATHE JOBBERS

The Fred Gretsch Mfg. Co., Brooklyn, and M. Sellers & Co., Portland, Ore., Added to the Company's List of Jobbers

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announced recently the consummation of arrangements whereby the Fred Gretsch Mfg. Co., Brooklyn, N. Y., and M. Sellers & Co., Portland, Ore., will handle the complete line of Pathéphones and Pathé discs in their respective territories as jobbers.

The Fred Gretsch Mfg. Co. is prominent in the musical merchandise field, having manufactured musical instruments for many years, and having an extensive dealer distribution. The company is planning an aggressive campaign to interest the dealers in its territory.

M. Sellers & Co. is one of the leading merchandising houses in the Northwest, with executive offices at Portland and branch offices at Tacoma and Spokane. The company has a traveling staff of more than thirty men, which will cover the States of Oregon, Washington and Idaho in behalf of Pathé products. H. N. McMenimen, managing director of the Pathé Frères Phonograph Co. closed this important deal.

H. C. Pressy, formerly treasurer of Hazelton Bros., New York, and well known in the piano field, is now associated with the Kruschke Phonograph Co., Pathé jobber at Berkeley, Cal. This concern is planning to open headquarters in Los Angeles, Cal., in the near future.

Excuses have been called "The weak man's quick relief for non-success." They not only do not afford a permanent cure, but, like all other "prompt relief" nostrums, the habit of using them is easily cultivated and ultimately will work harm to the user.

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

F. J. WARBURTON GUEST OF HONOR

At Dinner Tendered on the Evening of April 30 by His Associates of the Columbia Co. in Celebration of His Seventy-fifth Birthday

F. J. Warburton, vice-president of the Columbia Graphophone Co., New York, was the guest of honor at a dinner tendered him by his associates evening of April 30 at the Engineers' Club, New York, in celebration of his seventy-fifth birthday. In addition to the executives of the Columbia Co., there were also present at Monday's dinner the officers and executive heads of the Mergenthaler Linotype Co., with which Mr. Warburton has been associated for many years and of which he is now an officer and director.

Mr. Warburton was one of the founders of the Columbia Graphophone Co. and has been an important factor in the remarkable success achieved by this company. He is prominent in financial and industrial circles, and has a host of friends in the talking machine field and other lines of business.

Philip T. Dodge, chairman of the board of directors of the Columbia Graphophone Co., was the chairman at this dinner, and all of the sixty guests present paid tribute to Mr. Warburton's sterling character and signal ability. Francis S. Whitten, president of the Columbia Graphophone Co., was one of those who delivered an extemporaneous address, and Prince's Orchestra, together with a number of the popular Columbia artists, contributed to the enjoyment of the evening.

ANNOUNCE MODIFIED VICTROLA XIV

New Model Equipped With Larger Tone Arm and More Artistic Cabinet Now Being Shipped From Victor Factory—New Style XVI

Under date of April 19 the Victor Talking Machine Co. sent out to their dealers the following announcement regarding the shipment of a modified type of the Victor-Victrola XIV:

"We will start within the next few days to ship our distributors a modified type of the Victrola XIV, equipped with the larger tone arm and tapered goose neck and with a cabinet of somewhat more artistic outlines.

"The depleted condition of the market makes it imperative to ship the style XIV immediately.

"We can, at this time, also explain that another type of the XVI embodying the same general features of the XIV about to be shipped will be ready for the market in about sixty days, but this must not be publicly announced.

"Naturally we would prefer to ship the style XVI before the XIV, but the XVI will not be coming through our factory for some time, and urgent demands for the XIV make it impossible to hold this style any longer."

BIG CALL FOR NEEDLES REPORTED

I. Davega, Jr., Inc., expect to be represented "somewhere in France" by Walter J. Falk, covering their Brooklyn territory, and who is now down at Fort McPherson taking up the course of instruction for officers. It is hoped that Mr. Falk will make several "records" for himself while away.

Orders have been received for the steel needles advertised by this firm from all quarters of the globe and a very large business has been done in them.

POETICAL TRIBUTE TO B. L. BROWN

Manager of Columbia Store in Indianapolis Gets Pleasing Verse From Miss Hughes

INDIANAPOLIS, IND., May 6.—Ben L. Brown, the new manager of the Indianapolis Columbia store, received the following poem written by Miss Allene Hughes, a stenographer at the Louisville Columbia store, when he left there to come to Indianapolis. Miss Hughes dashed the poem off on her typewriter as Mr. Brown was taking his farewell.

We cannot say farewell to you,
Our gentle friend so kind and true,
Without we tender you the while
Our very best and warmest smile.

You are leaving for a foreign land,
And so we take you by the hand
And wish you happiness galore
And health and wealth and quite a store
Of every good and worthy thing
That life to you can bring.

Of course we're tearful-like and sad—
But Indiana's not so bad.
You might have sailed across the blue,
And then we'd never hear from you,
Because those U-boats make things hum
And blow you into "Kingdom Come."

So let's be merry while we may,
And speed you on your journey's way.
Be good, you'll wear a martyr's crown—
At least, be careful, Mr. Brown.

FAVORS FREIGHT ADVANCE

Merchants' Association, However, Opposes Flat Rise on All Rates

The Merchants' Association has taken action in favor of granting the railroads an increase in freight rates, but is opposed to the flat advance of 15 per cent. sought. The association believes that a flat advance covering all rates would be a serious mistake.

The association was represented in support of this position at the hearing on Monday.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1917.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.

Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.

Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; August J. Timpe, 373 Fourth avenue, New York City; R. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 220 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and subscribed before me this 4th day of April, 1917.

(Seal) EUGENE R. FALCK,
Notary Public, 8.

(My commission expires March 30, 1918.)

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
MURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

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BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York City

— FROM —
THE PHONOGRAPH CO.
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PHONES — WAREHOUSES — 2141-2142
— CLEVELAND —

SOLD BY
WALTER D. MOSES & CO.
1015 E. MUSIC HOUSES BLDG. N. E.
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
— AUGUSTA, GA. —

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**



GROWTH OF TALKING MACHINE TRADE IN KANSAS CITY

Continues Along Satisfactory Lines—Do Not Fear Slump from War—Phonograph Co. Tells of 50 Per Cent. Increase for April—Schmelzer Arms Co.'s Handsome New Quarters—Month's News

KANSAS CITY, Mo., May 5.—Trade in talking machines in the Kansas City district has kept up to a level that should reassure people in other lines who have feared a decline. Business men in this district whose profession it is to study conditions, including many bankers, unite in declaring that the country was never in a more prosperous condition—and they need go no further than the talking machine business to receive endorsement.

The weather has been far from springlike this spring—a cold rain for five days, ending in a snow on April 30, indicates the type of weather that trade has had to contend with. Under ordinary conditions, dealers would bemoan the weather as the cause of a slight decline in some lines along in early April.

The country tributary to Kansas City is not disturbed over the war, the rise in food prices, or anything else. The widely heralded wheat shortage is the least of the district's worries. For corn and other crops are being planted, which will be quite as profitable, possibly more so—and will give the land a rest from wheat. Much of the land, to be sure, will lie fallow this summer, which will mean a far greater yield next year. Merchants through the district declare that trade has been unusually good, the only exceptions being merchants who point to the decline just at the time the farmers were getting into their fields to plow for the spring planting. In the cities there has been some restriction of buying by the larger stores, but their sales have picked up, and they too are in the market as strong as ever. On every side one hears of the high promise in this district. Business men are saying "business as usual." The food scarcity is disturbing the people, but they are chiefly seeking ways and means to reduce their food costs, rather than to save money from other purchases for food.

One indication of the growth of the talking machine trade is the increase of 50 per cent. in the business of the Phonograph Co. in April, 1917, over April, 1916. M. M. Blackman, manager for the Edison at Kansas City, says reports from the district are fine, and that there are many indications of unusual purchasing power in the people this summer and fall.

The retail shop of the Columbia Co. is another straw, for it also had a nice gain in April over the same month last year.

At least one Pullman will carry Edison dealers from Kansas City to join the train that will be made up in Chicago for the National Dealers' convention in New York in July. Plans are now being made that may result in making up several cars here of dealers in the West.

The temporary decline in sales of talking machines at the outbreak of hostilities has been in fact a blessing in disguise to many talking machine distributors and dealers, for it has brought them face to face with the fact that heretofore comparatively little salesmanship was necessary

to sell a machine. All the salesmen have been doing was to seek out the people who wanted machines and fill these wants. One manager got busy the day after the declaration, foreseeing the situation. He and the men analyzed their situation closely. And they came to the conclusion that they should revise their prospects' lists and try to sell machines. This they did. They eliminated hundreds of the former prospects, which investigation disclosed were of the class that were most likely to restrict their purchases under the circumstances. As a matter of fact, many of these prospects were merely hungry for machines, and might have to be worked on for some time before they could arrange for a purchase. The new lists contain the names of the people who receive larger wages, who mingle more with other people in society and business, who are well able to buy machines under any conditions, and who need to be convinced that they should have a talking machine. The salesmanship that this program has developed is the wonder of the manager. The men are taking a far keener interest in their work—for now they are real producers—they are not merely sales clerks. And they are producing a volume quite equal to that which came from the clerical effort.

M. M. Blackman, manager of the Phonograph Co., at Kansas City, is putting a new aspect on the sales of phonographs at this time, by showing his dealers that especially now men and women must not neglect the finer things of life, that they must preserve their poise and their family life through the period during which appeal seems to be to baser things because of the widespread destruction of person and property. He has written a sales letter that has already become a classic in the trade, and is being used outside the music trade also. The Chicago office of the Edison Co. has sent out the same letter—and it is doing a world of good.

Dealers are finding the arrangements of the Schmelzer Arms Co. in their new Victrola department exceedingly pleasant and convenient. The new quarters are not only artistic, but perfectly adapted to the purpose of showing goods; not a dealer comes here who does not get an idea for his own establishment.

Will Lippman, of the Field-Lippman Piano Store, was in Kansas City early in May, calling on A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co. The Field-Lippman concern, with its many stores in the district, is one of the largest customers of the Schmelzer Arms Co. Incidentally Mr. Lippman was looking after the company's property leased on McGee street, where it formerly maintained a store. He denied rumors that he was going to open a talking machine store at this place. It was inferred from conversation that the project might have gone through if men were available.

Mr. Lippman declared that competent men as managers for music stores and branches formed one of needs of the trade. "There never was so great an opportunity," he said. "In the past few years executive have waked up to the value of good men, with initiative, trustworthy, with ideas. And big firms are cinching them when possible. The young man who wants to get into business big can do nothing better than to go to work as a salesman, put his whole heart and energy into his job with his eyes on the larger rewards—for if he makes good the reward will come surely."

The Steinola Co. has increased its output, chiefly through jobbers, to treble its capacity in its former quarters.

O. D. Standke, manager of the talking machine department of the Geo. B. Peck Dry Goods Co., has been selling machines at a rate considerably in excess of the same time last year, the slight decline in business immediately following the declaration of war having been overcome. The department is being redecorated. Another evidence of growing trade is the addition of another salesman to the force.

The Columbia dealers in Kansas City have received a marked impetus in the record business through the musical festival, which brought several artists who are on the Columbia list, including Seagle, Barrientos, Macbeth and, most popular in Kansas City because she is claimed as a Kansas City girl, Alice Nielson.

A certificate of incorporation was issued last week to the Paramount Co., of Cleveland, O., for the purpose of dealing in talking machines and records. The capitalization of the concern is \$10,000, the incorporators being Demott Modisette, B. M. Duncan, J. C. Quayle, L. E. Rice and B. M. Richmond.

Watch for Our Announcement

COVERING

Improved Motor in Our Table Machines

AND

Our New Line of Floor Machines

WONDER TALKING MACHINE CO.

113-119 Fourth Avenue at 12th Street

New York



DEATH OF NORBERT WHITLEY

Old-Time Employee of H. A. Weymann & Son, Philadelphia, Passes Away Amid Regret—Popular in Business and Masonic Circles

PHILADELPHIA, PA., May 3.—It was with great sadness that the many friends and numerous business acquaintances learned of the sudden death of Norbert Whitley, on April 26, 1917, at his residence, 130 West Luray street, Germantown.

Mr. Whitley entered the employ of H. A. Weymann & Son, Inc., during the year of 1891,



Norbert Whitley

twenty-two years ago. He made his initial trip on the road, with a sample line of Weymann Keystone State instruments.

He made many warm friends for himself, and his house during these twenty-two years, especially with the Victor dealers, on whom he called regularly every month. These dealers, in expressing their condolence over his sudden death, stated they, as well as their employes, always felt better after he paid them his usual monthly visit, and that they would greatly miss

his sunny disposition, as he had won their hearts by his many good qualities.

Fraternally, Mr. Whitley belonged to the Kensington Lodge No. 211, F. A. M. Kensington R. A. Chapter No. 233. Kensington Commandery No. 54, Knights Templar. Lu Lu Shrine. Chosen Friends Castle No. 33, K. G. E. He was a Past Master of his Blue Lodge; Past Commander of his Commandery, and Scribe of his Chapter. He was buried from his home on April 29, 1917, the interment being in Laurel Hill Cemetery.

COLUMBIA MANAGERIAL CHANGES

Announcement in This Connection Made by W. C. Fuhri, U. S. Manager Columbia Co.

W. C. Fuhri, U. S. manager of the Columbia Graphophone Co., New York, announced recently the following changes in the personnel of the company's wholesale managers: B. L. Brown, former manager of the headquarters at Louisville, Ky., has been transferred to the management of the Indianapolis division. F. F. Dawson, of the trade promotion department, is temporarily in charge of the Louisville store.

A. W. Roos, former manager at Indianapolis, is now a member of the Columbia Co.'s wholesale division at Cleveland, O., succeeding G. R. Madson, who is no longer in the Columbia Co.'s service.

O. M. Keiss, former manager at Toledo, O., is now manager of the Columbia division at Buffalo, N. Y. W. L. Sprague, previously manager at Buffalo, is in charge of the Columbia headquarters at Minneapolis, Minn.

SPECIAL POSTER OF DANCE MUSIC

Victor Co. Issues Attractive Hanger on Which Four Dance Selections Are Listed

The Victor Talking Machine Co. has just issued an attention compelling poster listing two special Jass band and orchestra dance selections, the numbers being "Dixieland" Jass Band, and "Livery Stable Blues," played by the original "Dixieland Jass Band" and "Poor Butterfly" and "Allah's Holiday," two fox-trots, played by Joseph C. Smith and his orchestra. All the selections are particularly popular just at this time, and the poster will serve to increase interest in them.

DEATH OF GUSTAVE A. ENSENERGER

Well-Known Merchant of Bloomington, Ill., Passes Away in That City After a Long Period of Ill-Health—He Was 66 Years Old

Gustave A. Ensenberger, head of G. A. Ensenberger & Sons, housefurnishing and talking machine dealers at Bloomington, Ill., and one of the most prominent merchants of that city, died recently at his home in Bloomington after a long period of ill health. Mr. Ensenberger was born in Germany in 1851, and came to this country with his parents in 1854, settling in Cincinnati. The family moved to Bloomington in 1868, and after working in various lines for several years, Mr. Ensenberger opened a furniture store at Front and Center streets in 1879. He met with great success, which necessitated larger quarters on several occasions, and some years ago became interested in talking machines, handling Edison phonographs and Columbia Grafonolas. He is survived by a widow and three sons, the latter being interested in the business.

TALKER DEPARTMENT ACTIVE

Kohler & Chase Having Much Success With Advertising Campaign

Fred Hartman, who has charge of the talking machine department of the Oakland store of Kohler & Chase, has embarked upon an extensive advertising campaign which is bringing a large number of customers to the store, proving that business can be secured in spite of rumors to the contrary.

J. Gercovich, manager of the talking machine department of Kohler & Chase, has secured the services of Frederick Vincent, a well-known musician and music critic, to take charge of the Music Extension Bureau recently inaugurated. Mr. Vincent is establishing the new department, which is being installed in two handsome suites of rooms on the fourth floor of the Kohler & Chase Building. One of the strongest features of the new educational work is the research bureau and advisory board composed of sixty musicians and teachers, tenants of the building.

NEW WHOLESALE HEADQUARTERS

Columbia Co. Secure Five-Story Building at 55 Warren Street—To Retire From Retail Field

The Columbia Graphophone Co., New York, concluded negotiations recently whereby the local wholesale division will occupy a five-story building at 55 Warren street, moving from its present quarters at 83 Chambers street within the next fortnight. According to its present plans the company will dispose of its retail business at 83 Chambers street in the very near future, retiring from the retail trade in this section of the city. This move is in accord with the Columbia policy of withdrawing from the retail business throughout the country.

In its new quarters the Columbia wholesale division will occupy 28,000 square feet of space, twice as much room as it has at the present time. For the past year the company's business has increased so rapidly that the wholesale division has been badly handicapped by a lack of sufficient space. The new building will enable the shipping department to co-operate with the Columbia dealers in this territory in a thoroughly efficient manner.

NATIONAL ANTHEM BY McCORMACK

Record of "Star Spangled Banner" Just Issued by Victor Co. the First Made by Noted Tenor After Taking Out Citizenship Papers

The Victor Co. have taken excellent advantage of the patriotic wave at present sweeping the country, by issuing record 64,664 bearing "The Star Spangled Banner," sung by John McCormack, assisted by a male chorus. It is stated that the song is the first recorded by McCormack after taking out his first American citizenship papers, which naturally adds interest. Both dealers and jobbers have placed orders for the record that indicates a big sale.

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.

Two Leading Record Companies Increase Prices—Factors of Importance That Enter Into the Situation—The Matter of Export Trade Being Considered by Manufacturers—Orders for After-the-War Delivery—The Strong Organization of Brainy Men Heading the Columbia Graphophone Co., Ltd.—Robt. Willis Purchases the Polyphone Supply Co., Ltd.—The Johnson Talking Machine Co., Ltd., of Liverpool and Birmingham, to Manufacture Records—Restrictions on Trade Literature—Record Trade Continues to Be Large in Volume

LONDON, E. C., ENGLAND, April 28.—As announced in my last report, two of the leading record firms—to wit, the Columbia and the Winner Cos., have seen it advisable to make a slight increase in the price of their ten-inch double records from eighteen-pence to twenty-pence. No great public hardship this, but it is a significant indication of the increased cost to which the manufacturers are put. Values have long since been adjusted in almost every department of commerce, and this bold recognition by two isolated firms of a trade necessity may perhaps encourage others to tread the same path within the near future.

If we examine the cause of increased prices in the gramophone trade, we shall see that the action of the Columbia and Winner people is amply justified by circumstances. The value of labor, for instance, has gone up tremendously as a result of the military and naval absorption of millions of men, whose niche in the commercial world, however humble or however great, has called for the services of a substitute in the shape of older men, and women. The

latter especially have come forward in large numbers, and in the main, have been directed to war channels of employment, where wages are much above the average. With such an obvious drain upon the ordinary commercial life of the nation, competition for labor is amazingly keen. The rising values here have not left the gramophone trade unaffected. It is safe to compute therefore that an average increase of more than 25 per cent. in this direction alone is the weekly responsibility of all record houses.

Increase in Prices Forced

Another factor of considerable importance is the scarcity of all materials and the higher cost thereof provoked by competition. Transit, packing; everything in fact, is up in price. Unlike most trades who are allowed by a benign Government to exploit the public on the flimsiest of pretexts, the gramophone merchants have agreed to an advance in price, which barely covers their continually increasing manufacturing costs. It is indeed safe to assert that the situation warrants a larger increase than two pence in the price of records. But such a step demands the utmost caution in view of the non-participation of the British Zonophone, and other companies. Those acquainted with the gramophone industry this side will not be surprised at the lack of co-operation in the trade to-day, as yesterday. Independent and consequently, widely different policies have retarded the best interests of a great industry since its inception. I am not out to criticize any one concern, but in common with many leading members of the trade I do frankly deplore the continued existence of aloofness, to put it mild-

ly, which rules the actions of a section of the trade, because, especially at such a time as the present, a little friendly co-operation would go an enormously long way to secure us against any serious post-war attempt to again monopolize the British market, as our enemies did in pre-war days. There never was, and in the days ahead, there never will be, such an opportune chance as the present affords, to build up that whole strength which carries to prosperity an industry whose every member is moved by one single mind and purpose. Under such influence the gramophone industry would as a whole move in one direction only; not as at present when various sections are at cross purposes endeavoring to obliterate or neutralize the good work of those who would build to attain a higher elevation of purpose and endeavor to the single good of the whole trade.

Two Companies Take Action

The Columbia and Winner Cos. are so inspired—the evidence is found in that they show the courage of their convictions by carrying out their plans against a refusal to co-operate on the part of certain other concerns. The causes which led the firms mentioned to increase their record prices, affects all companies alike without exception. In these circumstances, to remain aloof from participation in what must be regarded as a necessary move, savors somewhat of a deplorable neglect of the larger issues involved. There may be certain immediate advantages derivable by some firm in not falling into line. But those small advantages are as nothing compared to the splendid strength which whole hearted co-operation to-day would

(Continued on page 118)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 35, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta 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, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orfèci 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

lend to the future interests of the gramophone industry. When the war is over, I want to see a united trade—united in its one determination never again to allow enemy interests a serious footing in our industry. Let us forswear once and for all petty competitive juggling and get down to serious effort. "A" may work hand in glove with "B" without detriment to the wider and cherished elements of competition, surely? Value and quality is not always determinable by price, and there is in that plenty of scope for keen competitive effort. Fight together and keep out the enemy. As with the allied armies abroad, we must have co-ordination in directing this industry of ours, otherwise in the blessed "peace" days ahead, the enemy with his cheap goods and prices will quickly penetrate the weak spots in our trade armour. These weak spots have been the Germans' chief asset in days gone by; let our future interests as a trade be not so mortgaged through refusal to recognize our commercial faults while there is yet time to rectify them.

Official Support of Export Trade

The news that licenses for the continued importation in restricted quantities of gramophone parts are granted subject to the proviso that 60 per cent. of such parts be utilized in the exportation of machines, will not be considered by the British trade as anything but satisfactory. The development of oversea trade at the present time will be more productive of permanent results than would be the case after the war when so many other nations will be competing to regain leeway. In inverse ratio, home trade can be more easily cultivated in peace times than to-day. With this official impetus therefore, British manufacturers must embark upon a settled plan of campaign as distinct from the somewhat haphazard methods which have arisen perhaps through a feeling of insecurity engendered by the exigencies of war time measures. There is ample scope for energy in this direction. Oversea musical instrument traders look to us to satisfy their growing trade demands, and if we cannot altogether meet the situation, we are now in a position to considerably increase our output for export. As a matter of fact oversea trade prospects could not be better, if report be true that orders and inquiries from abroad have of late shown a big increase. There is the field; it is up to British manufacturers to cultivate it by persistent advertising, and other useful methods of making known the quality and value of their wares.

Soliciting Orders for After-the-War Delivery

Significant of the times is the announcement by a British manufacturer of gramophone parts that special quotations are open to firms who place orders now for after-war delivery. This is an excellent idea—one that, while preserving a more or less new enterprise, at the same time serves as a strong foundation against possible future enemy competition. It will at least help to frustrate their plans, which we are

told exist, and the idea should therefore receive hearty support from all sections of the trade. We hear a good deal regarding expressions of disinclination ever again to trade with the Germans, and though perforce we must treat such views in a liberal spirit, the present undoubtedly affords an excellent opportunity to put them into practical effect.

Columbia Company's "Personnel"

The personnel of the recently registered Columbia Graphophone Co., Ltd., has a particular and intimate interest for the members of the talking machine industry. The chairman of the new company, Sir George Croydon Marks, M.P., etc., is probably the greatest British authority on patent and trademark law. With a close association with the talking machine industry since its infant days, Sir George enjoys a unique knowledge of its conditions and requirements and his renewed relationship with our trade through the chairmanship of the Columbia Co. is, therefore, all the more welcome.

The managing director is Louis Sterling, one of the best-liked men in our trade, and a man whose word is his bond. There is no individual in the talking machine trade whose personal judgment is more sought after by all and sundry, when faced with difficult commercial problems. Unquestionably, as the active head of Columbia he is the right man in the right place.

James C. Goff, whose pioneer work as British manager of the Gramophone Co., Ltd., and his more recent advisory co-operation with the Columbia Co., is almost too well known to need special mention, has been elected to the board of directors.

A fourth director is John Withers, the great authority on copyright law, whom the trade will remember for his activities when he so ably and successfully represented most of our record manufacturers in their fight to secure an equitable copyright act.

The remaining member of the board of directors is James Van Allen Shields, who is one of the pillars of Columbia, having been associated with the company through seventeen years of its British history.

New Catalog of "His Master's Voice" Records

The "His Master's Voice" Co. have issued, for trade use only, a new numerical catalog of records which include all issues up to March this year. Agents of the company have received a copy and doubtless will make good business use of it in quoting record numbers when ordering. That is, of course, the purpose of the book, and this should not be overlooked by dealers, as it greatly facilitates the despatch of their requirements.

Sale of Polyphone Supply Co., Ltd.

The German directors of the new Polyphone Supply Co., Ltd., talking machine factors, having been interned some while ago, the business naturally came under official notice of sale. We are more than pleased to announce that the purchaser is our old friend, Robert Willis,

who has conducted a successful gramophone factoring trade for many years at 44 Berness street, this city. While carrying on the new Polyphone business much on the same lines as before, we learn that it is Mr. Willis' ultimate intention to consolidate the two under one roof, and as one company, in order the better to facilitate a trade service second to none for efficiency in the industry. It may be mentioned that the company has always made a point of carrying a large and completely up-to-date stock of Columbia, Regal, Winner and Zonophone records in particular, and a few other makes in general. Mr. Willis possesses what one may term a keen business perspective eye, and we are not therefore surprised that, notwithstanding the paucity of machines, he is as well equipped in machine stocks as most firms. On this subject, however, little can be said at the moment, but we may rest assured that whatever the position, this enterprising firm will not leave their dealers without supplies if it is at all avoidable. Your correspondent takes this opportunity of extending to Mr. Willis hearty congratulations upon his new business acquisition and future success.

Begin Manufacture of Motors

It is doubly pleasurable these times of almost insuperable difficulties connected with metal goods manufacture to place on record yet another development having for its ultimate object the permanent breaking of that gramophone monopoly held by enemy firms in the past. This time it is the Johnson Talking Machine Co., Ltd., of Liverpool and Birmingham, who merit our congratulations. A factory, adequately equipped for the purpose of making gramophone motors, was secured some time ago, and it is welcome news to learn that its first supply of this very necessary machine adjunct is in the hands of the firm's customers. At some later date we shall doubtless learn of the difficulties which have so successfully been surmounted, for by all accounts the Johnson Motor is well up to the average as regards finish and efficiency. Owing to shortage of metal and labor, it is not yet possible to produce any very substantial quantity, but we are assured future prospects are not without hope of improvement in that respect. The all-important point is that we shall be self-dependent for post-war supplies of motors. And that's everything!

Clarion Record Prices Raised

The Clarion Manufacturing Co. announces an increase in the price of their cylinder records from one shilling to thirteen pence. This concern is the only one in this country now making cylinder records.

Good Things in the Winner List

The Winner Gramophone record list for April is redolent of many good things in the way of special issues. The bands of His Majesty's, First Life Guards, and Irish Guards, Will Evans and Stanley Zupino, Ivor Foster, Robert Carr,

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

The best business of all Mr. Dealer is the repeat business.
 Every customer who buys a Guardsman Record from you is a satisfied customer.
 Every satisfied customer is a regular customer.
 Every regular customer is an asset to your business.
 Records made by the most famous recording artists in the world on Guardsman Records are the world's best records.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 118)

the Elliotts, and several others of equal eminence contribute new items of great selling interest to a host of retailers here and abroad. It is certainly a list worth getting.

A Popular Song Number

The Shaftesbury Theatre play "Three Cheers" on "His Master's Voice" records are selling, I hear, like the proverbial hot cakes. One reason is Harry Lauder and Ethel Levey! These two prime favorites take a leading part in the piece, to the great delight of big audiences daily. The "H. M. V." records are recorded by the original artistes, hence the splendid public demand.

Concert for Blind Soldiers and Sailors

Anything that tends to alleviate the distress of our blind soldiers and sailors naturally calls forth spontaneous support and encouragement from all sources. It is pleasant therefore to learn of the kind-hearted action of J. E. Hough, managing director of the Edison Bell Co., who, under the auspices of the National Sunday League, recently organized a splendid concert at the Alhambra in aid of St. Dunstan's Hostel for Blinded Soldiers and Sailors. From the viewpoint of artistic talent the program was one of a high musical quality throughout. A great number of eminent artists, most of whose vocal achievements have long since been crystallized for the benefit of gramophonists, gave "freely" of their latest repertoire. During the evening suitable selections were rendered by the Band of H. M. Grenadier Guards, and generally the whole entertainment was voted a brilliant success, both musically and financially, the net gain to the hostel being close upon £500. This gratifying result may largely be put to the credit of the successful efforts of the organizing committee, which included Edward Hesse, W. F. Robins, Percy Willis and last but not least J. E. Hough. The latter gentleman took under his wing a number of blind Tommys as his guests. In behalf of the cause a fine speech was made by Dr. Macnamara, financial secretary to the Admiralty. A number of Mr. Hough's personal trade friends were present, and altogether "we really spent a most delightful evening."

To Record the Roar of Battle?

It is reported that suggestions have been made to a prominent talking machine company that a staff of recording experts should be despatched to the western battlefield for the purpose of recording the mighty roar and thunder of our artillery, which is now hammering at the Germans. The suggestion does not seem to find much favor, owing to the already attenuated state of the company's recording staff.

Restrictions on Trade Literature

The new official restrictions governing the circulation of catalogs, hand bills and publicity literature in general has for its effect the economy of paper and labor. It is not permissible to despatch such literature to the public unless there is an actual written request to the issuing firm. Some people are under the impression that this restriction also applies to purely trade

circulation, and it must therefore be clearly defined that as between one section of the trade and another, for instance, manufacturer to factor or factor to dealer, the order does not apply. This is made clear by the following clause: "No person shall on or after March 10, 1917, despatch or cause to be delivered to any person, through the post or otherwise, any tradesman's catalogs or price list, or any advertising circular, unless a request has been made by or on behalf of that person in writing for the despatch or delivery thereof; provided that nothing in this provision shall prevent the despatch or delivery of catalogs or price lists by traders for the purpose of their trade, or the despatch or delivery of catalogs or price lists to persons abroad."

New House Organ Proves a Success

By the many letters of appreciation which the Gramophone Co. have received, it is pretty evident that their chatty little house organ, The Voice, has proved of exceptional value and interest to their dealers. The third issue just to hand reflects this expression of opinion in a marked degree. Of the many useful and instructive articles it contains, mention should be made of those dealing with the motor mechanism of the gramophone, points on window display, salesmanship, and retail advertising. Most of the articles are illustrated, and altogether The Voice is produced in a manner best calculated not only to awaken interest, but to encourage the dealer to adopt in the conduct of his business the many useful tips outlined.

Limit Set on Needle Purchases

An urgent request is made to "His Master's Voice" dealers not to allow any customer to purchase more than 200 needles at one time. This is owing to the very grave shortage of raw material, and it is more than possible that, as a result, the future supply of needles will have to be very considerably curtailed. As it is prices have gone up enormously of late, and a further rise may soon be necessary.

Change in Zonophone Prices

The British Zonophone Co. has announced to their dealers that no change is contemplated in the price of Zonophone records.

Record Demand Exceeds Output

Evidence that no idle capacity exists in the gramophone record trade to any great extent is furnished by the British Gramophone Co., Ltd. So great has been the call for records that, notwithstanding very favorable facilities of output, as compared with the unfavorable position of a number of other concerns, it became necessary to limit for one month the usual new issues in an endeavor to catch up on orders in hand. Hence for March no list was issued. The latest program to hand insures the continuity of publication by the simple expedient of dubbing it the March-April list. As may be expected, it is overflowing with choice selections of charming variety. A faithful and regular contributor is Sidney Coltham, whose sweet tenor rings out entrancingly "Fare-

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 "Knotslepe, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

well" and "Romance," from Mignon, in addition to the rendition of two ballads. The king of instruments is represented by two Sullivan fantasies, "The Mikado" and "Iolanthe," the contributions of Miss Mary Law. In bands we are treated to the Black Diamonds, which organization plays brilliantly Parts I and II of the "Ballet Egyptian," the "Colonel Bogey" march and "Semper Fidelis." Several popular airs are rendered by the Royal Cremona Orchestra. Of vocalists we have Peter Dawson, Tom Foy, Florrie Forde, Herbert Payne and a number of others, while "The Deep Blue Sea," and "Church Bells," introducing "Caller Her-rin" and "Abide With Me" as concertina solos by James Hume completes a very fine program.

Removal of Pathé Frères, Ltd.

Preparatory to their move from Lamb's Conduit street to 81 City road, Messrs. Pathé Frères, Ltd., made a clearance of all old stock, consisting of many different kinds of cabinet and ordinary machine models. The prices were tempting enough to insure a quick sale.

Definite announcement is shortly to be made regarding the company's new works at West Drayton, which, at the time of writing, are practically ready for occupation.

Excellent Variety of Tip Top Records

A splendid variety of Tip Top records continue to make their appearance from "His Master's Voice" factory. The latest supplementary list is replete with choice items, consisting of standard favorites and the more modern music in both vocal and instrumental form. Apart from the ordinary monthly program it is the practice of the company to issue a number of

(Continued on page 120)



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 Orchestrals.
- 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



Right now is a remarkably appropriate time for you to write us for particulars.

(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 119)

special issues of topical musical plays, etc. One such is "Houp-La," a recent production of some merit. In this the company has been fortunate in securing the services of the original artists, who are responsible for a series of fine records carrying the "gems" of the play. As usual, these good things have been freely advertised throughout the country, which has resulted in a very big demand for the records.

American Patriotic Airs on Records

Immediately after the news that the United States had joined in the war was received here, the Columbia Co. sent out an announcement to all dealers, advising them that plentiful supplies of records of American national airs: "The Star-Spangled Banner," "Battle Hymn of the Republic," "National Emblem March" and other popular selections were on hand for immediate delivery. When the President's address reached London the records were actually on sale, which set a new mark for quick work. Naturally this enterprising move was greatly appreciated by the Columbia trade.

New Revue Music on Columbia Records

The Columbia Co. announces the further issue of exclusive "Zig-Zag" records, which served to complete the revue with the exception of the song of Shirley Kellogg and Geo. Robey. The records include numbers by Dalphine Polard, the American comedienne, who is without question the hit of the show. She sings: "I Want Someone to Make a Fuss Over Me" and "I'm a Ragtime Germ." The Columbia Co. has also announced their new "Vanity Fair" records. Other revues are also well represented in the Columbia list.

Seek Further Concessions on Exports

The question anent importation of musical instrument parts and accessories is, at the moment of writing, receiving close attention by the British music trades industry committee, whose untiring efforts have already won considerable concessions from the Government. It is perhaps not good for the industry to embark upon a very strenuous campaign of protest, since all

must recognize that any official restriction placed upon its activity is essentially one of necessity. But a diplomatic and strong protest against any attempt to threaten its existence is not only permissible, but necessary to reserve the gramophone trade some nucleus of its good will upon which to build a healthy structure for prosperous post-war development. We are therefore glad to know that the trade committee has secured some such recognition from the Government in that a substantial, if inadequate, tonnage is still allocated for the import and exportation of musical instruments and parts thereof.

A Further Draft on Labor

A new bill has been introduced by the government whereby the director of national service is enabled to secure labor from the less important industries for transference on work of greater national importance. It just means that an industry like the gramophone trade must further dilute its labor and thus be in a position when the time comes to release those members of their staff who are likely to prove more useful in other industries. Fortunately a process of dilution by the introduction of female labor has been going on since we first raised the question of its advisability in these columns, so that if the worst comes to the worst the labor problem in this industry will not be so serious as it might have been.

Parcels Post to German East Africa

Places in the southern part of German East Africa are now open for the transmission of parcels. So announces the Postmaster-General. Quick work, this, and one which Uncle Sam will realize is a John Bull gol darn-ten-cent move, with a vengeance.

INSTALL LARGE PLATING PLANT

Jones Central Recording Laboratories Now Complete in Every Branch of Manufacture

"We have just added to our equipment a large plating plant, which is now being installed," said Earle W. Jones, of the Jones Central Recording Laboratories, New York. "With the installation of this plant our laboratories are now complete, from the making of the wax to the manufacture of the finished product."

"We have just affiliated ourselves with a very large concern, who will press all our records. This company is equipped to turn out any quantity of records and by concentrating our pressing in one plant we are able to secure maximum efficiency and reduce our costs materially."

"We have been flooded with inquiries from responsible concerns who are desirous of securing a high-class line of commercial records and after inspecting our laboratory and equipment they have completed negotiations with us for the manufacture of regular monthly lists of records. They have recognized the fact that we can supply them with a line of records that embody tone quality and sonority at a price much cheaper than they can produce them in their own laboratories and without entailing the expense of installing an equipment."

The Columbia Graphophone Co. used in a recent issue of the Saturday Evening Post an illustrated full page advertisement under the heading of "Tone." The text of this advertisement emphasizes the tone qualities of the Columbia Grafonola, calling attention to the brilliant and natural tone which characterizes the reproduction of records on this machine. The illustrations used are the Columbia sound box and the Columbia Grafonola 200.

NEW EDISON PHONOGRAPHS IN DEMAND IN CALIFORNIA



Shipment of New Edison Machines for Carl G. Strock, Santa Ana, Cal.

**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

PLANS FOR ATTRACTING TALKING MACHINE TRADE

Some Interesting Suggestions on How to Attract People to the Store That May Prove of Value—Taking Advantage of Visits of Noted Artists—Other Valuable Hints

"Special Plans for Attracting Trade" is the title of the following interesting article appearing in "Merchandising Helps for Victor Dealers," a valuable publication issued by the New York-Chicago Talking Machine Co., Victor distributors:

"Among the many plans that have been used by Victor dealers to attract people to the store we have space here only for a few, but these will serve as suggestions—a foundation upon which you can construct business-bringing plans of your own.

"One reason why people do not come to your store to-day is because they can come to-morrow or the next day just as well, and so since they can come any time, to-morrow and the next day become next week and next month and finally, in many cases—never! All of these special plans are designed to get immediate action, and so the attraction advertised is always stated to be for a certain day, or a certain hour, just as department stores feature in their advertisements certain goods than can only be purchased 'to-morrow' or 'from 10 to 12.' To get business to-day you must get the crowd to-day.

"Free entertainments of any kind are attractive and hence many Victor dealers send out at frequent intervals to machine prospects and record customers invitations to talks on the operas, or to an hour with some celebrated singer. The day and hour when opera or singer will be featured is stated in the invitation. To serve as an introduction to each record and to keep the audience in touch with the story some member of the sales organization posts himself on the opera that is being presented and describes the action of the piece during the interval between the playing of each record, or the story itself can be read to the audience from the Victor Book of the Opera.

"If the records of some famous singer are being featured the speaker prepares an interesting talk on the artist in question, the author of the song, the composer, etc. Sufficient information for the preparation of these little introductory talks will be found in the complete catalog of Victor records, in the Book of the Opera and in your file of the Voice of the Victor.

"When some famous artist or opera company is billed to appear in your city feature the records of the singer or the opera in your window for a week before the performance and use photographs liberally in your window display, also the special window cards and other display advertising matter that you can secure from the manager in charge of the tour.

"Invite your customers by special invitation or newspaper advertisements to daily concerts at stated hours giving them a list of records that will be played.

"Include printed slips in all packages sent out from your store a week before and after the opera or concert, reading: 'You can hear John McCormack on the Victor whenever you wish'—assuming that John McCormack is the artist who is billed to appear in your city.

"If your city ordinance permits of it suspend a painted banner across the street in front of your store, reading: 'Alma Gluck will appear in but one performance at the Opera House. You can hear her many times at home—but only through the Victor.'

"In short, whenever the people of your city are interested in a particular musical treat seize that opportunity to remind them that all the world's greatest musical masterpieces can be enjoyed over and over again, at home, through the medium of the Victor.

"The managers of moving picture houses have found it profitable to give special performances

for children (usually on Saturdays from 10 to 12) when films picturing fairy tales like 'Jack and the Bean Stalk,' 'Alice in Wonderland,' etc., are shown. There is a suggestion in this for you.

"Invite mothers to bring the little ones to your store at a stated time on Saturday morning and promise them an enjoyable 'Children's Hour with the Victor.' You will find among the records of Elizabeth Wheeler, Olive Kline, Elsie Baker, Christine Miller, Pauline Potter and Georgene Faulkner, dozens of selections that will amuse the children and their parents, too."

PAR-O-KET RECORDS IN DEMAND

KANSAS CITY, Mo., May 7.—Richards & Conover, hardware jobbers of this city, report a ready sale for Par-O-Ket records in this territory. There seems to be a steadily increasing demand for a first-class, medium-priced record and the dealers are apparently well satisfied with the tone quality of this record.

The Steinola Phonograph Co., of this city, has recently issued a catalog featuring its line of machines, a full page of which is devoted to Par-O-Kets, which are distributed in this territory by the Steinola Co.

NEW MUSICAL SETTING OF AMERICA

The Paroquette Record Manufacturing Co., New York, has called the attention of its dealers to the fact that its new list for May contains the record of the national anthem "America" set to new music. This setting has had wide acceptance by patriotic organizations all over the United States and was sung recently by the Daughters of the American Revolution at their National Congress. It is now being used regularly by a large number of schools, colleges and community choruses, etc.

This new arrangement was composed by James J. McCabe, district superintendent of schools in New York City. The vigor and simplicity of this new melody is winning favor.



PICKERING'S

PITTSBURGH, PA.

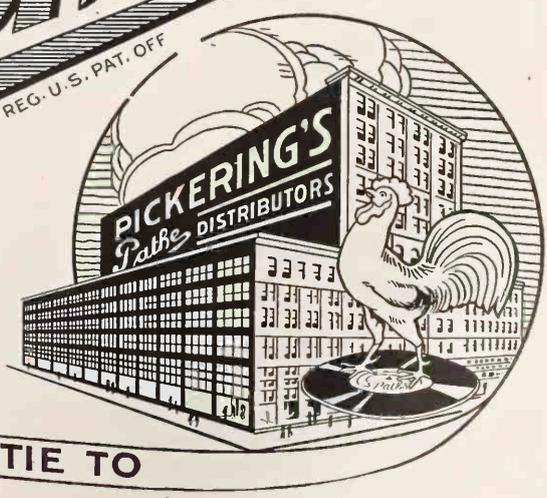
for

Pathe

TRADE MARK REG. U. S. PAT. OFF

PATHEPHONES AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO



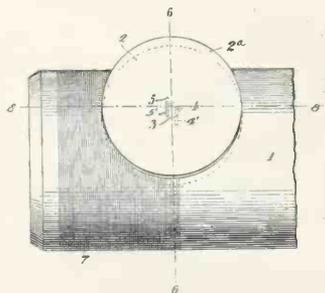
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 5.—RECORDER REPRODUCER DEVICE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,218,918.

This invention relates to talking machines employed interchangeably for recording and reproducing, and commonly known as "dictation machines." A well-known form of such dictation machines is shown in the Macdonald U. S. Patent No. 1,100,024, dated June 16, 1914, in which the recorder-reproducer "head" is mounted on a suitable carriage that travels along the cylinder, and has a single diaphragm equipped with both a recording stylus and a reproducing stylus disposed in alignment in the vertical plane at right angles to the axis of the rotating cylinder; and by shifting said recorder-reproducer backward or forward in said plane, either stylus is thrown out of engagement while the other is brought into operative position, or the head is put into neutral position with both styli out of engagement.

In dictating to such machines, it is frequently desirable to interrupt the dictation and listen to the words just recorded. This may be done, after first putting the recorder-reproducer into its neutral position, by sliding the carriage backward (along the cylinder) the desired distance, and then bringing the reproducing stylus into position. However, it is quite a delicate and difficult operation to slide the head backward just the right distance; and therefore so-called "back-spacers" have been devised, by which the head is moved in reverse direction one step at a time. Again, upon resuming the dictation, after listening to the reproduction, the operator is liable to bring the recording stylus into contact with an already recorded portion of the cylinder, thus destroying the record already made; or, in making sure to avoid this, the carriage is liable to be advanced too far, with an unnecessary sacrifice of recording space. To avoid these troubles, so-called "forward spacing" devices have been designed. The object of the present invention is to attain the same results of back spacing and forward spacing, without having to complicate the machine with special mechanisms for that purpose.

The present invention consists in locating the two styli out of the alignment referred to—that is, in placing the recording stylus somewhat in advance of the reproducing stylus, so that by merely shifting from the recording position to the reproducing position—and without sliding the carriage—the reproducing stylus is at once



brought into engagement several record grooves behind where the recorder has just been operating; and then the operator can readily listen to what he has just been dictating; and, when such reproduction is finished, the mere bringing of the recording stylus into position insures that it shall engage the cylinder far enough in advance not to destroy any portion of the record already made.

As the present invention is to be applied to the rectilinearly reciprocatory "head" of dictation machines of the general type shown in said Macdonald Patent No. 1,100,024, and also in Patents Nos. 842,897, 874,973, 1,003,625, 1,067,933, and 1,100,755, it is unnecessary to set forth here-

in the various features of construction and arrangement there shown; and the present invention will be fully understood in connection with the prior patents aforesaid and the single figure of the annexed drawing.

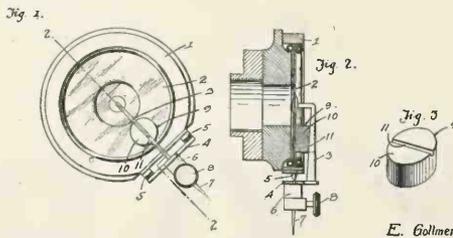
This drawing is a plan view representing conventionally and in full lines a portion of a partly recorded cylinder and the head with its diaphragm carrying the two styli (the latter indicated in dotted lines). The reproducing position into which the diaphragm is shifted is indicated by dotted lines.

ATTACHMENT FOR PHONOGRAPHIC REPRODUCERS.—Edmund Gollmer, New Ulm, Tex. Patent No. 1,219,934.

This invention relates to new and useful improvements in attachments for phonographic reproducers, and the principal object of the invention is to provide a damper adapted to be applied to reproducers to eliminate the crackling and grinding noises usually accompanying the use of such instruments.

Another object is to provide a device which will effectively bring out the tones accurately and clearly and which will eliminate other disturbing noises. A further object of the invention is to provide an attachment which may be made of cork, felt or other soft resilient material which will effectively take up the undesirable vibrations of the diaphragm.

Figure 1 is a side view in elevation of a reproducer showing this improved device applied thereto; Fig. 2 is a vertical sectional view

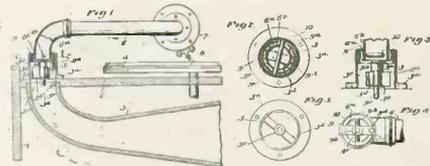


through the reproducer on line 2—2 of Fig. 1 showing the diaphragm in elevation and also showing the stylus bar in elevation, and Fig. 3 is a perspective view of the attachment.

TALKING MACHINE.—Joseph B. Marshall, Bridgeport, Conn., assignor to the Rex Talking Machine Corp., Wilmington, Del. Patent No. 1,219,753.

This improvement in talking machines relates more particularly to the means for supporting and connecting the tone arm so as to secure the desired limited lateral and vertical oscillatory movement thereof in a simple, convenient and efficient manner.

In the accompanying drawings, Figure 1 is a broken sectional side elevation of a part of a



talking machine embodying the improvements; Fig. 2 is a sectional side view taken on the line 2—2 of Fig. 1; Fig. 3 is an irregular vertical sectional view taken through the parts shown in Fig. 2; Fig. 4 is a bottom plan view of the parts of the improvement directly connected with the tone arm, and Fig. 5 is a top plan view of the tone arm supporting device to be fixed on the deck of the machine.

GRAPHOPHONE.—Philip Majorana, Louisville, Ky. Patent No. 1,219,752.

This invention relates to an instrument for reproducing sounds through the medium of a record impressed on a tape or ribbon.

Sound reproducing machines now in general use, utilizing cylinder, or disc records, can play

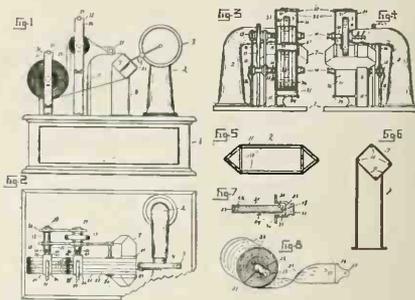
but a limited time, two to four minutes, their bulk prohibiting the use of records which would play for a longer time.

An object of this invention is to provide an instrument, and a record therefor, which will play for an extended period of time.

Another object is the provision of an instrument having a resonance chamber underlying the record at the point where the reproducing stylus contacts with the record.

A further object is the provision of a record bearing medium comprising a rectilinear strip having a plurality of records indented on each side thereof.

Referring to the drawing wherein similar reference characters designate like parts in the sev-

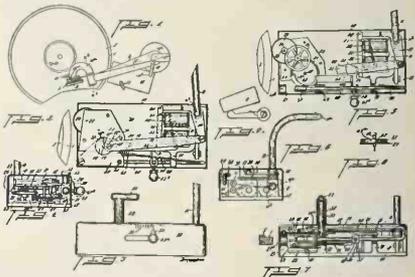


eral views, Figure 1, is a front elevation of an embodiment of the invention; Fig. 2, a plan; Figs. 3 and 4 are respectively, end views; Fig. 5, a central longitudinal section of the resonance box; Fig. 6, a transverse section of the resonance box; Fig. 7, a longitudinal central section of the spindle and associated bearing; Fig. 8, a perspective view of the record ribbon.

SOUND REPRODUCING MACHINE.—Robert G. Brown, Cincinnati, O., assignor to John E. Strietelmeier, same place. Patent No. 1,221,003.

This invention relates to mechanisms for automatically re-playing any given record on a phonograph and an object of the herein illustrated specific embodiment of this invention is to provide a mechanism that will normally be entirely free from the turn-table, but which by an appropriate electrical or mechanical latch will be thrown into engagement with said turn-table so as to derive motion therefrom and to utilize this motion for resetting the tone arm and finally for automatically again disconnecting from the turn-table.

Another object is to utilize a lever fulcrumed at two or more points and constructed to swing



about its one fulcrum to effect a re-latching of the trip-mechanism, and then to utilize its other fulcrum in disconnecting the transmission mechanism.

A further object of this invention is to provide an attachment embodying an electrical or mechanical trip effective at the conclusion of a record to throw a certain operating mechanism into action, preferably by turn-table power, so as to lift the stylus and replace it at the beginning of the record, and to combine said mechanism with means for automatically effecting a disconnection from the turn-table, and also with an adjusting instrumentality capable of determining the number of such re-playing operations.

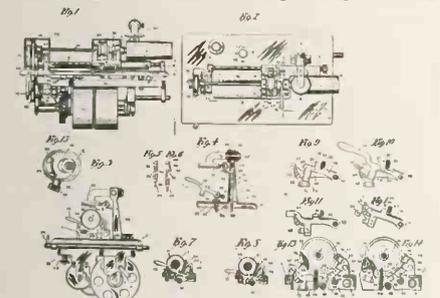
Figure 1 is a plan view diagrammatically illustrating a conventional sound arm, record and turn-table with this invention as an attachment applied thereto. Fig. 2 is an enlarged plan of a mechanism embodying this improvement. Fig. 3 is a front elevation thereof. Fig. 4 is

a left-end elevation with the casing in section. Fig. 5 is a plan, similar to Fig. 2, showing the transmission unit in its tripped motion-receiving position, and showing some of the parts broken away to more clearly show the details of the escapement device. Fig. 6 is a right end elevation, with the casing in section. Fig. 7 is a front elevation, with the casing in section to more fully show the brake mechanism. Fig. 8 is a detailed elevation of the counting wheel showing its beveled ratchet-releasing nose. Fig. 9 is a plan of the sound-conveying arm and modified construction of stop-mechanism.

PHONOGRAPH.—Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,220,480.

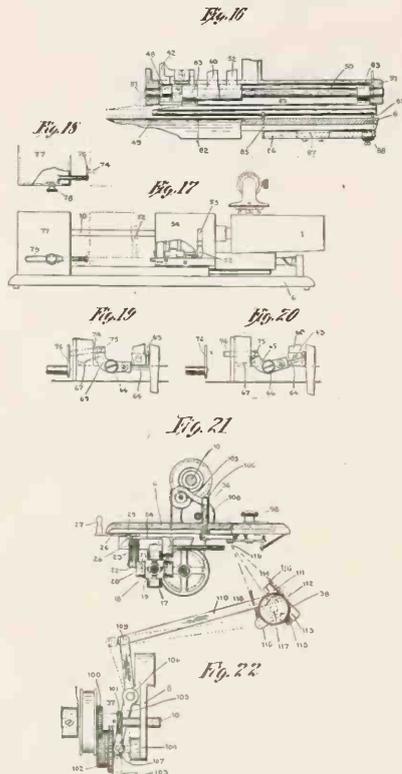
This invention relates to phonographs, and particularly to the type in which the relative feed between the reproducing stylus and the record is obtained by the shifting of the record mandrel axially past the reproducer which is stationary, although the invention is not limited as to all its features to a phonograph having an axially movable mandrel. Among the objects of the invention are the provision of improved starting and stopping means, both manual and automatic, means for raising the floating weight of the reproducer to withdraw the reproducing stylus out of operative position when the machine is stopped, and for at the same time withdrawing the feed nut from the feed screw, and also improved means for changing the rate of feed of the phonograph, so that the same may be adapted to operate upon different kinds of records, as, for example, the so-called two-minute and four-minute records. The invention comprises the starting and stopping of the rotating mandrel by a lever or other simple manipulative means, which, at the same time controls the adjustment of the stylus into or out of operative position, and also the engagement or non-engagement of the feed nut with the feed screw, this starting and stopping lever being preferably mounted upon the traveling carriage of a movable mandrel phonograph, which is also provided with an automatic stopping means adapted to be operated to stop the rotation of the record, stop the feed, and place the stylus in inoperative position at a predetermined point in the travel of the carriage, as at the end of the record.

In the drawings, Figure 1 represents a side elevation, partly in section, of a phonograph embodying the invention. Fig. 2 represents a



plan view of the same. Fig. 3 represents an end view looking into the direction of the arrow in Fig. 2. Fig. 4 is a cross section on line 4-4 of Fig. 2, some of the parts being shown in side elevation. Figs. 5 and 6 are details of the mechanism shown in Fig. 4 for raising and lowering the floating weight, the mechanism being in such a position in Fig. 5 that the weight may be lifted, and the lifting device in retracted position being shown in Fig. 6. Figs. 7 and 8 are cross sections taken on line 7-7 of Fig. 2, Fig. 7 representing the mechanism when the machine is stopped, and Fig. 8 showing the mechanism when in running position. Figs. 9, 10, 11 and 12 are enlarged detail views of the starting and stopping lever and co-operating parts illustrated in Figs. 7 and 8, the mechanism being shown in Fig. 12 in stopped position, in Fig. 11 in running position, and in Figs. 9 and 10 the latched stopping lever is being tripped to stop the mechanism. Figs. 13 and 14 are enlarged views similar to Figs. 7 and 8, the manually-operated lever shown in Figs. 9

to 12 being omitted for clearness. Fig. 15 is an isometric view partly in section of the stopping drum carried by the mandrel shaft shown in Figs. 13 and 14 with the coating projection carried by the stopping lever. Fig. 16 is a partial vertical section taken on line 16-16 in Fig. 2. Fig. 17 is a side elevation of the phonograph with the casings inclosing the change gears and the starting and stopping mechanisms in place showing the operation of the auto-



matic stopping device. Fig. 18 is a partial plan showing the adjustment of the stop contacted by the starting and stopping device. Figs. 19 and 20 are partial plan views of the automatic stopping device carried by the traveling carriage, the carriage approaching the end of its travel in Fig. 20 with the stopping lever held in latched position, the automatic stopping device having contacted the stopping lug in Fig. 19 and the latch being tripped. Fig. 21 is a partial section taken on line 21-21 of Fig. 2, and Fig. 22 is a plan view made on a larger scale of the change gear mechanism shown in Fig. 21, part of the mechanism shown being located beneath and part above the bed plate of the phonograph, which is not illustrated in this figure for clearness.

SOUND BOX.—Alva D. Jones, Philadelphia, Pa., assignor of one-fifth to E. Hayward Fairbanks, Merchantville, N. J. Patent No. 1,220,638.

In sound boxes for talking machines, as generally constructed, the sound reproducing diaphragm is held in position by one or more detachable annuli of rubber or similar material, and the sound box is composed of a plurality of metallic and rubber parts, united by screws, the various parts having rubber insulation between them, whereby the cost of production is greatly increased.

It is further well known that most sound boxes in use emit a metallic or scratchy sound accompanying the reproduction of sound from the sound reproducing tablet. By this invention the sound box is constructed of a single body of rubber or similar suitable material, within which is cast, mold or otherwise secured, the diaphragm or disk and to which the stylus arm of the usual construction is secured, whereby the expense of production is reduced to a minimum, and a sound box as a whole is obtained which possesses marked advantages over those of the prior art, and wherein the sound box body is composed of a single, integral piece of material.

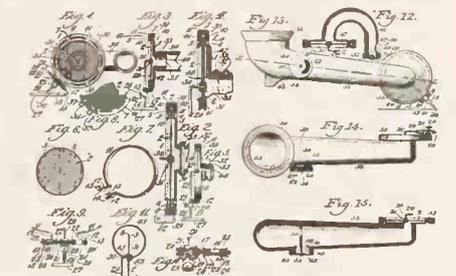
In carrying out this invention, the inventor

simultaneously with the production of the one piece sound box body and the securing of the mica or other diaphragm therein also cast within or to said sound box body, the bearings in which the stylus holder is mounted, and said stylus holder is provided with a novel construction of jeweled bearings by which latter is attained a most faithful and accurate reproduction of the sound to be reproduced or transmitted.

To the above ends, the invention consists of a novel method of producing a sound box, wherein the sound box body is in one piece and has the mica disk or diaphragm cast, molded or otherwise secured thereto, simultaneously with the production of the sound box body, the bearings for the stylus arm being also cast or molded into or upon said body portion.

It further consists of a novel construction of a sound box having a one-piece body of rubber or similar suitable material within which the mica or other diaphragm is cast or molded, without necessitating the employment of extraneous fastening devices.

Figure 1 represents a side elevation of a sound box embodying the invention. Fig. 2 represents a section on line x-x Fig. 1. Fig. 3 represents on a reduced scale a section similar to Fig. 2, but showing the sound box as applied to the coating element of a talking machine, and the rear inner portion of the sound box being of softer rubber or similar material. Fig. 4 represents a sectional view of a portion of the sound box seen in Fig. 3 on an enlarged scale. Fig. 5 represents a sectional view, partly in elevation, showing another modification of the invention. Fig. 6 represents a front elevation of the mica or other diaphragm employed, in detached position. Fig. 7 represents, in detached position, a perspective view of a band which may be cast or molded in the sound box body, showing also the lugs for the reception of the bearings of the stylus holder. Fig. 8 represents a sectional view, partly in elevation, showing a slightly different form of securing or casting the bearings for the stylus holder in the sound box body. Fig. 9 represents a front elevation



on an enlarged scale, showing one manner of mounting the bearings for the stylus holder, whereby a very delicate and sensitive reproduction of the sound waves may be produced. Fig. 10 represents on an enlarged scale a front elevation of a portion of the stylus holder and its adjuncts, seen in Fig. 9. Fig. 11 represents a sectional view of the diaphragm and its adjuncts showing the manner of securing the stylus holder to said diaphragm. Fig. 12 represents a sectional view of another embodiment of the invention. Fig. 13 represents a side elevation of a modification. Fig. 14 represents a plan view of Fig. 13. Fig. 15 represents a section on line x-x, Fig. 13. Similar numerals of reference indicate corresponding parts in the figures.

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RECORD BULLETINS FOR JUNE, 1917

COLUMBIA GRAPHOPHONE CO.

- A5954 Fifth Symphony (Beethoven). Part I, Andante. (Under the direction of Josef Stransky). Philharmonic Orchestra of New York 12
A5955 Tannhauser (Wagner). "Abendstern" (Evening Star). Orchl. accomp. Pablo Casals, 'Celist Larghetto from "Quintet in D Major" (Mozart). Clarinet and strings quartet accomp. Pablo Casals, 'Celist 12
TWO AMERICAN PATRIOTIC MARCHES
A2223 American Republic March (Inauguration March) (Thiele).....Prince's Band 10
The Invincible Eagle March (Souza).....Prince's Band 10
DANCE RECORDS OF THE MONTH
A5957 For Me and My Gal—Fox-trot (Meyer). Introducing "Yaddie, Kaddie, Kiddie, Kaddie, Koo".....Prince's Orchestra 12
The Century Girl—Fox-trot (Herbert). Alice in Wonderland "That Broadway Clucken Walk" (Berlin).....Prince's Orchestra 12
A5956 The Century Girl—Waltz (Herbert). "You Belong to Me".....Prince's Orchestra 12
A5950 I'll Make You Want Me—One-step (Long and Pelliam). Introducing (1) "Have You Made Your Mother's Dream Come True?" (Ward); (2) "It's Lonesome Here" (Milford).....Prince's Band 12
I've a Shooting Box in Scotland—One-step (Riggs and Porter). Introducing "Diabolo" (Timberg).....Prince's Band 12
A5951 My Hawaiian Sunshine—Fox-trot (Gilbert and Morgan).....Prince's Band 12
I've Got the Army Blues—One-step (Gilbert and Morgan).....Prince's Band 12
POPULAR HITS OF THE MONTH
A2219 I'm a Twelve o'clock Fellow in a Nine o'clock Town (Harry Von Tilzer). Orchl. accomp. Byron G. Harlan, Tenor 10
With His Hands in His Pockets and His Pockets in His Pants (Von Tilzer). Orchl. accomp. Byron G. Harlan, Tenor 10
A2222 The World Began When I Met You (Gumblie). Orchl. accomp. George Wilson, Tenor 10
Love Will Find the Way (Harry Von Tilzer). Orchl. accomp. Robert Lewis, Tenor 10
A2221 I Wasn't Born to Be Lonesome (Al Von Tilzer). Orchl. accomp. Sam Ash, Tenor 10
Indiana (Hanley). Orchl. accomp. Knickerbocker Male Quartet 10
A2225 America, Here's My Boy (Lange). Orchl. accomp. Andrea Sarto, Baritone, and Knickerbocker Male Quartet 10
Let's All Be Americans Now (Herlin, Leslie and Meyer). Orchl. accomp. Knickerbocker Male Quartet 10
A2227 Her Soldier Boy. "Mother" (Romberg). Orchl. accomp. Charles Harrison, Tenor 10
I'm Proud to Be the Mother of a Boy Like You (Harry Von Tilzer). Orchl. accomp. 10
A2226 Hawaiian Butterfly (Baskette and Santly). Orchl. accomp. Elizabeth Brice, Soprano, and Charles King, Tenor 10
Would You Take Back the Love You Gave Me? (Ball). Orchl. accomp. Robert Lewis, Tenor 10
AL JOLSON AND ANNA WHEATON, MUSICAL COMEDY STARS
A2224 From Here to Shanghai (Berlin). Orchl. accomp. Al Jolson, Comedian 10
M-i-s-s-i-s-s-i-p-p-i (Tierney). Orchl. accomp. Anna Wheaton, Soprano 10
A5955 The Snowy Breasted Pearl (Robinson). Orchl. accomp. Oscar Seagle, Baritone 12
The Ash Grove (Thomas) (Welsh Air). Orchl. accomp. Oscar Seagle, Baritone 12
RECORDINGS OF IRISH SONGS
A5958 The Kerry Dance (Molloy). Orchl. accomp. Helen Stanley, Soprano 12
Down by the Sally Gardens. Orchl. accomp. Helen Stanley, Soprano 12
A2216 O'Donnell Aboo (Irish War Song). Traditional Music. Orchl. accomp. George Potter, Baritone 10
Molly Brannigan (Old Irish Melody). Orchl. accomp. George Potter, Baritone 10
A2217 The Stack of Barley (Traditional Irish). Accordion and Banjo. Edward Herborn and James Wheeler 10
The Rocky Road to Dublin (Traditional Irish). Accordion and Banjo. Edward Herborn and James Wheeler 10
HITS BY THE SAXO SEXTETTE
A2194 Bull Frog Blues (Brown-Shirley). Saxophone sextette 10
Swanee Ripples (Blaufuss). Saxophone sextette 10
A2205 Miss Springtime. "My Castle in the Air" (Kern). Saxophone sextette. Saxo Sextette Follow Me (McCarthy, Johnson and Monaco). "What Do You Want to Make Those Eyes at Me For?" Saxophone sextette. Saxo Sextette 10
OTHER INTERESTING NUMBERS
A5952 In a Monastery Garden (Ketchley). In Latin. With bird voices by Sybil Sanderson. Fagan, Columbia Symphony Orchl. and Male Chorus Sonata. Opus 31, No. 3 (Beethoven). Minuet. (Arr. by Maurice Smith). 12
A2218 Gwine to Get a Lhome Bye and Bye (Arr. by Hralian). Orchl. accomp. with banjo effect by Harry C. Browne. Harry C. Browne, Baritone, and Peerless Quartet 10
O' Susanna. Orchl. accomp. with banjo effect by Harry C. Browne. Harry C. Browne, Baritone, and Peerless Quartet 10
A2220 Onward Christian Soldiers (Sullivan). Orchl. accomp. Columbia Stellar Male Quartet 10
In the Sweet Bye and Bye (J. P. Webster). (Arr. by Robert Hood Bowers). Unaccomp. Columbia Stellar Male Quartet 10
A2212 The Rosary (Nevin). Orchl. accomp. Charles Harrison, Tenor 10
A Perfect Day (Jacobs-Bond). Orchl. accomp. Charles Harrison, Tenor 10
SONGS OF SIMPLE SWEETNESS
A2213 Just Awearyin' for You (Jacobs-Bond). Orchl. accomp. Ida Gardner, Contralto 10
Erminee (Jakobowski). Lullaby. Orchl. accomp. Nannette Flack, Soprano 10
"TAHAWI IN MUSIC"
A2214 Pua Carnation (Carnation Flower). Introducing "Wiliiwai Wai" (Surging Waters). Guitar duet Helen Louise and Frank Ferera 10

- Palakiko Blues. Guitar duet, Helen Louise and Frank Ferera 10
A2196 Policy King March (Alford). Saxophone sextette, unaccomp. Saxo Sextette All Blues Medley (Smythe). Introducing (1) "Hesitation Blues" (2) "Joyman Blues" Saxophone sextette, unaccomp. Saxo Sextette 10
A2203 Katinka (Friml). "Allah's Holiday." Introducing "Charms Are Fairest When They're Hidden." Saxophone sextette. Saxo Sextette Poor Butterfly (Hubbell). Saxophone sextette. Saxo Sextette 10
A2195 American Patrol (Meacham). Saxophone sextette, unaccomp. Saxo Sextette Call of a Nation (Wendling). Saxophone sextette, unaccomp. Saxo Sextette 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18251 Indiana.....Sterling Trio 10
To Any Girl.....Albert Campbell-Henry Burr 10
18266 Ruff Johnson's Harmony Band (Brooks-Abrahams).....Gene Greene King of the Bungaloes (Greene-Straight).....Gene Greene 10
18269 There's Something Nice About the South.....Van and Schenck 10
Far Away in Honolulu (They've Got the Tango Craze).....Van and Schenck 10
18270 I Wonder Why (From "Love o' Mike").....Marion Harris-Billy Murray Nesting Time in Flatbush (From "Oh, Boy").....Ada Jones-Billy Murray 10
18271 When Grandma Sings the Songs She Loved at the End of a Perfect Day.....Albert Campbell-Henry Burr 10
May Heaven Bless Your Wedding Day.....Albert Campbell-Henry Burr 10
18272 Hawaiian Butterfly.....Sterling Trio 10
When the Sun Goes Down in Dixie (and the Moon Begins to Rise).....Peerless Quartet 10
18279 Because You're Irish.....American Quartet Oh Johnny, Oh Johnny, Oh!.....American Quartet 10
18281 Would You Take Back the Love You Gave Me?.....Charles Harrison If You Had All the World and Its Gold.....Stewart Jackson 10
18282 I Can Hear the Ukuleles Calling Me.....Orpheus Quartet 10
Mister Butterfly.....Charles Harrison 10
DANCE RECORDS
18275 You're in Love—Medley Fox-trot. ("He Will Understand" "You're in Love").....Joseph C. Smith and His Orchestra 10
This Way Out—One-step (James H. Russell).....Joseph C. Smith and His Orchestra 10
35628 The Honolulu Hicki Boola Boo—Medley Fox-trot.....Victor Military Band Put on Your Slippers and Fill Up Your Pipe—Medley One-step.....Victor Military Band 10
35630 Oh Boy—Medley Fox-trot. ("All the Clouds Roll By" and "A Pal Like You").....Joseph C. Smith and His Orchestra 10
St. Elmo—One-step.....Joseph C. Smith and His Orchestra 10
MISCELLANEOUS INSTRUMENTAL RECORDS
18209 Boy Scouts of America—March (John Philip Sousa).....Victor Military Band 10
18268 Serenade Badine (Gabriel-Marie) (Violin, Cello and Piano).....McKee Trio Serenade Coquette (Bartielemy) (Violin, Cello and Piano).....McKee Trio 10
18280 Winner Medley—Fox-trot. (Introducing "When the Sun Goes Down in Dixie" and "Where the Swanee River Flows").....Pietro 10
Dandy Medley—Fox-trot. (Introducing "Honolulu, America Loves You" and "There's a Little Bit of Bad in Every Good Little Girl").....Pietro 10
18284 Valse Bleue (Alfred Margis).....Felix Arndt Marionette (Arndt).....Felix Arndt 10
35627 Rustic Wedding Symphony—Part 1 (Intermezzo, "Bridal Song") (Goldmark).....Victor Concert Orchestra Rustic Wedding Symphony—Part 2 (Serenade, "In the Garden").....Victor Concert Orchestra 10
VOCAL RECORDS
18200 Lincoln, the Great Commoner (Edwin Markham).....Harry E. Humphrey Vision of War (Memorial Day Speech) (Col. R. G. Ingersoll).....Harry E. Humphrey 10
18274 Comin' Through the Rye (Old Scotch Air).....Master Claude Isaacs Sing! Sing! Birds on the Wing (Katie Cooke-Godfrey Nutting).....Master Claude Isaacs 10
18276 Our Hired Girl (Poem by James Whitcomb Riley).....Sally Hamlin The Raggedy Man (From "Rhymes of Childhood") (Poem by James Whitcomb Riley).....Sally Hamlin 10
18277 Early to Bed, (2) Three Blind Mice (3) Good-Night (Old Rounds).....Green-Dunlap-Baker Scotland's Burning, (2) Row, Row, Row Your Boat, (3) Lovely Evening (Old Rounds).....Green-Dunlap-Baker 10
18285 Free Trade and a Misty Moon (From "Eileen") (with Chorus from Eileen Company).....Conducted by the Composer (Henry Blossom-Victor Herbert).....Greek Evans 10
The Irish Have a Great Day Tonight (From "Eileen") (with Chorus from Eileen Company) (Conducted by the Composer).....Scott Welch 10
35631 Gems from "Eileen"—Part 1 (Henry Blossom-Victor Herbert) (Conducted by the Composer). Chorus; Glad, Triumphant Hour—Solo; My Little Irish Rose—Solo; Eileen (Alanna Asthore)—Chorus; Free trade and a Misty Moon—Solo and Chorus; Ah, True Friends of Ireland—Solo and Chorus; When Ireland Stands Among the Nations of the World.....Victor Light Opera Company 10
Gems from "Eileen"—Part 2 (Henry Blossom-Victor Herbert) (Conducted by the Composer). Chorus; The Irish Have a Great Day Tonight—Solo; Ireland, My Sireland—Duet; Life's a Game—Duet; I Want to Be a Lady—Solo and Chorus; Love's Awakening—Chorus; Thine Alone.....Victor Light Opera Company 10
35626 Home Run Bill's Defense (A Georgia Court Decision).....Ralph Bingham The Hold-Up at Duck Run (The Station Agent's Story).....Ralph Bingham 10
45112 What an Irishman Means by "Machree." George MacFarlane 10
Won't Yez Kape Me Company? George MacFarlane 10
45114 Drink to Me Only with Thine Eyes (Old English).....Reinald Werrenrath 10

- My Lovely Celia (Old English), Reinald Werrenrath 10
45115 Lo, Here the Gentle Lark! (Shakespeare)—Henry R. Bishop (Flute obb. by Clement Barone), Olive Kline (Plantation Song).....Olive Kline 10
Ma Curly-Headed Babby (Plantation Song).....Olive Kline 10
64664 The Star Spangled Banner (with Male Chorus), Francis Scott Key-Samuel Arnold 10
RED SEAL RECORDS
FRANCES ALDA, Soprano
64662 I Love You Truly.....Carrie Jacobs-Bond 10
ENRICO CARUSO, Tenor—In French
88582 Eugen Onegin—Air de Lienski, "Echo lointain de ma jeunesse" (Faint Echo of My Youth), Tschaiikowsky 12
JULIA CULP, Contralto—In English
74523 Auf Wiedersehn! (From "The Blue Paradise"), Herbert Reynolds—Sigmund Romberg 12
ELMAN STRING QUARTET
(Mischa Elman and Messrs. Pak, Rissland and Nagel of Boston Symphony Orchestra)
64661 Quartet in D Minor—Menuetto.....Mozart 10
GIUSEPPE DE LUCA, Baritone—In Italian
74514 Barber of Seville—Largo al Factotum (Room for the Factotum).....Rossini 12
AMELITA GALLI-CURCI, Soprano—In French
74522 Solvejg's Song (Chanson de Solvejg) (From "Peer Gynt").....Edvard Grieg 12
ALMA GLUCK, Soprano—LOUISE HOMER, Contralto—In Italian
88576 Norma—Mira o Norma (Hear Me, Norma), Bellini 12
ALMA GLUCK, Soprano—EFREM ZIMBALIST, Violinist—In German
88583 Der Spielmann (The Minstrel, Op. 15, No. 1), Eugen Hildach 12
GIOVANNI MARTINELLI, Tenor—MARCEL JOURNET, Bass—In Italian
76032 William Tell—Ah, Matilde, io t'amo e amore (Matilde, I Love Thee).....Rossini 12
JOHN McCORMACK, Tenor
64665 Ireland, My Sireland (When Shall I Again See Ireland) (From "Eileen") (Conducted by the Composer).....Henry Blossom-Victor Herbert 10
64666 Eileen (Alanna, Asthore) (From "Eileen") (Conducted by the Composer).....Henry Blossom-Victor Herbert 10
HERBERT WITHERSPON, Bass
64645 The Old Black Mare.....F. E. Weatherly-W. H. Squire 10

EDISON BLUE AMBEROL RECORDS

- CONCERT LIST
28265 Father O'Flynn (Arranged by C. Villiers Stanford). Bass, orchl. accomp. Arthur Middleton 10
28264 Les Filles de Cadix—Soprano, in French, orchl. accomp. Alice Verlet 10
REGULAR LIST
3189 Broken Doll (Harris-Tate). Tenor, orchl. accomp. Manuel Romain 10
3188 Buzzin' the Bee (Jack Wells). Tenor and Baritone, orchl. accomp. Arthur Collins and Byron G. Harlan 10
3179 I'm So Busy—Have a Heart (Jerome Kern). Soprano and Tenor, orchl. accomp. Rachel Grant and Billy Murray 10
3176 Napoleon—Have a Heart (Jerome Kern). Tenor, orchl. accomp. Billy Murray and Chorus 10
3178 One Fleeting Hour (Dorothy Lee). Soprano, orchl. accomp. Gladys Rice 10
3173 Tho' I'm Not the First to Call you "Sweetheart" (Please Let Me Be the Last). Tenor, orchl. accomp. George Wilton Ballard 10
3192 Where the Black-Eyed Susans Grow (Richard A. Whiting). Tenor, orchl. accomp. Adolph J. Hahl 10
3187 Have a Heart—One-Step, for Dancing. Jaudas' Band 10
3174 Have a Heart Waltzes (Jerome Kern) for Dancing.....Jaudas' Society Orchestra 10
3186 Money Blues—Fox-trot (Hugo Frey). For Dancing.....Jaudas' Band 10
3180 Aloha Sunset Land (Ioane J. Kawelo), Waikiki Hawaiian Orchestra 10
3181 Kaena.....Ford Hawaiians 10
3191 King Cotton March (Sousa).....New York Military Band 10
3177 Marche Lorraine (L. Ganne) Creator and His Band 10
3182 Morning, Noon and Night in Vienna (Overture von Suppe). Nxylophone, orchl. accomp. George Hamilton Green 10
3193 A Walk in the Forest (Elias Alessios), Alessios-De Philippis, Mandolin Orchestra 10
3185 Can't Yo' Hear Me Callin' Caroline? (Caro Roma). Tenor, orchl. accomp. Vernon Dalhart 10
3172 In the Gloaming (Annie Fortescue Harrison). Soprano, orchl. accomp. Betsy Lane Shepherd 10
3175 Songs of Other Days—No. 6. Mixed voices, orchl. accomp. Metropolitan Mixed Chorus 10
3183 Brighten the Corner Where You Are (Chas. H. Gabriel). Male voices, orchl. accomp. Apollo Quartet of Boston 10
3184 In the Garden (G. Austin Miles). (Male voices, orchl. accomp. Apollo Quartet of Boston 10
3190 Come on Over Here, It's a Wonderful Place (Seymour-Furth). Comedienne, orchl. accomp. Ada Jones 10
3194 Come Out of the Kitchen, Mary Ann (Kendis-Bayha). Comedienne, orchl. accomp. Ada Jones and Chorus 10

PATHE FRERES PHONOGRAPH CO.

- RECORDINGS BY JACQUES THIBAUD, VIOLINIST
60051 Scherzand, Op. 6, No. 2 (Marsick). Violin solo, piano accomp. Jacques Thibaud 12
Les Cherusins (Couperin, arr. by J. Salmon). Violin solo, piano accomp. Jacques Thibaud 12
STANDARD VOCAL RECORDS
40070 In Sweet September (Temple). Carrie Herwin, Contralto 12
Fair Spring Is Returning (Saint-Saens). Carrie Herwin, Contralto 12
NEW ORCHESTRAL SELECTIONS
40071 On the Bosphorus (Lincke), Turkish Intermezzo, Imperial Symphony Orchestra 12
The Whirl of the Waltz (Lincke).....Imperial Symphony Orchestra 12
WOOD-WIND DUETS WITH ORCHESTRA
40072 The Warblers (Bousquet)—Two Flutes, Pathé Freres Orchestra 12
The Two Friends (Moeremans)—Two Clarinets, Pathé Freres Orchestra 12
POPULAR "HITS" BY THE HAWAIIANS
20158 Yaddie Kaddie Kiddie Kaddie Koo (Lewis-Young-Meyer). Louise and Ferera Hawaiian Troupe 10
Smiles, Then Kisses (Ancliffe)—Waltz, Louise and Ferera Waikiki Orchestra 10
POPULAR "HITS" BY THE MONTH
20152 I Wonder How the Old Folks Are at Home? (Lambert-Vandersloot).....Peerless Quartet 10
I'm Going Back to California (Ball). Louis J. Winsch, Baritone 10
20153 Oh Johnny, Oh Johnny, Oh (Oldman), Roy Randall, Baritone 10

RECORD BULLETINS FOR JUNE—(Continued from page 124)

- The Nights Are Six Months Long (Hanley), Roy Randall, Baritone 10
- 20154 The Whole World Comes from Dixie (Hanley), Arthur Collins, Baritone 10
- Shoot the Rabbit (Smith), Wallace Cox, Baritone 10
- 20155 'Twas Only an Irishman's Dream (Cormack), Wallace Cox, Baritone 10
- Little Mary Cassidy (Sommerwell), Wallace Cox, Baritone 10
- 20156 I've Got the Sweetest Girl in Maryland (Donaldson), Justice Lewis, Baritone 10
- Where the Black-Eyed Susans Grow (Whiting), Justice Lewis, Baritone 10
- 40073 There's a Long, Long Trail (Elliott), Gordon MacHughes, Baritone 12
- Love Flies Everywhere (Connelly-Paranteau)—Duet, Gordon MacHughes, Baritone 12
- Roselle Martin, Soprano 12
- NEW DANCE RECORDS
- 20146 You Said Something (Kern)—Medley Fox-trot, American Republic Band 10
- Hy-Sine (Morgan)—One or Two-Step, American Republic Band 10
- 20157 That Broadway Chicken Walk (Berlin)—Fox-trot, American Republic Band 10
- Molly Dear (de Bionc) Waltz, American Republic Band 10

STARR PIANO CO.

- SONGS THAT ARE REAL HITS
- 7590 Oh Johnny, Oh Johnny, Oh! From "Follow Me" (Rose-Olman), Tenor, with orch. accomp., Arthur Hall 10
- I've Got the Sweetest Girl in Maryland (Donaldson), Tenor, with orch. accomp., George Bairde 7591
- Hawaiian Butterfly (Little-Baskett & Santly), Trio, with orch. accomp., Sterling Trio 7592
- Because You're Irish (Kahn-Van Alstyne), Tenor, with orch. accomp., Henry Burr 10009
- RECORDINGS OF INTEREST
- Flag of Victory—March (Von Blon), Loyal Comrades—March (Blankenburg), Starr Military Band 7592
- Face to Face—Sacred Song (Johnson), Baritone, with orch. accomp., Albert Wiederhold 7593
- That Sweet Story of Old—Sacred Song (West), Baritone, with orch. accomp., Albert Wiederhold 7593
- Pupuchen—Intermezzo (Gilbert), In German, Tenor, with orch. accomp., Adolph Hahl 7594
- Das Haben Die Madchen So Gerne (All for the Girls)—March song from the farce "Auto-liechen" (Gilbert), In German, Tenor, with orch. accomp., Adolph Hahl 10008
- DANCE RECORDS FOR THIS MONTH
- How's Every Little Thing in Dixie—One-step (Gumble), Starr Military Band 7594
- Espana Walts (Waldteufel), Starr Military Band 7595
- Jolly Fellows Waltz (Vollstedt), 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
- AN ESPECIALLY SELECTED LIST OF RECORDS
- 7585 Indiana (Macdonald-Hanley), Tenor, with orch. accomp., Henry Burr 7587
- It Wasn't My Fault—One-step—Introducing "Don't Tempt Me" from "Love o' Mike" (Kern), Starr Military Band 7522
- Poor Butterfly—Fox-trot (Hubbell), Starr Military Band
- 7522 Underneath the Stars—Fox-trot (Spencer), Starr Orchestra
- Bridal Rose Overture (Lavallec), Accordion solo 7556
- Marche Militaire, No. 1, Op. 51 (Schubert), Weber's Prize Band 7500
- Marche Militaire, No. 2, Op. 51 (Schubert), Weber's Prize Band
- 7500 Under the Double Eagle—March (Wagner), Starr Military Band
- Blaze Away—March (Holzmann), Starr Military Band 7570
- Aloha Waltzes—Introducing the Favorite Songs of the Hawaiians (Arr. by Geo. P. Howard), Weber's Prize Band
- Wagner Hits Darktown—Two-step (Perrington), Weber's Prize Band 7583
- Night Time in Little Italy (McCarthy-Fisher), Vocal duet, with orch., Collins and Harlan
- From Here to Shanghai (Berlin), Vocal duet, with orch., Collins and Harlan

EMERSON PHONOGRAPH CO.

- SEVEN-INCH RECORDS
- 7160 Tenting on the Old Camp Ground (Walter Kirtledge), Vocal quartet, Bugle effects by cornet, Peerless Quartet
- Yale Medley, Introducing "Yale Boole" and

- "Here's to Good Old Yale." Vocal quartet, Century Male Quartet
- 7164 Echoes from the South, Fantasia of Southern Melodies. (Arr. by Hugo Riesenfeld), Emerson Symphony Orchestra
- Hearts and Flowers—Intermezzo (Theo. M. Tobani), Emerson Symphony Orchestra
- 7158 Brighten the Corner Where You Are (Ogdon-Gabriel), Baritone solo, orch. accomp., Homer A. Rodcheaver
- A Rainbow on the Clouds (Hewitt-Gabriel), Baritone solo, orch. accomp., Homer A. Rodcheaver
- 7156 Night Time in Little Italy (Fred Fisher), Comic duet, orch. accomp., Collins and Harlan
- Night Time in Little Italy—Burlesque (Fred Fisher), Comic duet, orch. accomp., Collins and Harlan

POPULAR SONG HITS

- 7163 The Whole World Comes from Dixie (When They Play That Dixie Tune) (Jas. F. Hanley), Baritone solo, orch. accomp., Arthur Collins
- Cross My Heart (And Hope to Die) (H. Von Tilzer), Character song, orch. accomp., Ada Jones
- 7159 I Never Knew (Earl Carroll), From "Canary Cottage," Tenor solo, orch. accomp., William Sloane
- Gypsy Love Song—"Slumber on My Little Gypsy Sweetheart," From "The Fortune Teller," (Victor Herbert), Bass solo, orch. accomp., Franklin Careau

DANCE SELECTIONS

- 7162 Down Honolulu Way—One-step (Barnett-Burke), Banjo Wallace's Dance Orchestra
- Rooster Rag—Fox-trot (Muriel Pollock), Emerson Symphony Orchestra
- 7161 Down Home Rag (Wilbur S. Sweetman), Clarinet solo, accomp. by M. Franklin's String Trio, Wilbur S. Sweetman
- Chicken Walk—Eccentric Fox-trot (Tom Brown, of the Six Brown Brothers), Emerson Symphony Orchestra

SIX-INCH RECORDS

- 5193 Tenting on the Old Camp Ground (Walter Kirtledge), Vocal quartet, bugle effects by cornet, Peerless Quartet
- 5188 Dixie Medley, Banjo solo, piano accomp., Fred Van Eps
- 5191 Echoes from the South, Fantasia of Southern Melodies. (Arr. by Hugo Riesenfeld), Emerson Symphony Orchestra
- 5181 Don't Leave Me Daddy (J. M. Verges), Tenor solo, orch. accomp., William Schefer
- 5186 Somewhere in Dixie (Kilgour-Von Tilzer), Tenor and baritone duet, orch. accomp., Hurr and Campbell
- 5192 My Little China Doll—Oriental Serenade (Van-Schenck-Yellen), Tenor and baritone duet, orch. accomp., Van & Schenck
- 5194 Brighten the Corner Where You Are (Ogdon-Gabriel), Baritone solo, orch. accomp., Homer A. Rodcheaver
- 5195 A Rainbow on the Clouds (Hewitt-Gabriel), Baritone solo, orch. accomp., Homer A. Rodcheaver
- 5174 Chicken Walk—Eccentric Fox-trot (Tom Brown, of the Six Brown Brothers), Emerson Symphony Orchestra

PAROQUETTE RECORD MFG. CO., INC.

- 96A America, Here's My Boy (Lange), A new Patriotic March Song, Peerless Quartet
- 96B I Love the Sound of the Rattling Drum (Fair-lamb), Song for baritone, John Wilbur
- 97A Somewhere in Dixie (Von Tilzer), A popular song for Tenor and Baritone, Curtis and Fredericks
- 97B Ma Pickaninny Babe (Johnson), A "Negro Lullaby" Baritone Solo with male trio, John Wilbur and Excelsior Trio
- 98A March—"American Republic" (Thiele), Concluding with "The Star Spangled Banner," Rogers' Band
- 98B March—"Gate City" (Atlanta) (Weldon), Introducing "Dixie," "Swanee River" and "My Maryland," Rogers' Band
- 99A Ukalo (Von Tilzer), An up-to-date "Hawaiian" song for male trio, Sterling Trio
- 99B Sweetheart Days (Dailey), (Waltz song, tenor duet, Campbell and Burr
- 100A The I'm Not the First to Call You Sweetheart (Lange), Baritone solo, John Myers
- 100B Sweet Girl of My Dreams (Olcott), A "Chauncey Olcott" song for tenor, Albert Campbell
- 101A The Parson's Three Reasons, Comic song, Arthur Collins
- 101B The "Curiosity Hunters," Comedy, Golden and Marlow
- 102A Little Puff of Smoke, Good-Night (White), Southern Croon, Echo Quartet
- 102B If I Forget (Thompson), Contralto solo, Rose Bryant
- 103A "Gypsy John" (Clay), Song for Baritone, Frederick Howard
- 103B Roses, Roses Everywhere (Trotter), Tenor solo, male quartet, Henry Burr and Echo Quartet
- 104A Hill and Dale—Fox-trot (Lodge), Van Eps Banjo Orchestra
- 104B "Pearl of the Harem"—One-step (Guv), Van Eps Banjo Orchestra

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- 105B Southern Land—One-step (Held), Rogers' Band

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- We'll Never Let the Old Flag Fall, Tenor solo, orch. accomp., Harvey Hindermeyer
- 5441 It's Time for Every Boy to Be a Soldier, Tenor solo, orch. accomp., Charles Ryan
- Nephews of Uncle Sam, Tenor solo, orch. accomp., Henry Burr
- 5442 Come Out of the Kitchen, Mary Ann, Comic, orch. accomp., Ada Jones
- When It's Night Time Down in Little Italy, Duet, orch. accomp., Collins and Harlan
- 5443 Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile, Orch. accomp., Beatrice Shoumer and Male Chorus
- Though I'm Not the First to Call You Sweetheart, Tenor solo, orch. accomp., Manuel Romain
- 5444 Indiana, Contralto solo, orch. accomp., Amy Cox
- Sing Me Love's Lullaby, Tenor solo, orch. accomp., Henry Burr
- 5449 Mother (From "Her Soldier Boy"), Tenor solo, orch. accomp., Sam Ash
- The Miracle of Love, Baritone solo, orch. accomp., Francis Millet
- INSTRUMENTAL
- 5445 Uncle Sam, Imperial Band
- American Patriotic Airs (Introducing: "Battle City of Freedom," "Tramp, Tramp, Tramp," "Yankee Doodle"—Fife and Drums, "America," "My Country, 'Tis of Thee"), Imperial Band
- 5446 From Here to Shanghai—Fox-trot, Imperial Orchestra
- How's Every Little Thing in Dixie?—One-step, Imperial Orchestra
- 5447 She's Dixie All the Time—Fox-trot, Imperial Orchestra
- Let's All Be Americans Now—One-step or Two-step, Imperial Orchestra
- 5448 For Me and My Gal—Two-step, Imperial Band
- Pray for the Lights to Go Out—Fox-trot or One-step, Imperial Band
- TWELVE-INCH RECORDS
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- Pomp and Circumstance, Military march, Imperial Band
- 4001 La Marseillaise (In French), French Baritone, orch. accomp., Soliman Desire and Male Chorus
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COLUMBIA EMPLOYEES HOLD DANCE

Enjoyable Affair Given at Hotel St. George, Brooklyn, by Employees of the Executive Offices of the Columbia Graphophone Co.

The employees in the executive offices of the Columbia Graphophone Co., Woolworth Building, New York, held a subscription dance at the Hotel St. George, Brooklyn, N. Y., on the evening of April 19, which was the most successful one of this series of dances that has been given in recent years. T. E. Novakoski, assistant secretary and treasurer of the company, and

ground for the refinement and quiet good taste which characterized the Columbia dance. A buffet luncheon was also served for the devotees of "Terpsichore," and a feeling of camaraderie and good-cheer predominated.

The modern dances require good music, and in this respect the Columbia entertainment would have satisfied the most critical. Prince's Orchestra, famed for its work in the production of Columbia records, rendered the music for the dance, and throughout the program of twenty dances, perfect tempo and rhythm was at the disposal of the dancers.

Among the guests at the Columbia dance were



Those Present at the Recent Dance Given by Columbia Co. Employees

Miss E. A. Trussler, of the Columbia advertising department, constituted the committee of arrangements, and are deserving of hearty congratulations for the success of their efforts.

The Hotel St. George is one of Brooklyn's leading family hostleries, and its beautiful appointments and equipment made a fitting back-

ground for the refinement and quiet good taste which characterized the Columbia dance. A buffet luncheon was also served for the devotees of "Terpsichore," and a feeling of camaraderie and good-cheer predominated. The modern dances require good music, and in this respect the Columbia entertainment would have satisfied the most critical. Prince's Orchestra, famed for its work in the production of Columbia records, rendered the music for the dance, and throughout the program of twenty dances, perfect tempo and rhythm was at the disposal of the dancers. Among the guests at the Columbia dance were

SYNCHRONIZED MUSIC FEATURED

Patriotic Airs Played on Two Player-Pianos, a Grand and a Victor Auxetophone, at Same Time in Morning "Sing" at Wanamaker Store

The efficiency of the synchronized music roll was very satisfactorily demonstrated at the New York store of John Wanamaker on Thursday, April 19. It is the custom in this great store to open the day by gathering all the employees together for a "sing." Since the country has been in a state of war these gatherings have had a decidedly patriotic aspect. Promptly at eight-thirty each morning, when the six Wanamaker buglers blow the assembly call, all employees in all departments gather on each floor on the four sides of the rotunda which runs through the building. On Thursday morning the singing was augmented by the synchronized playing of two players, a grand, and a Victor Auxetophone.

The exercises were opened by all singing three verses of "America," led by Miss Edna Kellogg, the Wanamaker soprano. The Victor record, "America," (band music) was played on the Victor Auxetophone and the Rythmodik

roll of "America" was used in the Ampico reproducing piano and the Schomacker-Angelus. Philip Ohman also accompanied on the Schomacker grand piano with improvisations and variations of his own, with very pleasing effect. Herman Kornbau, manager of the music roll department and under whose supervision the affair was staged, and Wim. Dein were at the players. The buglers then gave the call to colors, at which time the Wanamaker cadets entered with "Old Glory" in the lead, with an armed guard at each side of the color bearer. "The Star-Spangled Banner" was then sung by all, accompanied by the same synchronized instruments, using this time the Imperial Song record roll of the national anthem. The demonstration established beyond doubt the future of the synchronized roll.

Mr. Ohman, of the Wanamaker staff, is spending some time at the American Piano Co. plant recording additional synchronized rolls for the Rythmodik list. It is Mr. Kornbau's prediction that the time is not far off when he will be able to synchronize eight or ten players with the Victrola talking machine at the same time.

TALKING MACHINE EXPORTS

The Figures for February Presented—Exports Show Increase for the Month

WASHINGTON, D. C., May 9.—In the summary of the exports and imports of the commerce of the United States for the month of February, 1917 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 3,786, valued at \$90,633, were exported for February, 1917, as compared with 4,575 talking machines, valued at \$105,892, sent abroad in the same month of 1916. The total exports of records and supplies for February, 1917, were valued at \$89,180, as compared with \$64,930 in February, 1916. For the eight months 48,797 talking machines were exported, valued at \$1,213,742 in 1917, and 25,140, valued at \$748,530, in 1916, while records and supplies valued at \$955,115 were sent abroad during 1917, as against \$566,038 in 1916.

NEW PATHE FACTORY

To Be Erected Adjoining Its Present Brooklyn Plant at 10-32 Grand Avenue

The business closed by the Pathé Frères Phonograph Co., Brooklyn, N. Y., has increased so rapidly during the past six months that the company is making definite plans to erect a new factory adjoining its present seven-story building at 10-32 Grand avenue, Brooklyn, N. Y. The company purchased this plot at the time it bought the land on which its present factory stands, and the remarkable progress which Pathé products have made recently has made necessary this additional manufacturing plant. Work on the new factory will probably be started in the early fall.

CLASSIFIED LIST OF BEST SELLERS

The Columbia Graphophone Co., New York, has just advised its dealers that beginning with the June issue of the Columbia supplement short classified lists of the best selling records in the Columbia catalog will be published. These records were chosen because of their proven popularity, and the company suggests that its representatives carry these selections in stock in order to cater to the demand that is certain to be created by the publication of these lists.

NEW INCORPORATION

The Voice Recorder Co., Inc., was incorporated this week under the laws of the State of New York to manufacture phonographs and accessories. The capital of this concern is \$150,000, and the incorporators are V. H. Emerson, Jr., R. W. Ovington and M. R. Braceville, New York.

"What we think, or what we do, or what we believe, is in the end of little consequence. The only thing of consequence is what we do."

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

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We have it if it's Victor*
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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.
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Springfield, Mass., Columbia Graphophone Co., 289 Main St.
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