

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



The best-known trade mark in the world

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

PAST THE QUARTER MILLION MARK!

THAT over a quarter of a million Sonoras have been sold in a few years is significant.

SONORA'S appeal has never been on price —it has been exceptional quality and extraordinary merit *always*.

THE INSTRUMENT OF QUALITY



is to-day the leader

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

THE public is buying *Sonoras* so fast that our manufacturing capacity is taxed to the uttermost. Sonora dealers are enjoying a phenomenal business right now. No time to think of anything at present but demonstrating, taking orders and making deliveries.

You, too, will be able to do this splendid business *if you sell Sonoras!*

The instrument, the sales help, the guarantees which we make, and the reputation of this company should have your careful consideration if you wish to have a remarkably prosperous trade in 1917.

Possibly your territory is still open and you can secure a Sonora Agency. *Write to-day for information.*



TEN UNEQUALLED MODELS

\$45	\$60	\$75	\$100	\$150	\$175
	\$190	\$225	\$350	\$1000	

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City
 Chicago, 320 S. Wabash Avenue
 Boston, 165 Tremont Street
 San Francisco, 109 Stockton Street
 Philadelphia, 1311 Walnut Street
 Toronto, Ryrie Building

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

The Talking Machine World

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New York, December 15, 1916

Price Twenty Cents

THE QUALITY IDEA VERSUS CHEAPNESS IN BUSINESS

A Machine That Will Stand Up Well Should Be First Consideration of the New Manufacturer—The Study of Past Performances Will Protect Against Pitfalls

"The trouble with a number of the newer talking machine manufacturers, and dealers for that matter, is that they still persist in believing that 'system' belongs to the race track and does not fit in business," said the Old-Timer. "In my younger days I have run across the fellow who believed he could read the horse's mind by looking in his eyes, and who fraternized with the man who slept with the horse in order to get a line on just what that animal would do in the next race. Getting this information and studying the atmosphere and the quality of the soil underneath the race track, the tout developed what he called his system and generally lost money.

"Once in a while there comes a man who believes that even the race track system can succeed in business, and peculiar to relate it does. By studying the character of the machine offered, the disposition of the public and the condition of the trade, and in compiling a list of past performances of those in the trade and those who have been in and who have gone out, the new manufacturer can probably dope out a system that will enable him to place his best bets right.

"When a man wants to buy a race horse he fights shy of the bad performer; the horse that cannot be depended upon. This is a good tip for the talking machine man. The first essential in business is a product that will stand up. If a manufacturer can send it out with the feeling that it is going to live up to the claims made for it, that the motor is not going to squeak, or give out quickly; that the tone-arm is not going to rattle, or the reproducer prove faulty, and give an imitation of a man singing in a coal mine, then he has a machine upon which a solid business may be built.

"Then you have the disposition of the pub-

lic to think about. Cheapness is not the best argument in the world. There must be quality with cheapness. The shortage of machines very seldom affects the low-priced models. It is the better grade of goods that sell fast and are hardest to get.

"Then we have the trade track. When it's 'muddy' the manufacturer should prove himself a good mud horse and should be able to take the heavy going without weakness. Proper financial preparation is the best assurance of this ability, and it must be remembered that the good mud horse is not the one that likes the moist earth so well that he lets the other horses kick it on him. He is the fellow that gets out in front. If the new talking machine manufacturer is satisfied with the business that the manufacturers in front kick back at him simply because he has not the ability to get in the front rank and get some of his own, there is something the matter with his business. Any old plug stands a chance on a fast track. It is the one that can overcome unfavorable conditions that is worth while.

"And, while we are talking about cheapness we might say that cheapness often leads to suspicion. If a fellow stops you on the street and offers you a karat diamond ring for twenty-five dollars, either there is something the matter with the ring or he doesn't want the police to know that he's got it. In the talking machine field the companies that have been successful and are being successful are the ones that have gone after the quality trade; that have given the public a good machine at a price that will enable them to manufacture good machines profitably. 'Almost as good for less money,' is not half as convincing as 'Just as good, or better, for the same money.'"

CAUTION AGAINST MISLEADING ADS

New York Evening Telegram Prints Warning and Copy of Law at Head of Classified Columns—Result of Recent Campaigns

These are troublous days for the person who endeavors to advertise and sell, as a prominent standard make, some obscure talking machine with little or no standing of its own. In several cities of the country advertising clubs and newspapers have gone on the trail of this class of dealer and made it mighty uncomfortable for him.

In New York one of the tribe was fined \$25 for selling a machine of local origin as a Victrola. One of the results of the campaign has been the insertion of the following notice at the top of the column devoted to pianos and musical instruments (dealers) in the classified advertising section of the New York Evening Telegram. It is significant:

CAUTION

When buying a phonograph insist that the manufacturer's name or trade mark is on the machine purchased. This is your protection against misrepresentation.

FRAUDULENT ADVERTISING

"If any person, firm, corporation or association, or agent or employe thereof, with intent to sell or in any wise dispose of merchandise...knowingly...publishes...or causes, directly or indirectly, to be published...in this State, in a newspaper...an advertisement, announcement or statement of any sort regarding merchandise...which contains any assertion, representation or statement of fact that is untrue, deceptive or misleading, such person, corporation or association, or the members of such firm, or the agent of such person, corporation or association or firm, shall be guilty of a misdemeanor, punishable by a fine of not less than \$25 nor more than \$1,000, or by imprisonment for not more than one year, or both such fine and imprisonment."—From the Laws of the State of New York.

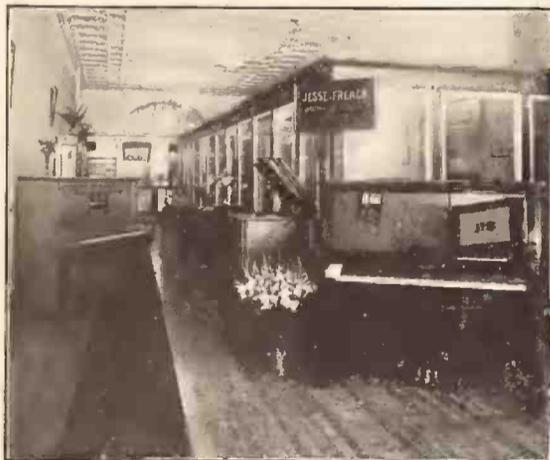
Readers of the Evening Telegram are requested to notify in writing any violation of the above law.

This is a step in the right direction and it is hoped that other newspapers will take the same stand whether or not they publish a similar warning.

FEATURING COLUMBIA ARTISTS

McMahon Piano Co. Finds It Is an Excellent Way to Develop Record Sales

YOUNGSTOWN, O., December 8.—One of the most successful retail stores in this city, is the McMahon Piano Co., which in addition to handling a high-class piano line, carries the product of the Columbia Graphophone Co. The company is a firm believer in utilizing all



Store of McMahon Piano Co., Youngstown, O. available publicity methods, and attributes a considerable measure of its success to the co-operation which it has received from the Columbia Co.'s advertising and sales divisions.

A competent sales staff leaves no stone unturned to interest local music lovers in the qualities of Columbia products, and particular attention has been paid to the famous artists who have recently been signed up by the Columbia Co. For example, the recent announcement that Lazaro had signed a Columbia contract, was utilized by the McMahon Piano Co. to produce many record sales.

THIS MAN WAS FROM MISSOURI

Had Nine Talking Machines in His Home, in Order to Make Decision as to Which He Would Purchase—How Philipps Won Out

ST. LOUIS, Mo., December 5.—Ben Philipps, retail manager of the Columbia warerooms, tells the best selling story of the season. Of course he made the sale, or he would not tell the story.

"A few days ago," he says, "a man came in and asked if we were willing to show our machines in competition. Of course I accepted the challenge. Then I began to ask questions, and he told me he had 'several machines out home, but he was not entirely satisfied.' Finally I offered to take a machine out that night if he would make his decision before I left. He promised, but I still was suspicious. 'You know we are not in the business of amusing families or entertaining parties,' I said, 'and you must promise to buy a machine.' He promised.

"After dinner I put a \$75 model in my auto and went out. That man's living rooms looked like a talking machine salesroom. There were eight machines there when I carried mine in. Three of them I knew, but five I have never seen before, and some of them I did not know were made. I was the only demonstrator present. In two hours I had the money. The next morning another sales manager called me up to warn me, saying that he was suspicious that this man was imposing on some one. I told him I got in last and out first."

VICTOR ADVERTISING "VISUALIZED"

Reproduction of Over Fifty Title Pages of Magazines Carrying Victor Advertisements Makes Most Impressive Showing

Everyone in the talking machine trade or out of it appreciates in some measure the tremendous amount of advertising done by the Victor Talking Machine Co. in national magazines of all classes. The extent of this advertising is brought home in some measure to the Victor dealer in "The Voice of the Victor" for November, the center, or backbone, of which consists of a four-page spread showing miniatures in actual colors of the cover pages of some of the magazines in which Victor advertising appears. Although over fifty magazines are shown in the layout all those which carry Victor advertising are not included, among the absentees being the Saturday Evening Post and other important Victor mediums.

It means much to the dealer to feel that as he passes a well stocked newsstand that practically every purchaser of a magazine from that stand is going to find Victor goods advertised therein, and thereby be influenced to become the owner of a talking machine.

HEARS VOICE CROSS THE COUNTRY

Thomas Egan Enjoys Interesting Experiment in Connection With the Pathophone

The Sixty-ninth Regiment Armory in New York City, was a scene of an unusual gathering recently when Thomas Egan, the famous Irish tenor, stood beside a Pathophone and listened to his new production of an old Gaelic folk song, being sent from New York to San Francisco.

In this gathering stood Governor Whitman and his staff, Mayor Mitchel, various city officials and other well-known men who heard with interest Egan's voice singing in a language that up to a comparatively recent date had been considered dead, and which is known to very few Irishmen.

Thomas Egan is under exclusive contract with the Pathé Frères Phonograph Co., and his popularity insures the success of his records.

SENTIMENT—ITS FORCE IN SELLING TALKING MACHINES

E. Richards, Manager of the Talking Machine Department of the Kennedy Furniture Co., Chicago, Points Out the Value of the Sentimental Interest a Good Salesman Can Arouse

First impressions are of the utmost importance in the sale of talking machines. For this reason it is important that the salesman should secure the attention and good will of his prospect at the start, so that attention may be held while a demonstration is given and other arguments offered as to why the prospect should buy.

In selling a talking machine, it must be borne in mind that this is a luxury, and that, unlike a piece of household furniture, it is not absolutely essential for the family's welfare. Sentiment plays a large part in the purchase of the "talker," and it is in his appeal to the sentiment of his prospect that the salesman must be able to reach his buyer.

Somewhere in the catalog of any of our present day record manufacturers will be found the exact record which will, whether it be orchestra selection, song, band, concert or humorous dialogue, break the crust, get under the skin and reach the pocket book of the prospective purchaser. The man who can judge quickly the prospect's temperament, nationality and general tastes, possesses the open sesame to success in the sale of talking machines.

There's a certain amount of psychology in the demonstration that well deserves the attention of salesmen in this line. One could almost make a comparison between the salesman of talking machines and the dramatist, who in order to keep the attention of his hearers, must not continually harp on one string, but must inject some variety into his theme. Just as in every play, no matter how sad or pathetic, there must be some humor injected in order to please the auditors who want variety or humor besides tragedy, so the talking machine salesman must learn to understand the sentiments of his prospective customers.

In order to make a sale it is not necessary to play a large number of records or to give a concert for the benefit of the listener. Three records well selected will, as a rule, draw forth some expression from the prospect, and once the responsive chord has been found and struck the salesman has his cue as to how to proceed further in making that sale.

A lively band record followed by a clear tenor solo and a humorous record will usually break down the prospect's reserve, and once his sentiment and sense of humor is aroused and resistance to sales arguments lessened the responsive chord has been found, and the sale is either made or lost.

Playing too many records may have exactly

the contrary effect hoped for, and may tire the patience of the listener before the demonstration is over.

There are many little points of salesmanship to be observed by the clerk which often are important in the final outcome of a demonstration. He should be certain in the first place that the mechanism of the machine is in perfect working order so that there are no unnecessary halts, delays or strange noises while the demonstration is on. Needles should be carefully inspected and he should be sure that the needle he is using is exactly the one to give the best rendition of the selection he wishes to have his prospect hear. While demonstrating a record the motor should not be wound; this should be attended to before the motor is started and a good start made before settling the reproducer on the record. The result of this will be that your record starts on the original pitch at which it was recorded and there is no unpleasant discord.

The difference between making a sale of an \$80 or \$100 machine and one at \$15 is largely one of good salesmanship, and the clerk who has charge of the department should know his prospect. In the purchase of a talking machine the musical feature is not by any means the only one that appeals to the customer, especially if it be a woman. Nowadays the cabinet plays a most important part in the sale of a machine, and to be in harmony with the other furnishings of the house the music cabinet must harmonize somewhat with the room furnishings in color, nature of wood and design. Some of the handsomest music cabinets of to-day are built to match period suites in furniture, and the woman buyer is just as particular that the style be appropriate and the color in harmony with that of the room in which she wishes to install the instrument as she is about the instrument itself. This point must not be lost sight of in making a sale, and a sufficient variety of cabinets must be carried in stock to meet all tastes. Nearly every music cabinet manufacturer has some special feature about his cabinet that well deserves consideration; some new system of filing records, a patented sliding compartment arrangement by which records can be reached without difficulty, a unique filing system for records, or some other advantage which it is well worth bringing to the attention of customers.

Furthermore, the motive of the buyer in purchasing an instrument must be kept in sight. Some persons would not be interested in the

slightest in a comic dialogue or coon song, while, on the other hand, it would be just the record to demonstrate to the man or woman who appreciates humor and doesn't care much for the classic. Sentimental pieces appeal, of course, much to young women of nearly all types, and ragtime goes well with boys and young men. Often a hit can be made by playing some of the old-fashioned melodies and Southern songs.

To get the best results from selling phonographs or talking machines a booth or demonstration room should be arranged where patrons may listen without being disturbed by other records being played, and where they may hear special selections for which they may ask. Especially is this necessary in the sale of records, as much of the delicate tone shading and finer points of orchestral selections are lost when the demonstration is given in the open store, and where the music detracts from the attention which other salesmen must give to their prospects. A loud band concert piece played while a clerk is trying to make a sale of some other article is distracting, and for this reason as well as the privacy afforded to record and instrument buyers the talking machine booth should be installed wherever practicable.

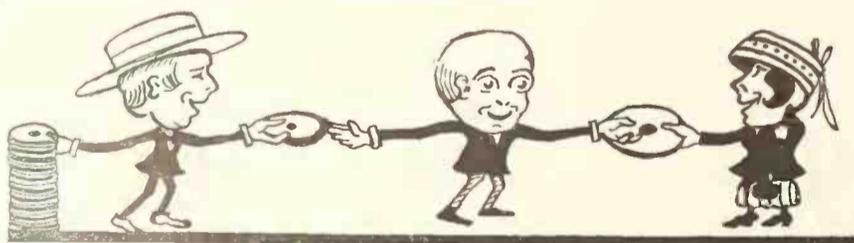
All instruments as well as music cabinets should be kept in first class working order at all times; the mechanism of all machines in stock needs a little inspection, and cabinets should be kept clear of dust and dirt. Popular selections, pieces that are being played at the local theatres and songs that are being sung in vaudeville are always among the best sellers. The salesman must be up to date in these matters if he means to keep his stock moving.

SHOWING THE SINGER HOW BAD HE IS

A New Application of the Talking Machine in the Teaching of Singing

For sometime past talking machines have been employed in the teaching of singing, and their use in that connection is no longer a novelty. In Western schools, however, the practice is given added interest, because instead of just letting the pupil hear the artist's singing of a particular number, the student himself sings for the record. He does his best, and when the record is reproduced learns how bad his singing really is. It is said that the system has been most effective in showing students just wherein their errors lie—it has enabled them to hear themselves as others hear them.

The Universal Phonograph Co. has leased the premises at 70 Cortlandt street, New York City, and will use the same as a retail store.



JOBBER — to — DEALER — to — PUBLIC

EASTERN VICTOR SERVICE

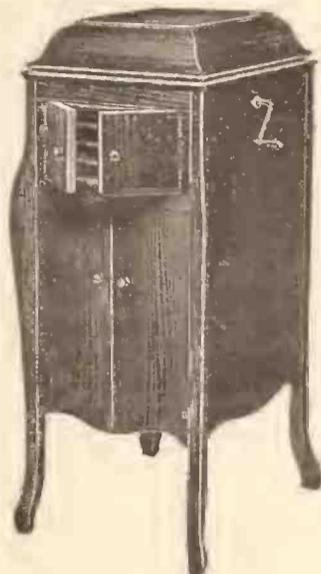
The EASTERN
TALKING
MACHINE
COMPANY

177 TREMONT ST. BOSTON

Delivering records as ordered both in quantity and kind is only part of the Victor Service that we offer the dealer.

Suggestions for the dealer's sales department are a big factor in EASTERN VICTOR SERVICE. These helps are not all oral. They are in the form of colored posters and other unique creations.

Write us about our Service; we shall be glad to get your opinion of it



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

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

The big question that gives impetus to your holiday business. An all-important question for thousands of people all over the country—and for you.

Back of it is the force of Victor advertising, creating the greatest Victor holiday business ever known.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Victor Distributors

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

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

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

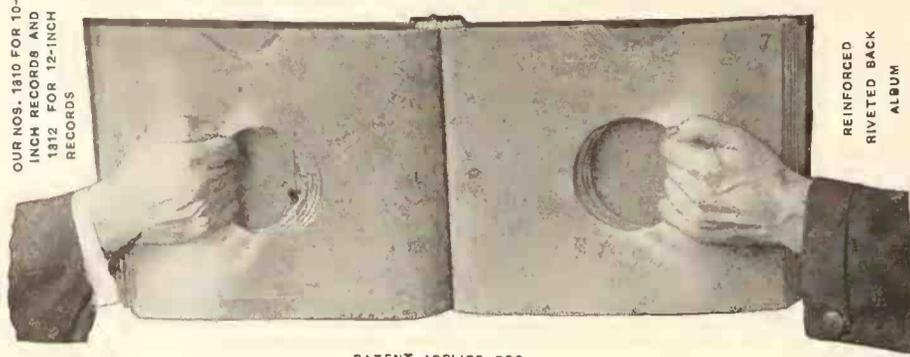


THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

The only Safe and Conveni-
ent 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

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.**

MACHINE SHORTAGE ONLY WORRY OF ST. LOUIS DEALERS

Freight Tieups Serve to Add to Complication—Silverstone Music Co. Plans Gala Day—Victrola Educational Department at Vandervoort's—Heavy Advertising Campaign—Other News

St. LOUIS, Mo., December 5.—The talking machine dealers of St. Louis are about ready to throw up their hands in despair. Most of them have not the slightest idea how they are going to handle their Christmas trade. The retailers all assert that their stocks will not begin to see them through and the jobbers do not see how they are going to meet the demands being made upon them for large machines.

Mark Silverstone of the Silverstone Music Co. says that he probably will be able to make fair distributions up to Christmas. Manager Gordon of the Pathephone Co. says he "hopes to have enough but that he cannot stock several prospective retailers who would like to place orders now." Wholesale Manager Salmon of the Columbia is diplomatic, he says that he still is making fair distributions of all but small machines. Robert Cone, Jr., manager of the Artophone Co., says that he is hopelessly behind and that he is going to do the best he can for Christmas and three months after. President Koerber of the Koerber-Brenner Music Co. threw up his hands when asked as to the prospect of Christmas deliveries.

That is the condition. Some retailers already are predicting that they will be out of the standard sizes of machines by December 15. Manager Gutenberg of the Aeolian Co. says that on December 1 his company had something like 40 machines set aside for Christmas delivery, a record that he was unable to find anything near its equal in Aeolian Hall records. His department is fortunate, at least, in having a good stock of the smaller Aeolian-Vocalions and he is in hopes that he can place some of these to hold places for deliveries of larger machines. He has sold a number of the new, large box machines for Christmas delivery. These machines are proving very interesting to the Aeolian Hall trade.

The Silverstone Music Co. is planning for three gala days December 18, 19 and 20. when Miss Elizabeth Spencer of this city, an Edison artist, comes to her home here for the holidays for she has promised to sing at the Silverstone

auditorium for those three days. Mr. Silverstone is a very firm believer in the tone tests and the interest shown by Edison owners in bringing their friends in to hear, appears to be argument in favor of this sort of advertising.

The Vandervoort Salon has established, the first of the month, a Victrola Educational Department with Vernon S. Behymer in charge. Mr. Behymer is new to the talking machine game but he is well versed in the new theories of educational work and is entering on this work with enthusiasm. B. M. De Cou of the Victor Educational Department, was here to assist him in opening the department and after the first of the year, Mr. Behymer will again have aid from headquarters. In the meantime he will be getting the local field mapped out and interesting the School Patrons' Association, through which most of the sales have to be made. Lately there has been much complaint that in schools where talking machines have been bought the teachers have not been getting the most out of them. In some schools, the patrons have complained the machines were not used, so it would seem that there is room for work among the teachers, with a view of developing a trade in records where the machines sold years ago are practically useless as trade factors and as educational means at present.

The Brunswick machines were introduced to the public last month. Miss Rose Rosenblatt is in charge of the department under General Manager Jackson, who also has charge of the wholesale distribution. The Brunswick-Balke-Collender Co. have been awaiting this event for some time and removed their billiard supply store to Olive street last July in anticipation of entering the talking machine market. The machines already have been placed with several local dealers, including the Field-Lippman Piano Stores.

The shortage of machines here is in part due to the miserable freight conditions, car shortages, embargoes, etc. President Koerber of the Koerber-Brenner Co. said that the normal time

at present for shipments from New York was ten days by special transit lines. The ability to make shipments from the east at all depended upon the watchfulness of the shipper in making his shipments when an embargo was not in force. Manager Gordon of the Pathephone Co. said on December 1 that he still was waiting for a shipment of machines that had been on the road for fifteen days and that he had received a telegram that day that an additional shipment had been started. He said that without both of these shipments, he would be helpless at Christmas.

When the Columbia new record ad failed to appear at the proper time inquiry was made at the Columbia warerooms here as to the reason. The answer was that the records had been caught in the freight tangle and that tracers out for several days had failed to locate them. The advertisements had been received, and were in type in all of the newspapers in the various cities that published them waiting for release as soon as the records could be received and dispatched. The advertisements appeared about ten days late.

Despite the condition of the supply of machines, the advertising continues very heavy. The Victor Co. has been using the full page Caruso ad in this territory and Aeolian Hall is using about twice the former space. Aeolian Hall also has gone into the street cars and on the bill boards with artistic advertising. The Columbia also is using space heavily for machines as well as records. The Silverstone Music Co. has been going into the newspapers with increasing space for machine publicity. But all of these advertisements are of the sort that go to make sentiment rather than immediate sales. The latter sort of advertising is left to the dealers and they are not enthusiastic over it at present, because they do not see where they are going to meet any demand they might create.

Robert Cone, Jr., of the Artophone Co., in talking of his difficulties with deliveries said that he has practically taken over three wood-working factories here to make his cabinets and that a third furniture company is devoting its surplus capacity to his work, but that he has been unable to meet the demands. The cabinets that he ordered in August are coming through and that, while he thought then that he was plunging, he finds now that he was a piker. Mr. Cone is using four rolls of films in the moving picture shows, his only advertising at present.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., returned the first of the month from a trip East, which was principally to visit the Victor factory with a view of getting more machines. He was not enthusiastic over his accomplishments when he returned, but he said that he was convinced that St. Louis was getting an equitable division on orders placed.

Mr. Rauth is taking up with the members of the Executive Board the questions of the Mid-Winter meeting, which will be held in St. Louis or Philadelphia, the members to decide.

SERVICE

ACCURACY

RELIABILITY

FELT

TURN TABLE DISCS—WASHERS—WICKS, Etc.

The Largest Felt Specialty House in America

James H. Rhodes & Company

162 William St., NEW YORK

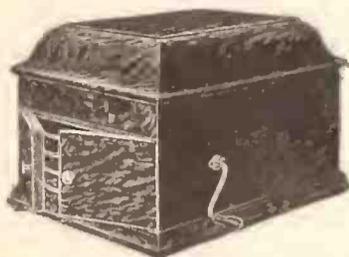
157 W. Austin Ave., CHICAGO



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

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

That is the question being put before the entire country in the extensive Victor advertising.

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



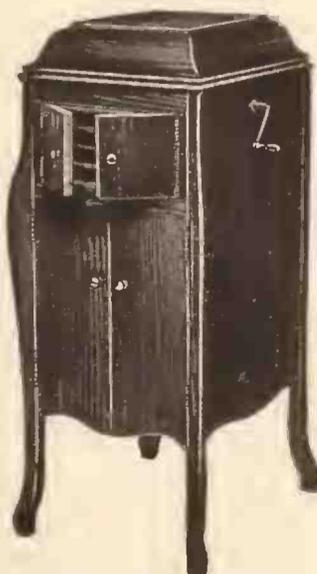
That is the question which will help to make a new high record for Victor Christmas business.

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

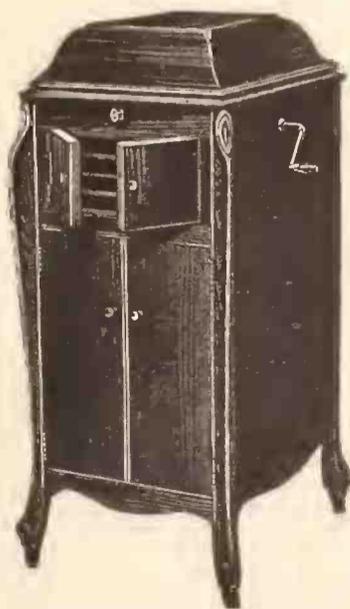
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

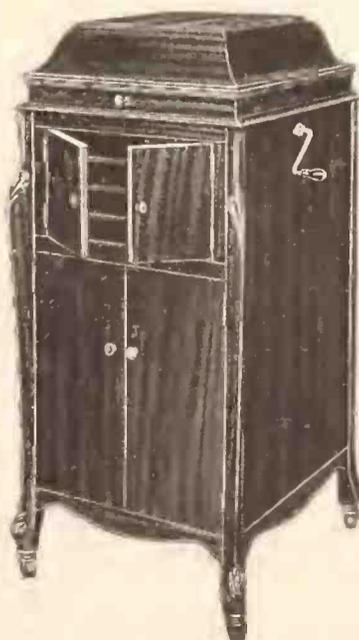
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



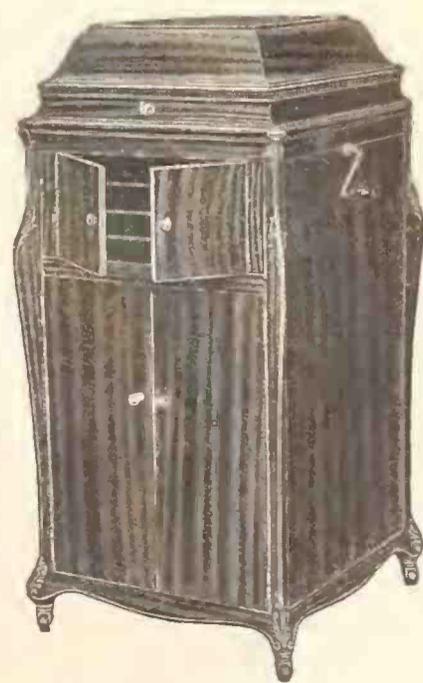
Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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.

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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, DECEMBER 15, 1916

BY the time this issue of the The World reaches subscribers, the Christmas business will be in the home stretch, and members of the trade who are not already working according to definite plans made long ago, have little chance to change their system now.

From all sections of the country has come the annual cry of machine shortage, and there is no question but that certain popular types of machines are sometimes impossible to get. Under such conditions the average dealer can afford to pick his trade.

Under normal conditions it is right and proper to emphasize the fact that a talking machine can be acquired very easily by any one who is not absolutely poverty stricken. The easy payments of 50 cents a week and up make that possible. It is also well to emphasize the advantages of the higher priced machines, and how easily they may be acquired on time.

During the holiday period, however, the business that depends on such persuasion is not the best business for the dealer to establish. He will frequently find that there are two prospective customers for a single machine, and it is only in justice to himself that he deliver that machine to the one willing to pay cash, or to make the best credit arrangements. One hundred dollars in the hand is much better than \$5 or \$10 a month running over a year or more, even if interest is paid, for it gives the dealer working capital to discount his own bills. Not that the instalment purchaser should be neglected, but his business should not be sought to the exclusion of that of the man who is ready and willing to pay promptly for his machine.

Under present conditions the majority of talking machines are "bought" and not "sold." The customer is convinced that he wants a talking machine before he enters the store, and the chief work of the dealer is to convince him that he wants a little better talking machine than he first planned to buy. It will probably be said that if the cash customer is given the machine, to the exclusion of the instalment customer, the business of the latter will be lost. If the dealer is tactful this may not necessarily be so. It is easily possible to let the instalment buyer have a machine of lower valuation with the understanding that when the plentiful supply of the desired models comes in after the holidays, he may return his temporary purchase and get the larger model. In the interim the man who has been prevailed upon to take the cheaper model is a new record purchaser which for the most part is the main thing in selling machines.

Just one last word while the Christmas rush is at its height:

Pick your trade while you have the opportunity. You owe it to your business to do so.

DESPITE the talk about higher business ethics, and a new realization by merchants of the obligations they owe one another, the practice of knocking still flourishes to a considerable extent, although not looked upon with favor by most members of the trade, who appreciate that it is not the best way of convincing a customer of the value of a product.

There is a certain type of salesman, and a certain type of those in authority for that matter, who find it much easier to knock the other fellow's product than to conceive logical and convincing arguments regarding their own goods. In other words, they are devoted to a negative system. It is not how good are their machines, but how bad the other fellow's are.

Recent developments, particularly in the courts, lead to the warning, "If you must knock be careful." In other words, if you feel that it is necessary to criticize a competing product to sell your own, why, stick to facts for safety's sake.

Some manufacturers and merchants who have suffered an excess of knocking have emulated the example of the worm and turned. The result in most cases has been distinctly distressing to the knocker when he has been haled to court and made to prove his statements. The courts hearing such cases, while not necessarily partisan, have shown a distinct inclination to side with the victim of the knocking whenever possible. Within the past few months more than one man has been forced to pay damages, because he made statements about his competitor, or his product, without giving much thought to their accuracy.

There is an old quotation to the effect that "There is so much bad in the best of us and so much good in the worst of us that it hardly behooves any of us to talk about the rest of us." This saying can apply just as well to the manufacturer of products as it does to individuals.

Meanwhile, it is much better to observe care in discussing competing products than to be compelled some fine day to say "Good morning, Judge." The man who is compelled publicly to take water on account of some of his statements will probably find it pretty hard to convince future customers that the claims he makes for his own products have any basis of truth.

There is such a thing as honesty in comparing the good or bad points of competing talking machines, for instance, but the man who wants to do business cleanly will draw the line between fair criticism and plain knocking.

THE campaign carried on in New York against the fraudulent advertiser of talking machines has had several good effects, one of the most important of which is the changed attitude on the part of newspapers regarding the character of talking machine advertising they accept for their classified columns. The best proof of this is the "caution" at the top of the advertising columns devoted to musical instruments in the New York Evening Telegram, and which says: "When buying a talking machine insist that the manufacturer's name or trade mark is on the machine purchased. This is your protection against misrepresentation." The "caution" is followed by a reproduction of the State law against misleading advertising.

A SICK man cannot equal the healthy man either in the quantity or character of his work, regardless of his actual ability. Ill-health saps energy, produces fatigue and in other ways acts as a handicap. This important fact is offered by the O. K. Houck Piano Co. as the reason for the interest taken by that concern in the athletic ambitions of its employes.

The employes of many houses in the trade have organized baseball teams, football elevens, bowling associations or general athletic associations for track and field work, and in many cases have been given the support of employers purely on the ground that such organizations tend towards a better understanding between the employes of the house and make for co-operative effort.

The Houck idea gives a new importance to athletics in business. In the first place, the man who is really interested in athletics must of necessity be interested in clean living. He must keep regular hours, eat properly and drink sparingly, if at all. Whatever his standing as an athlete may be his habits are

distinctly calculated to develop and better preserve his good health.

Prospective customers like to meet the healthy man—the man who feels good and shows it, who has a little “zip” to all his movements, who enjoys living and shows it. Such a man can work hard without feeling fatigue and working harder gets results that are worth while to the house which hires him. It is a phase of business that might profitably be considered by other concerns in the trade.

WHETHER the present prosperity in the United States is of the mushroom variety and will cease to exist after the close of the war or whether the American exporters will have won a permanent foothold in foreign markets remains to be seen. Every government official and every private business man who travels in the belligerent or neutral countries comes back with his own opinion regarding the standing of American manufacturers and American products in different localities, and pictures the difficulties we must fight against in establishing foreign trade. According to one consular officer who came home a fortnight ago this country is in for an export boom regardless of the attitude of the European nations, for the foreigners will buy American goods, not because they actually want to buy them, but because they must have them.

The chief drawback to the development of this trade, declares the consul, is the inclination of American manufacturers to be somewhat close on credit terms, many of them demanding the deposit of cash in an American bank to cover the goods before making deliveries. It is the credit side of the export question that must receive most attention from Americans. Even in the peaceful years before 1914 much Latin American trade went to Europe, for instance, simply because European manufacturers are willing to gamble on long credit while the American wanted to do business as he did it at home. At the present time, in certain lines of commodities, short credit terms can be enforced but when Europe is again at peace American exporters will find a credit situation developed that will make twelve-month notes look like cash payments. The situation will have to be faced by those who intend to stay in the trade, and the proper time to prepare to face it is right now when competition is at low ebb.

DID you ever steer a sailboat through a “choppy” sea with a stiff breeze? If you haven’t, you have probably seen it done. The boat sticks her nose into a big roller. The helmsman braces himself. The boat quivers and slackens speed. The man at the wheel “eases” her a bit—looks at his sails—watches every trick of the water and swings her bow back to meet the crest of the wave. A second’s hesitation—and the craft slides forward gallantly! She is ready for the next big fellow.

Every prospect is a wave to be met, studied and conquered!

A good salesman is ever at the tiller. He must know his craft—the talking machines he is selling—as the sailor knows his boat. Yes, even better than that. He must sink his very individuality in his goods.

The start of each sale is hard. Stick to the rudder! Be on the job—not near it. Watch every twist of the transaction. Each sale must be handled differently. “Baby” some of them—then push them hard. Push others hard all the time.

And finally—whether you are selling talking machines, pianos, players or transcontinental railroads—there is bound to be that one BIG moment when the whole thing seesaws between success and failure. Steady it with all the tact, finesse and diplomacy that is in you! It’s make or break now! Make—and tally one more good sale to your quota.

DEALERS moving into larger stores, making additions to their present quarters, or remodeling the latter to allow more space available for the display and sale of talking machines; jobbers and distributors leasing entirely new buildings for storage purposes that they may better meet the steadily increasing demands of these successful dealers, all go to prove that prosperity is not only here, but that talking machine men are getting their share.

Several years ago there were pessimists in the trade who viewed increased business each year as marking the floodtide in trade, and predicted that the talking machine business would hit the down grade immediately afterwards. These pessimists persisted for several years, and each year there was more business to be handled, with the result that the croakings of the “prophets” lost value, and instead of waiting for something to happen the far-sighted members of the trade prepared for the bigger things to come. These big things have come and are coming—1914, 1915 and 1916 all set new records in trade volume, and the prospects for 1917 are so good that even those in the best position to judge cannot safely suggest any probable percentage of decrease.

This growth of the talking machine business has not been accidental. It has been due to good, clean, persistent advertising, educational work on a par never before attempted, aggressiveness in production and sales methods and a firm belief in the future of the business. With the continuance of such a policy insured, the peak of trade development is still far in the future.

The year just closing has also been one of uninterrupted development for the Talking Machine World. Its sphere of influence continues to broaden, thanks to the support vouchsafed it by advertisers and by subscribers who are now spread practically throughout the civilized globe. Its policy in the future, as in the past, will be one devoted to the upbuilding of the industry along honorable lines. For the New Year we wish our friends the largest measure of prosperity and happiness.

Yuletide Greetings!

To all Victor dealers we take pleasure in extending our best wishes for a

Merry Christmas and Happy New Year

May the coming year be the most prosperous and successful they ever experienced.

Pearsall Victor Service

During 1917 will be directed towards giving Victor dealers a brand of service and co-operation that will insure their continued prosperity and success.

Be a Pearsall Dealer in 1917

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK

STEINERT'S
35 ARCH ST.  **BOSTON.**

A four-story building right in the heart of Boston's Business District devoted exclusively to Victor-Victrolas and Records.

The Result of

STEINERT SERVICE

We solicit the patronage of those who have not yet become acquainted with **STEINERT SERVICE.**

Our regular patrons appreciate it.

As Victor Specialists we offer advice and cooperation.

M. Steinert & Sons Co.

Largest Musical Instrument House in New England

Our last message for 1916 is a most significant one for 1917—that the Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy fair and square and the advertising effective.

(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



CLEVELAND CONCERNS GOING AFTER HOLIDAY STOCK

Local Houses Send Representatives to Factory in Effort to Hurry Shipments—Some New Stores Enter the Field—Better Grade of Machines Have the Call—Fine Window Displays

CLEVELAND, O., December 4.—Analysis of the talking machine trade in Cleveland at the outset of the holiday season brings forward at least one big outstanding characteristic: Confronted with the prospect of the most stupendous volume of business in the trade's history, jobbers supplying the retailers have been brought to the realization that they will be unable to supply the market. There have been more or less frantic trips on the part of local managers to the Eastern bases of supply with the hope that oral persuasion would bring better shipments than urgent pleas by mail or wire. In the chorus pleading for the jobbers "to have a heart" are not only the retailers who have carried talking machine lines in the past, but from scores of others who are anxious for a bite of prosperity pie. Save for a few exceptions the newcomers, or would-be newcomers, have been refused.

One of the exceptions is the University Music Store, due to open at the time this issue appears, at Euclid avenue, near East 105th street, the most fashionable of the uptown business centers. This new store will handle Columbia records and Grafonolas. H. E. Gott is the principal stockholder. It will have to compete with the University Book Store, also handling the Columbia line, and the Euclid Music Co., handling Victor products. All are within a stone's throw of one another.

The Phonograph Store, 9721 Lorain avenue, is one of the latest additions to the number of establishments handling Columbia products. J. L. Brown is the manager. The Starr line has

found another new home at Dobb & Hughes, Payne avenue and East Fifty-fifth street. The Royal Furniture Co., an old handler of Columbia products, in moving to its new location at East Ninth street and Prospect avenue, gives the Columbia one more fine downtown store.

L. N. Blum, of the Phonograph Co., was among the Clevelanders who have been in the East in an effort to get better shipments to the local Edison headquarters. He reports inability to fill December 1 orders and that all hope of supplying new dealers until after January 1 has been abandoned.

T. H. Towell, president of the Eclipse Musical Co., has just returned from Camden, on a crusade for heavier shipments. This house's November business has been 125 per cent. greater than that for November, 1915.

George Madson, head of the Columbia headquarters here, reported on November 29 that he had no machine under \$100 in the house. He said the visits here of the Boston National and Inter-State grand opera companies were responsible for a vast increase in the sale of the better class of Columbia records. Zenatello, Baklanoff, Marr, Maria Gay, Maggie Teyte, John and Henry Scott were members of these companies. All are Columbia artists.

Sales Manager Brett, of the local Starr store, is exuberant over the success of the Starr phonograph. "We are getting the benefit of the increased output of the new factory, but at that we will not be able to supply the demand," he said.

To better care for its increased holiday patronage the May Co.'s Victrola department, in charge of Miss Ethel Volk, has employed seven extra sales people until after December 23.

No single month in 1916 has been so productive of beautifully dressed Cleveland windows as has November. On all sides were evidences of the dealers' realization of the value of doing something more than the mere planting of records and machines in their respective windows. The Eclipse Musical Co., the Euclid Music Co. and Bueschers were among the most noteworthy. The Eclipse played on the old familiar railroad crossing sign, "Stop, Look and Listen," made to read "Stop, Look, Come In and Listen." The Euclid Co. set up a chopping block with an ax nearby. The Victor dog was placed on the block, suggestive of a Thanksgiving turkey. Rich, red autumn foliage was blended with the woodwork of a Victrola by Bueschers' window dresser.

To all outward appearances the Grafonola Co., which moved to its new location in the Stillman Building about October 15, was out of business for two weeks in November. The entire front of the store was boarded up to permit a change in window architecture which when finished will give the store a window on each side of the entrance instead of the previous single window. There was no let-up in sales, however.

One Victor dealer, the Cleveland Piano Co., 1612 Euclid avenue, is preparing to move to some other site, not yet decided upon.

Bing's furniture store, Prospect avenue S. E., opposite the Colonial Arcade, and the four Conrad, Baisch & Kroehle furniture stores are among the list of new retailers of the Vita-Nola talking machine here.

Our Best Wishes For A
Merry Christmas

And Continuous Prosperity
Throughout the New Year



ECLIPSE MUSICAL CO., VICTOR
Distributors
CLEVELAND

“The Phonograph with a Soul”

NEW YORK GLOBE



Mr. Edison Examining an Edison Re-Creation

The critics who stamped these tributes upon the NEW EDISON realize that here, at last, is a mechanical musical device possessing the human element which no similar device had ever before incorporated—that here is an instrument which absolutely and flawlessly Re-Creates the human voice and the music of human-played instruments, even to the very magnetism of the artist's personality. They realize that the gulf between the human and the purely mechanical has been bridged—that the NEW EDISON is the musical marvel of all ages.

Because “Edison Snares the Soul of Music” and gives it to the public through “The Phonograph with a Soul” the Edison dealer possesses an advantage no other dealer can have. In addition to all those who have no special musical training, he has for prospects every real music lover who will not respond to a mechanical mimicry of the original, but who requires

“Edison Snares the Soul of Music”

NEW YORK TRIBUNE

nothing less than the original itself or a Re-Creation which cannot be distinguished from the original.

The New Edison satisfies the true music lover's every requirement. More than 300,000 music lovers and the representatives of nearly 300 of the leading newspapers of America have testified to this fact after hearing Edison artists sing, or play, in direct comparison with the Re-Creation of their voices or the music of their instruments, by the NEW EDISON.

“The Phonograph with a Soul” and the Edison Probationary Zone Policy are a combination that spells “SUCCESS” for the live dealer. Correspondence with live dealers is welcomed.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue
Orange, N. J.



The New Edison Chippendale—Official Laboratory Model

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., December 6.—The old story, a scarcity of machines, is what one hears everywhere in the trade. The business for December has made a good start and November is being looked back upon as a banner month so far as trade is concerned. In the record output the business has been simply phenomenal and a great impetus has been lent by the presence in this city of Billy Sunday, the evangelist, whose records, that is the Rodeheaver hymns, are being advertised widely by the talking machine shops and are having a very large sale.

Columbia Officials Pay a Visit to the Hub

Manager Erisman, of the Columbia Graphophone Co., was honored with a visit from a group of the leading Columbia officials recently. The visitors included John Cromelin, the company's general manager; Edward Burns, the vice president; W. C. Fuhri, United States manager; C. A. Hanson, factory manager; Lewis Sterling European manager from London, and F. Parker, manager of the Columbia's business in Australia. The guests were in Boston for two days and in the evening of the first day they were the guests of Al Jolson, star of "Robinson Crusoe, Jr.," who tendered them a box at the Shubert Theatre. A luncheon party at the Touraine the following day was a feature also. Their purpose in coming to Boston was to get in close touch with dealers, many of whom in the city proper they visited to get their point of view of the important question of the selling proposition. They found out the kind of machines for which there was the greatest call, sought for all kinds of criticism, either on the part of dealer or customer, got a line on their likes and dislikes, studied the type of salespeople the dealers employed, made suggestions and in short carried away a fund of valuable information. Late in the afternoon the party left Boston by train, with the exception of Vice President Burns, who with his wife motored to Springfield, Mr. and Mrs. Burns having been touring around in their car.

The following day there was a further conference of the party at Bridgeport, which was attended by Manager Erisman. This conference was between the factory officials and the selling organization and it was held at the Hotel Stratford. After a careful study of all the business situation, all done with the object of promoting a more sympathetic co-operation between executive officers, factory officials and

the distributing force, the conference adjourned to New York where a subsequent session was held at the Hotel Knickerbocker, where the business problems were gone over still further. The necessity for a better understanding had arisen in part through the present scarcity of materials and the scarcity of help. Manager Erisman says that a vast amount of good will result from these conferences and will eventually be felt in the smallest and humblest corner of the business.

Osgood Co.'s Big Business

The Victor and Columbia departments of the C. E. Osgood Co., one of the leading Boston furniture houses, is doing a very large business these days under the management of Chester J. Sylvester. With the addition of several new demonstration booths done in white and furnished comfortably the house is better able than ever to meet the needs of its growing business. A recent addition to Manager Sylvester's staff is Clifford di Fraytas, a former Boston newspaper man, who is making good in his new undertaking.

New Hume Department Active

From the day the Victor department was opened in the new Hume Piano Co.'s ware-rooms, in Boylston street, Manager Warren Batchelder has had a busy time of it. Mr. Batchelder's many friends have rallied well to him in his new atmosphere and in addition he has been greeting many new patrons.

Columbia Men Discuss Holiday Problems

Manager Arthur Erisman met the leading members of his Columbia staff around the festive board at Lombardy Inn a week or more ago to discuss the holiday business and the best way to meet the constant calls for machines. A determined effort is being made by Manager Erisman to interest not only his own men at the Columbia headquarters but the dealers as well in the higher priced machines. It was pointed out that between now and January 1 it will be a physical impossibility to get certain types of Columbias, and it was pressed home upon the salesmen that they must sell the other types which can be had more easily. Manager Erisman pointed out that there was a good opportunity of putting into practical application their ability as clever salesmen; it offered a rare opportunity of displaying a new type of salesmanship. He illustrated his point by telling of certain dealers who had been persuaded into pur-

chasing machines fifty and even seventy-five per cent. higher in price than what they first had intended buying. As it is, he said, the company will not be able to fill more than fifty per cent. of the orders before the advent of the new year.

Artists Call at Eastern Co. Headquarters

Business at the Eastern Talking Machine Co. has been making rapid advances of late and in the wholesale department Billy Fitzgerald has been having great difficulty in procuring enough Victor machines to meet the demand. An interested caller at the Tremont street warerooms of the Eastern a week ago was Kellogg, the famous bird imitator, who was filling an engagement at Keith's, a block away. Another who is a frequent caller at the Eastern ware-rooms is Emilio De Gogorza, the baritone.

New Solophone Models Exhibited

Some of the latest models of the Solophones are being shown in the window of the Hallet & Davis Co., Boylston street, but these are a small part of the handsome assortment which are on exhibition in the newly opened warerooms on the third floor of the building, which have been redecorated and furnished in the most attractive manner. There have been quite a number of enquiries about this machine lately.

Interesting Schools in the Victor

The Eastern Talking Machine Co. is following with much interest the labors of Miss Grace Barr and J. A. Swineford, who are visiting many of the public schools in the city in an effort to interest them in the use of the Victors as an accompaniment to singing, writing and the use of the typewriter. It is contended by these demonstrators that better work can be done to the rhythmic accompaniment of good music and that in harmony with the human voice it is a great aid to children. Thus far Miss Barr and Mr. Swineford have met with most pronounced success.

Harvey Co.'s Artistic Show Windows

By far one of the most artistic show windows seen in Boston in some time was that exhibited for ten days by the C. C. Harvey Co., in Boylston street, dealers in Victor and Edison machines. The window, which is a large one, was done altogether in Japanese with handsome rugs, fabrics and teak wood and other furnishings. At one side was a Victrola with the case in Japanese design. For a part of the time a young woman in Oriental garb was in the window demonstrating the Victrola. The window

BOSTON

"Exclusively"
EDISON

NEW HAVEN

PARDEE-ELLENBERGER

MORE than ever does the dealer realize that an "exclusive" representation works to his advantage. The Edison Diamond Disc Phonograph is the ideal of the progressive dealer, because it is the art-creation of Edison's master genius, and you know and everybody knows that Edison's endorsement spells **BUYERS' CONFIDENCE.**

was arranged by Vesper L. George, a well-known artist, who is quite accomplished at window dressing. The window was highly commented on everywhere.

Victrola for Billy Sunday's Use

A stroke of enterprise that reflects great credit on the house of M. Steinert & Sons Co. was the installation of a handsome Victrola in the home of Billy Sunday, the evangelist, who is here on a ten weeks' campaign. The Victrola is for the use of the family while they are in town at 324 Commonwealth avenue, and with it was sent a large collection of choice records, including all of the revival hymns used at the Tabernacle.

Vocalion Co.'s Enlarged Quarters

Now that the Vocalion Co. has enlarged quarters through having a lease of the entire building at 190 Boylston street, it has better facilities for the display of its handsome assortment of Aeolian-Vocalions. In addition to the first ground floor the one above is used with several handsome apartments for purposes of demonstration where prospective purchasers desire privacy. In the show window are several unusually ornate machines, the central one being done in Japanese lacquer finish. A new salesman added to the selling staff is Albert Feldman. Just now the interior is in holiday garb, Manager Roy Hibshman having installed many potted palms in the balcony and on the ground floor, just the right touch of color is lent by potted poinsettias, in their gorgeous red.

Had Liberal Tastes in Records

George Lincoln Parker, the Victor and Edison dealer, had a curious call for records a few days ago. In response to Mr. Parker's advertising of the Billy Sunday hymns his warehouses were visited by a young man who asked for such familiar numbers as "Brighten the Corner," "If Your Heart Keeps Right," "Mother's Prayers Have Followed Me" and "Sweeter as the Years Go By." Then when these were being put up for him he suddenly asked Mr. Parker if he had "There's a Little Bit of Bad in Every Good Little Girl." Getting an affirmative reply he asked that it be included in the package.

Veeco Motors in Growing Demand

Business with the Veeco Co., whose place of business is at 248 Boylston street, is meeting with marked success, and the Veeco motors are being well disposed of; in fact, the output of 1917 is already pretty well contracted for, this being due to the diligence of John A. Davis and C. F. Simes, who have been putting in some hard work to make this motor a success, and those who are familiar with it say it is the success it is because of the merit that lies behind it. Both Mr. Davis and Mr. Simes were

over in New York a fortnight ago where they came in close touch with many of the leading talking machine dealers.

Business Good in Brockton

J. Frank Beal, a Columbia dealer at Brockton, was in town the other day and he told The World correspondent that his present business is unusually good and that for the entire year it is going to make a splendid showing. Mr. Beal's place, located at 12 Main street, is known as the Old Colony Piano Co. and is widely known to the residents of Brockton.

Brown and Baker at Advertisers' Meet

H. C. Brown, advertising manager of the Victor Co., and Edward M. Baker, head of the publicity department of the Columbia Graphophone Co., were in town early this month in attendance upon the annual meeting of the Association of National Advertisers.

Vocalion Illustrates Talk on Hawaii

An Aeolian-Vocalion was put to good use a few days ago at a meeting of the Old State

House Chapter, Daughters of the American Revolution, held at the residence of one of the members in Melrose. Miss Mary Brooks, of Gloucester, gave a picturesque talk on "Hawaii and the Ancient Women of the Hawaiian Islands," and the Hawaiian melodies were played on this Aeolian-Vocalion.

Dick Constantino, son of the celebrated tenor, Constantino, is now head of the language record department at the Boston warerooms of the Columbia Co.

New Sign for Steinerts

A large, handsome electric sign advertising Victors and Victrolas has been placed at one side of the main entrance to the store of M. Steinert & Sons Co. in Boylston street. It is planned to place another one on the opposite side of the entrance.

Vice President McNabb, of the Eastern Talking Machine Co., was a visitor at the Boston warerooms of the company for several days recently.

PRIZE WINNERS IN EDISON CONTEST

New England Winners in Edison Week Contest Headed by A. D. Elster, of Meriden, Conn., Who Gets First Prize

BOSTON, MASS., December 9.—Information has just been received by Manager Frederick H. Silliman, of the Boston warerooms of the Pardee-Allenberger Co., Inc., from the Edison headquarters telling of the New England prize winners in the recent Edison week contest. The first prize of \$100 was won by A. D. Elster, of Meriden, Conn.; the second prize, \$50, went to the James Hislop Co., of New London, Conn.; the third of \$30, to the Shepard Co., of Providence, and the fourth, of \$20, to the Portous & Mitchell Co., of Norwich, Conn.

The judges were Charles D. Whitredge, the superintendent of decorations at William Filene & Sons Co., of Boston; William Nisbet, designer and manufacturer of wax figures in Boston; William A. Gillies, superintendent of the decorating department for the Shepard Norwell Co., of Boston.

The Boston stores that entered into the competition were the Iver Johnson Sporting Goods Co., at the corner of Washington street and Cornhill, and the F. H. Thomas Co., on Boylston street. The Iver Johnson window exhibited a beautiful wax figure representing a prima donna making a record or a re-creation, as the Edison Co. now calls it. Near by was a handsome \$250 Edison Diamond Disc machine and other symbols of the Edison line. A profusion of asparagus vine was used in the decoration with good effect.

ARRANGED ATTRACTIVE WINDOW

How the Pardee-Allenberger Co., of New Haven, Dressed Up for Football Game—New Edison Dealer in Middleboro, Mass.

BOSTON, MASS., December 8.—Manager Silliman, of the Pardee-Allenberger Co., Inc., who was one of those who went to New Haven, Conn., for the big Harvard-Yale football game a fortnight or so ago, speaks enthusiastically of the handsome window that the Pardee-Allenberger Co. arranged for that special occasion. The interior was made to resemble a ball field with the usual life and activity properly pictured. Some golden posts added a bright touch to the scene, which was the object of considerable attention all that day. The window of this new establishment is fifteen feet wide and lends itself to large displays admirably.

A new addition to the Edison dealers, Mr. Silliman announces, is the Cushman-Gardner Furniture Co., of Middleboro, which store is a branch of the Cushman Furniture Co., of Attleboro. The Middleboro shop, which is operated by Mr. Cushman in person, is artistically fitted up with several demonstration booths.

ATTRACTIVE WINDOW DISPLAY

LYNN, MASS., December 4.—The G. W. Lord Co., dealers in Victor-Victrolas and records at 111 Munroe street, has a most interesting exhibition of souvenirs from the Mexican border on display in its window recently. The exhibit was collected by five members of Company D, Eighth Massachusetts Regiment.

W. H. BAGSHAW

Lowell, Mass.

The finest point in reproducing music on a talking machine is the needle. It takes real art to make a needle that will bring out the best music the records contain and yet not impair the record itself.

Bagshaw needles have won their international reputation for quality, because they bring out the artists at their best without injuring the record surface.

The firm of Bagshaw was established in 1870. The needles made by this company have therefore stood the test of time. To-day everybody knows Bagshaw needles are

BEST BECAUSE THEY ARE BAGSHAW



HIPOLITO LAZARO



FLORENCE MACBETH



DE PACHMANN

No one thing is so significant of the progress Columbia has made, and of the popularity of the name "Columbia" as the number of renowned artists that have allied themselves with Columbia within the past few months.

Barrientos
Lazaro
Sembach
Chicago Symphony Orchestra

Goritz
Rothier
Marr

Eddy Brown
De Pachmann
Leonhardt

Stanley
Gates
Macbeth

Little Symphony Orchestra

No such array of famous names has ever before been assembled *in so short a time*. Nothing could tell a dealer more surely what the future of Columbia is to be than the addition of these names to a list that already numbers such artists as Bonci,



COLUMBIA GRAPHOPHONE

WOOLWORTH BUILDING



LEON ROTHIER



HELEN STANLEY

From Photo
© Georg



No 2



LUCY GATES



JOHANNES SEMBACH



MARIA BARRIENTOS

Photo © Mishkin

significant
Columbia has
prestige of
"to-day
world re-
at have
exclusively
in only

Ysaye, Hofmann, Godowsky, Fremstad, Parlow, Teyte, Ferrari Fontana, Graveure, Seagle, Casals, Nielsen, Garden, Slezak and Scott.

Here's *something* for you to sell Columbia product on! *Prestige!* Prestige of great names, prestige of quality, prestige of manufacturing processes that have lifted Columbia product to the very highest eminence of art. The prestige of a marvelous progress that is making the name "Columbia" and the "music-note" trade-mark the most significant in the entire music trade to-day.

OPHONE COMPANY

ING, NEW YORK



ROBERT LEONHARDT



OTTO GORITZ



ADVERTISING AND SELLING RELATED

Mark Silverstone, Head of the Silverstone Music Co., Expresses Some Interesting Views on the Closeness of That Relation

Mark Silverstone, head of the Silverstone Music Co., St. Louis, Mo., has a wide reputation both as an advertiser and a salesman and therefore his views on these two subjects have the standing of authority. In a paper read recently before the Advertising Club of St. Louis, Mr. Silverstone made the following excellent points:

"Any industry that has a remarkable growth must attribute its success to its merchandising plan, the fundamental basis of which is advertising. Any merchandising plan that does not include advertising will not be successful. You cannot meet competition without it. Advertising creates demand which enables the retailer to come into his own in the way of increased profit and brings him in closer communion with the public. As an illustration: The name of a firm is mentioned and the reply is, 'Oh, yes, I know them.' The party may never have had any dealings with this concern and still he knows them through their progressive advertising.

"Salesmanship is a science that should be founded on common sense. Much has been said about the psychology of salesmanship, yet after all the closest psychological investigation shows the science is based absolutely upon common sense.

"The salesman must know his line thoroughly. I remember asking a newspaper advertising solicitor how half tones were made, and he answered, 'Oh, they have some sort of process, but I've never gone into the matter.' I would have had a greater amount of confidence if he could have shown his familiarity with the workings of his newspaper. The more complete his knowledge, the more convincingly he could talk and the easier and better he could have sold me. The salesman should know and put into practice any new ideas that may develop and not think that he knows it all, which reminds me of the man who went to an oculist and was told that he would lose his eyesight. He answered, 'Oh, well, it matters not, I've seen everything.'

"Tact is a most essential requisite in salesmanship. I will give you an illustration of tact. A friend of mine named George Silzer, in Des Moines, is a very busy man, very good natured and popular. Many of his friends call on him during his busy moments. He has a card printed in German, 'Ferdant ein ander stunde geschose, Nach, geschwint.' The caller sees the card and with natural curiosity inquires what does it mean. George says with a smile, 'Do you really want to know what that means?' The answer is 'Yes.' Well, here it is: 'Damn it, another hour shot to pieces, make haste.' The visitor promptly takes the hint, and George has won out through his tact. It is necessary to use different arguments on the

ROTTEN STONE

FOR

Record Manufacturers

ANY QUANTITY—ANY TIME

We mine and manufacture the only deposit of Rotten Stone in this country.

You aim at quality in your Records, tone quality especially. Rotten Stone is the only material which will give this in the highest degree.

Many of the largest Record producers now use our product. It is soft and velvety, tests 200 mesh, and is double air-floated. Prices moderate and shipments prompt. *Working samples sent free on request. Express prepaid.*

PENN-KEYSTONE CO.

Keystone Minerals Co.
Sole Agents

35 EAST 21st STREET

NEW YORK

value of your advertising when repeating visits to prospective advertisers. I can say as an advertiser that I have heard the same old story told seven times by the same salesman."

NEW VOCALION HALL OPENED

Headquarters of the Aeolian Co. in Providence, R. I., Are Most Attractively Decorated

PROVIDENCE, R. I., December 3.—The new store of the Vocalion Co., known as Vocalion Hall, which was opened last week, is one of the most distinctive and attractive stores in this city. It is located on Westminster street, in the heart of the business district, and will be headquarters for the Aeolian lines in this territory. Leo E. G. Shatney is the retail manager of the new store. The general color scheme of the warehouses is blue and gray, and the Vocalion department is equipped with six demonstrating rooms, which are attractive and most comfortable. After the first of the year the Weber-Steck, Wheelock and Stroud instruments will be carried.

INCORPORATED

A certificate of incorporation has been issued to the Telautophone Co., of Wilmington, Del., which has been organized for the purpose of manufacturing talking machines and records. The capitalization of the concern is \$500,000.

NEW FLAT TABLE TOP CABINET

Introduced by Globe-Wernicke Co.—Added to Brown Disc Cabinet Line—Adaptable for Various Styles and Makes of Machines

CINCINNATI, O., December 8.—The Globe-Wernicke Co., of this city, manufacturer of Brown's disc record cabinets, has just added to its line a flat table top cabinet which promises to be one of the most successful types of cabinets that has ever been introduced to the trade. This new cabinet is designated as Brown's disc record cabinet No. 4 T, and is the same as the regular Brown cabinet No. 4, but with a table top.

The prospectus sent out to the dealers featuring this new cabinet calls attention to the fact that it is adaptable for use with Aeolian-Vocalions, sizes D and E; Columbia Grafonolas, sizes 15, 25, 35 and 50; Victrolas 8 and 9. The top of this new cabinet measures 18¾ inches wide by 22¼ inches deep, and it is manufactured in mahogany and quartered oak. It holds 100 ten or twelve inch records.

The Globe-Wernicke Co. has been achieving phenomenal success with the Brown disc record cabinet line, and has sold these cabinets to the leading Victor dealers throughout the country. The new flat table top cabinet will enable the company to broaden its field materially, and generally interest dealers in all makes of talking machines.

THE HOME OF THE Cortinaphone IN CHICAGO

Messrs. Mandel Bros., one of the largest Department Stores in the world, has now established a school of languages conducted with the aid of the "Cortinaphone."

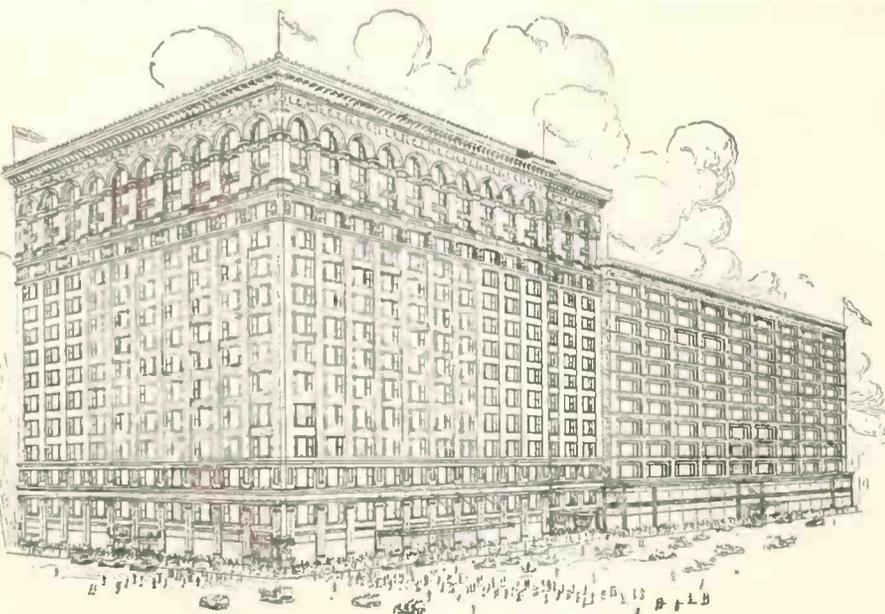
The "Cortinaphone" method consists of fifteen double face twelve-inch records of each language, giving the exact pronunciation of the language studied in conjunction with the text books furnished.

You are losing money every day that you are without this line. You owe it to yourself to investigate it.

We furnish all advertising matter free of charge.

Write us to-day

CORTINA ACADEMY OF LANGUAGES
12 EAST 46th STREET
NEW YORK



WAR HAS NO EFFECT ON CANADIAN TRADE INCREASE

Holiday Talking Machine Business Breaking All Previous Records—New Machines on the Market—New Vocalion Wholesale Distribution—The Toronto Market Reviewed

TORONTO, ONT., December 4.—In Toronto as in other cities of the Dominion, the talking machine trade is now up to its ears in taking care of holiday business, which promises to exceed by many per cent. all previous records, and to be held within bounds only by the scarcity of certain types of machines. Whatever the effect of the war on the country generally, it certainly is not felt by talking machine dealers.

The Pathé Frères Phonograph Co. has placed its wholesale representation in Ontario with Geo. H. Honsberger, of this city, who became connected with the firm in October.

T. C. Wright, lately manager of the Hamilton branch of the Nordheimer Piano & Music Co., Ltd., and who was promoted to be wholesale manager of the company's Aeolian-Vocalion department here, was presented with a handsome case of pipes and a cane suitably engraved, by the staff of the Hamilton branch, as a mark of their esteem. Mr. Wright has been connected with the Nordheimer house for twenty-eight years.

The Regal Phonograph Co., 43 Queen street, East, are handling the Ideal talking machine in addition to motors and accessories.

A. R. MacDougall & Co., Ltd., 266 King street, West, are the Canadian representatives for the Alura talking machine and Operaphone records.

The Columbia Graphophone Co., Ltd., this city, has recently added fourteen new French-Canadian ten-inch records by six prominent Montreal French vocalists.

A number of ladies interested in Red Cross work in Clinton, Ont., agreed to open their homes on a certain evening for a Victrola concert—each home being open on the same evening. Tickets were sold in advance. On the evening arranged for five concerts were being conducted simultaneously in different homes.

The Music Supply Co., 36 Wellington street,

East, this city, have been appointed agents for the Province of Ontario, for the Manophone manufactured by James Manoil Co., Inc., Newburgh, N. Y.

The Nordheimer Piano and Music Co., Ltd., have announced to the public the addition of Columbia Grafonolas and records to their phonographic department.

On a visit to New York recently Mr. Montagnes, of I. Montagnes & Co., Canadian distributors of Sonora phonographs, in Toronto, arranged for still larger shipments for immediate delivery. The members of this firm are immensely pleased with the results of fall trade to date. While in New York Mr. Montagnes arranged for distribution to their dealers of a very expensive and handsomely gotten-up publication, entitled "Sales Helps for Dealers." This is not sold nor given to the dealer, but lent to him, remaining the property of the Sonora Co.

Homer D. Kresge, advertising manager of the R. S. Williams & Sons Co., Ltd., for the past six months, has been appointed sales manager of the wholesale phonograph division of this company, from which position he will keep in close touch with the Edison dealers throughout the country, and endeavor to promote their sales and efficiency by an active program.

The offices of Pathé Frères Phonograph Co. have been removed from Victoria street to the factory purchased by this firm at 4 and 6 Clifford street.

"September business was 80 per cent. over September of last year," announced John A. Sabine of the Music Supply Co., referring to their sales of Columbia lines, "and the October increase was still greater."

Six Canadian towns, Belleville, Napanee, St. Mary's Brockville, London and Ingersoll were recently visited by Hardy Williamson, who sang in direct comparison with his own voice as re-

created by the New Edison Diamond Disc machine. The music critic of the London Advertiser says of the concert in that town: "Mechanical voice and human cannot be distinguished apart."

The Carola Co., of Canada, Ltd., has been incorporated with a capital stock of \$40,000 by Warren K. Cook, Herman R. Peterson and Frank J. Foley, all of Toronto, Ont., to manufacture phonographs, etc.

A number of the Brunswick phonographs are now on display at the showrooms of the Brunswick-Balke-Collender Co., in this city. These are the production of their own factory at Toronto, the cabinets being in mahogany.

The Brant-Ola phonograph is the newest product of the Brantford Piano Case Co.'s factory. Since commencing the manufacture of cabinets this firm have been impressed with the possibilities of the phonographic field hence the new one.

Musical Instruments, Ltd., have been incorporated in Toronto, Ont.

A special department has been organized for the wholesale distribution of the Vocalion in Canada. This department has been placed in charge of T. C. Wright until recently manager of the Nordheimer Piano & Music Co., Ltd., branch in Hamilton, Ont., and a life-long member of the Nordheimer organization. Already the Nordheimer Co. has received applications for agencies from some of the most successful and representative dealers in Canada. They are spending a large appropriation in newspaper advertising which is bringing splendid results to date.

The Dominion Phonograph Co., of this city, has recently registered.

The Robert Simpson Co., Ltd., have opened up a phonograph department on the sixth floor of their store featuring Pathé and Edison lines.

The Diamond Disc Shop, of Peoria, Ill., has been incorporated with a capital stock of \$12,000 by James P. Lacey, Geo. H. Buser and Myrtle Buser.

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.



Now and After Christmas

Most Victor Dealers know from experience that the demand for Records does NOT let down after Christmas.

The newly sold machines call for just so many new Records, and the owners of the older machines take the usual interest in new numbers.

Your Record business, both now and after Christmas, is frankly solicited by this Victor Distributing House.

We are able to fill your orders for Records in practically any amount.

You realize that the future of your talking machine business lies in Records, not the machines.

Much of the success you achieve depends on the character of your distributor's service.

We are most anxious to cooperate with you.

Schmelzer Arms Co.
KANSAS CITY, MO.

Distributers for The Victor Talking Machine Co.

Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty good guess.

(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



HOLIDAY TRADE BRINGS PROBLEMS IN INDIANAPOLIS

High Cost of Living and Influx of Many New Machines Expected to Have Some Effect on Trade Generally—Most Concerns Report Increases—After Fraudulent Advertising

INDIANAPOLIS, IND., December 5.—Indianapolis talking machine dealers are wondering how much effect the high cost of living will have on their holiday sales. While most of the dealers are taking an optimistic outlook, there are some who confidentially admit they do not expect as big business this year as last year.

Another factor which all the dealers admit will cut into the individual dealers' sales record is the fact that Indianapolis has been practically flooded with different kinds of new talking machines within the last six months. Every large furniture store and department store is now selling some kind of talking machine. The advertising columns of the newspapers contain many display ads of the various machines. The secretary of the Indianapolis Better Business Bureau, which is fighting fraudulent advertising, in addressing a meeting of the Indianapolis Credit Men's Association last week called attention to the way in which the talking machines were being advertised.

"There have been many new machines placed on the market recently, and some claims are being made that some of these cheaper machines are in every respect equal to the standard and higher-priced machines," he said. "Although we have not had any complaints as yet, we are expecting to get some."

It was made clear that the bureau was concerned only in any misleading statements that might be made in the advertisements, and no attack was made on the cheaper machines themselves. Most of the merchants who are handling the low-priced machines have been very fair in their advertisements.

The wholesale houses are struggling to fill their out-of-town orders. All of them declare they have more orders than they can readily handle.

Walter E. Kipp, of the Kipp Phonograph Co.,

said that business was being guided solely by the amount of goods obtained from the factory.

"I have never seen business so prosperous throughout the entire zone," declared Mr. Kipp. Helen Clarke and Herman Sevely, two Edison artists, have been making tone tests for a number of Mr. Kipp's dealers, and Mr. Kipp reports that the dealers are enthusiastic over the results.

M. Tobin, of the Pathé Pathephone Shop, says that his dealers everywhere report prosperous conditions. Mr. Tobin is expecting a big holiday sales record, especially in the wholesale field.

The Stewart Talking Machine Co., distributors of the Victrola line, is going at top speed to keep up with its business. The advertising the Victor Co. is doing before the holidays is tending to stimulate Victrola business more than ever both in the wholesale and retail fields.

A. W. Roos, manager of the Columbia store, reports that the wholesale orders are running more than 100 per cent. ahead of those of last year. Mr. Roos accounts for part of this increase as the result of additions made to his territory. The total sales for November were the largest in the history of the local branch.

Steinway & Sons have completed the installing of the Columbia line, and Edgar Daab, local manager, is expecting to get his share of the Columbia business.

F. J. Clark, manager of the Dictaphone department of the Columbia store, is working hard to win one of the trips to the January meeting of the Dictaphone salesmen in New York.

Paul Furnas, manager of the Aeolian branch, is commenting on the marked increase in business in the Vocalion department. The Aeolian Co. has been doing some effective billboard

advertising of the Vocalions along with the newspaper advertising.

At the Starr Piano Co. store, the Starr phonograph is being displayed to good advantage, and it should prove to be among the leaders in the holiday sales.

The Pearson Piano Co. continues to feature the "Hear Them Both" policy in their sale of the Edison and Victor machines. The E. L. Lennox Piano Co. is likewise pushing both the machines.

At the Fuller-Wagner Music Co. the Victrola and the Victor records continue in strong demand.

With the Columbia, Edison, Victrola and Sonora lines, the Carlin Music Co. is going after the holiday business strongly in its newspaper advertising.

The latest addition to the growing talking machine family in Indianapolis is the Windsor talking machine, handled by Sanders & Recker, a large furniture house.

The Indianapolis "American Electrical Week" is being held this week, and a large display is being given in Tomlinson Hall. A number of the talking machine dealers have exhibits at the show.

The Stewart Talking Machine Co. announces that Conrad Schellschmidt has been made head of their repair department. In Prof. Schellschmidt the Stewart Co. has a man in whom all the employes are interested.

With him the adjustment of a Victor motor or the erasing of a scar from a mahogany cabinet is a profound bit of science. His duties now are to instruct the other repair men.

The professor has been with the company since it started out in a single room to the present time, when it has a six-story building.

Murray E. Ness has sold his interest in the York Phonograph Co., of 216 West Market street, York, Pa., to Alfred T. Scarborough and N. S. Wisman, the two other members of the firm.

NOW IS THE TIME WHEN SERVICE COUNTS
TRY "AMERICAN" SERVICE

VICTOR VICTROLAS

IT'S GOOD ALL THE YEAR ROUND

VICTOR RECORDS

IF YOU HAVE NOT BEEN USING IT DURING 1916, MAKE A RESOLUTION TO START THE "NEW YEAR" RIGHT AND USE IT DURING 1917.

BE AN "ALL YEAR ROUND" "AMERICAN" DEALER

WE WISH THE BEST OF GOOD LUCK AND A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR DEALERS

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST.

Victor Distributors

BROOKLYN, N. Y.

NEWS OF THE MILWAUKEE TRADE

Several New Lines of Machines Well Received
—Shortage of Leading Makes—Dealers Carrying on Active Holiday Campaigns

MILWAUKEE, Wis., December 5.—The situation in the Milwaukee talking machine trade is the most remarkable that has ever been known. While almost every jobber and retailer is certain to run short of stocks before the holidays, the entire trade is engaged at this time in the sharpest drive for business in the history of the trade. Talking machine advertising never has been so heavy and so forceful and is creating a tremendous demand. It was possible only in a few instances to get deliveries from factories in sufficient volume to tide dealers over the holiday season before the acute car shortage, together with congestion in the factories, reduced production and shipments to a degree all out of line with the anticipated requirements. Under these conditions it would, at first glance, appear a waste of money to continue to advertise, when it is reasonably certain that not nearly all of the orders can be filled, but Milwaukee dealers are building for the future, and regardless of the situation that will be created before Christmas eve, the "punch" of the campaign will live a long time afterward and bring its returns.

"We are straining every nerve to adjust our supply to meet the demand, and while we cannot expect to fill all orders, we will at least show our patrons that we showed no discrimination," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co. Victor jobbers. "In some ways the situation is a very good one, for it removes the temptation of dealers to overload. Nevertheless, it is a merry fight and in spite of its unfavorable features, keeps us in splendid humor." Mr. Goldsmith has been carrying the brunt of the work, his brother, S. W. Goldsmith, being at the Mayor Hospital in Rochester, Minn., for treatment. George F. Ruez, president, has been spending a week to ten days in Ishpeming, Mich., to attend the wedding of his sister-in-law.

The Brunswick, distributed through the regular Milwaukee branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, has received an enthusiastic reception in this territory, according to Manager Thomas I. Kidd. The Milwaukee county exclusive agency has been placed with Emil O. Schmidt, who has just re-engaged in the piano and music busi-



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

ness and formally opened his new quarters at 218-224 Plankinton Arcade on December 1.

The Phonograph Co. of Milwaukee, Edison jobber for Wisconsin and Upper Michigan, is another large distributing house which fears a serious shortage of goods before the end of the year. William A. Schmidt, manager, reports an overwhelming demand from all parts of the territory. Retail business in Milwaukee and vicinity, handled by the Edison Shop, a part of the Schmidt organization, is beyond anything ever experienced. The formal opening of the enlarged quarters was held November 22. "Diamond Disc" hall, the new recital and concert auditorium which occupies most of the large store building added to the Shop, was dedicated at this time.

The C. W. Fischer Furniture Co., 217-223 Second street, which has been retailing the Pathé and Fraad with much success, has taken an exclusive agency for the Windsor in Milwaukee. Edward Meyer is manager of the Windsor department.

The demand for the Sonora Phonograph is simply enormous, according to Charles J. Orth. "This probably is due to the extensive newspaper advertising done in the local papers," said Mr. Orth. "The prime favorite is the Elite at \$175, followed by the Baby Grand at \$150. The Grand at \$225 also is a good seller. We expect to receive a Supreme at \$1,000 before Christmas and already have one order booked from a wealthy Sonora admirer in Milwaukee."

Mr. Orth purchased his Christmas stock in August and has been adding to it constantly. However, appearances indicate that there will not be one left by January 1. W. H. Heise and W. Roelke, two well-known phonograph men of Milwaukee, have joined Mr. Orth's sales force.

A. G. Kunde, 516 Grand avenue, Columbia distributor and retailer, is celebrating his eighth anniversary in that capacity. Mr. Kunde started business in a modest way at 413 Grand avenue,

and after one year moved to the present commodious quarters at 516 Grand avenue. A warehouse is maintained on Fond du Lac avenue. Mr. Kunde carries a stock of more than 50,000 records, and aims to carry 1,000 machines of the sixteen Columbia styles, although the demand is so brisk that he is considerably behind at this time.

George M. Winslow, who has been in the music business at Waukesha, Wis., for some time, has sold an interest to Bert White, and incorporated as the Winslow Music Co., with \$5,000 capital. The company is featuring the Sonora phonograph.

Gustave Spankus, of the Boston Store Victrola department, has resigned to become associated with the Hoeffler Mfg. Co., distributor of the Starr.

Every statement and invoice mailed by Gimbel Bros.' department store at Milwaukee on December 1 contained a "cut-out" of the famous Victor pup, on the reverse side of which was printed: "Every indication points to an embarrassing shortage before Christmas time in Victrolas and records. Protect yourself by placing your order early at Gimbel's. Just now we are splendidly equipped to take care of your wants." Leslie C. Parker, Victrola manager at Gimbel's, reports that the "stunt" already resulted in hundreds of inquiries and actual sales.

The Aeolian-Vocalion is distinguishing itself as one of the most popular phonographs that is being marketed in Milwaukee and Wisconsin. Paul A. Seeger, manager of the phonograph department of the Edmund Gram Music House, unloaded two full carloads this week, and of these, more than one-half went direct to homes.

H. M. Hahn is manager of the Edison department of the C. Niss & Sons Furniture Co., instead of T. B. Schreiter, who was noted in the last issue as joining the Niss store in that capacity. Mr. Schreiter has become a member of Mr. Hahn's sales force.

Miss Margaret Schumacher, for some time head of the Pathe department at Jung Bros. Co., Sheboygan, Wis., on December 1 joined the Victrola department of the Milwaukee Boston Store, of which J. P. Schoonmaker is manager. Miss Blanche Brewster, until now with Schuster's, Milwaukee, is another new member of Mr. Schoonmaker's staff.

The Flanner-Hafsoos Music House has increased the force in its Edison department. B. H. Buelow is a new salesman and Miss Esther Bauman has taken charge of the record department.

Thomas A. McGrath, who has been head of the service departments of several large talking machine shops in Milwaukee, has joined the Pathephone Co. of Wisconsin as service man for the Wisconsin and Upper Michigan territory.

Otto F. Leidel is a new member of the sales force of the Edison Shop, 211-215 Third street, under Herbert W. Gausewitz, retail sales manager.

Richard A. Zinke, manager of the Badger Talking Machine Shop, reports that November business was by far the largest of any month since the house was established two and one-half years ago, and December will doubtless break even this remarkable record.

The Frank E. Shultz Music House, 124 Third street, Baraboo, Wis., takes the Victrola agency by the purchase of the business of the W. H. Aton Piano Co., of that city. Miss M. Desmond is manager of the Victor department.

LANSING

Khaki Moving Covers

Protect from Cold or Stormy Weather

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

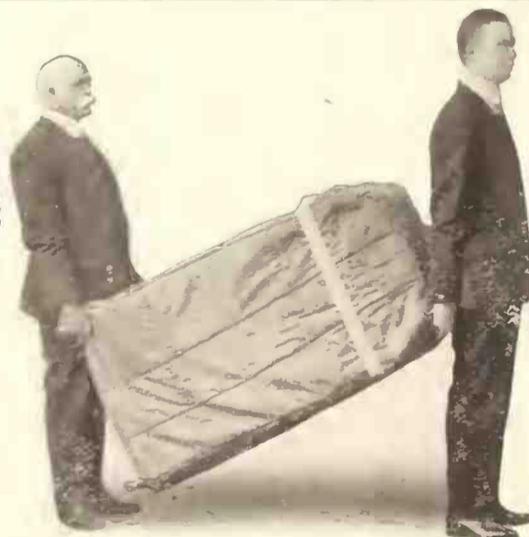
THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

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

GRADE A **\$7.50** Write for booklet

Carrying Straps Extra

E. H. LANSING
611 Washington St. BOSTON



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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK
FACTORY, ELYRIA, OHIO



CHICAGO

ATLANTA

SEATTLE



The Home of Heineman Motors, Elyria, O.
The Largest and Busiest Phonograph Motor Factory in the World
24 Hours Per Day—6 Days a Week

TO OUR PATRONS

We take this opportunity of thanking the phonograph trade for their patronage during the past year which has made possible the gratifying success of the "Motor of Quality."

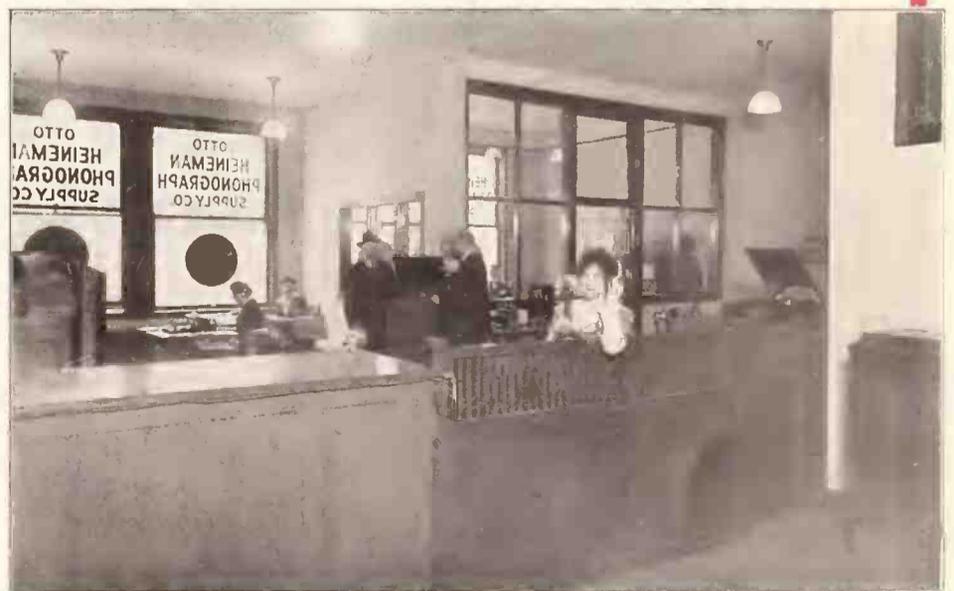
We sincerely appreciate this patronage, and in order to give our clients maximum service and co-operation we have considerably enlarged every department in our factory; thereby enabling us to adequately handle our business the coming year.

The illustrations on the following pages will give a fair idea of the magnitude of our plant, the growth of which we attribute to the continued courtesies extended us by our patrons.

Otto Heineman
President



A Section of the New York Offices



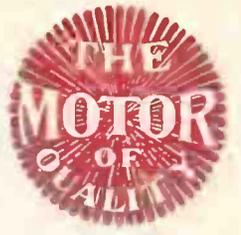
A View in the Chicago Office



Otto Heineman Phonograph Supply Co.

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FACTORY, ELYRIA, OHIO



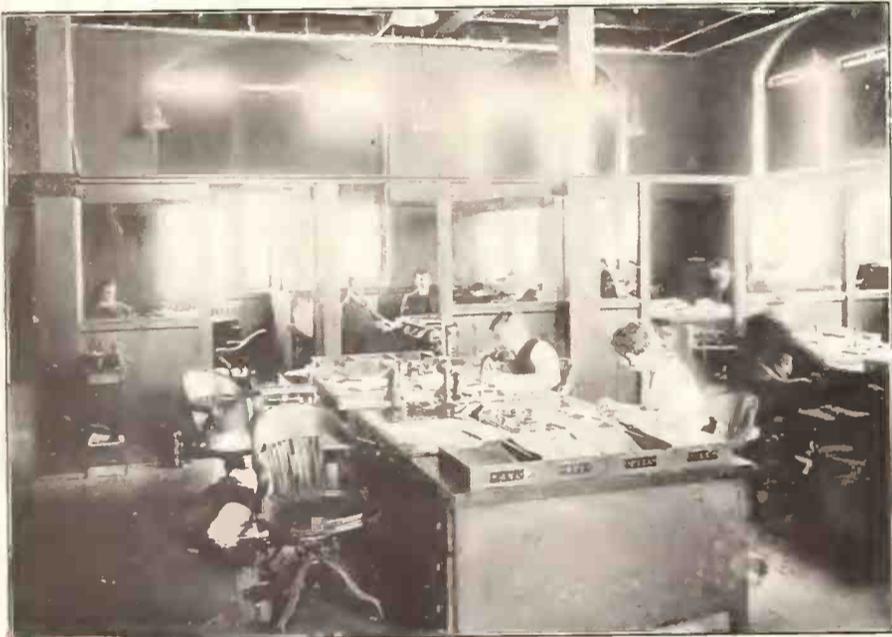
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A VISIT to the Home of the "Heineman Motor of Quality" at Elyria, Ohio, quickly reveals the secret of the success with which the Heineman Motor, within the short time of two years, has met in the Talking Machine Industry of America and far beyond. For the watchwords "Quality and Efficiency" seem to be writ largely across the very threshold of every department.

composed of not less than 139 individual parts and that each and every one of these 139 parts is manufactured within the walls of the Elyria Works, it will be readily seen that, if anywhere at all, it is at the Heineman factory where accuracy, reliability and perfection can be counted upon, because, except for raw material, the production of the Heineman Motor is not dependent upon any outside help or sources of supply for any of its parts, from



1. Factory Office



3. Grinding and Polishing Rough Castings

The Heineman concern takes a particular—and we think justified—pride in the fact that its "Motor of Quality" is the product of co-operative quality in the truest sense of the word: Quality of material, quality of equipment, quality of workmanship.

The following illustrations, interesting and instructive as they are, can only inadequately convey an idea of the vastness, intricacy and yet completeness of an organization whose efforts are all concentrated upon one object and one only—namely—the continued and uninterrupted success of the Heineman Motor.

When it is borne in mind that, for instance, the standard Heineman Motor No. 3—to take one of the most popular types of the various designs turned out at the Heineman factory—is

the smallest screw to the largest gear wheel or motor frame itself.

Even such—to the ordinary mind remote seeming—little details as, for instance, the oil which is used for the various bearings of the motor, or the wax used for the soundboxes, are "home products," being the outcome of innumerable experiments, tests and trials.

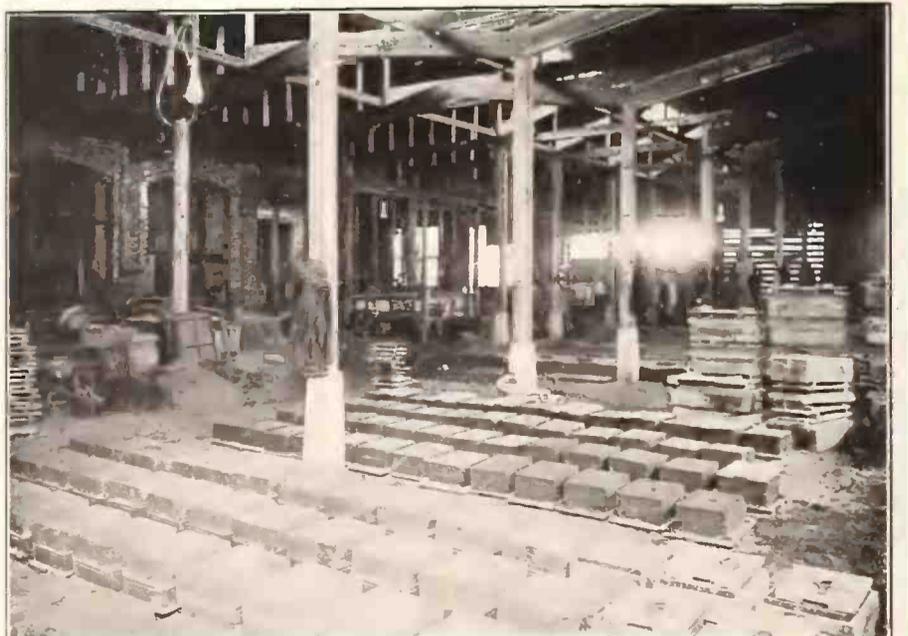
All of which shows that no effort is spared, no problem too difficult, no process, part or operation considered too small or too insignificant to be left to take care of itself.

The spirit of thoroughness and efficiency greets the visitor as soon as he enters the precincts of the Heineman factory.

Our first two illustrations (Figs. 1 and 2) show part of the



2. Factory Office



4. Foundry



Otto Heineman Phonograph Supply Co.

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25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



CHICAGO

ATLANTA

SEATTLE

factory office, which, like the "shop" itself, is equipped with every modern time and labor-saving device imaginable. Here "system" reigns supreme.

We hurriedly pass the Long Distance Telephone Room (with direct line to New York Head Office), the Record, Filing, Typists' and Mailing Rooms, to enter the Grinding and Polishing Department (Fig. 3), where the rough castings coming from the adjacent Foundry (Figs. 4 and 5) undergo their first roughing operations.

Figure 12 shows one of the most important departments. It is the Automatic Machine section. Here on a floor space of 12,000 sq. ft. 51 machines, every one a masterpiece of human genius, turn iron, steel and brass raw stock into screws, handles, nuts, governor weights, turntable spindles, bushings of all kinds, spacers, etc., with mathematical precision, every one like the other



5. Foundry (Another View)



7. Drilling and Tapping

From here they are passed on to the Drilling and Tapping Departments (Figs. 6 and 7), where automatic machinery provides each casting, at one single operation, with all the many holes of various sizes and depths required in the Assembling process.

down to the thousandth part of an inch, at so many per minute day and night. Watching one of these machines compels your admiration for the patience, ingenuity and untiring energy with which human brains have succeeded in overcoming almost insurmountable problems in turning out these marvels of engineering. We observe how a steel rod will enter from one end in rapid rotation, how powerful clutches get hold of it and place it in position. A cutting wheel or two, or even more, advance and eat their way into and down along the rod, stop and return. Another tool automatically takes their place, cuts off the part at a pre-arranged position and an arm comes forward, almost looking as if it were

The next operation we see is in the Spring Winding Department (Fig. 9), where the motor springs are wound and greased and placed in the spring barrels. These are made in the Punch Press Department (Figs. 10 and 10a) and stored in the Stock Room, a corner of which is shown in Fig. 11, giving an idea of the quantity of barrels it is necessary always to carry, in order to satisfy the requirements of the Spring Winding Room.



6. Drill Presses



9. Spring Winding



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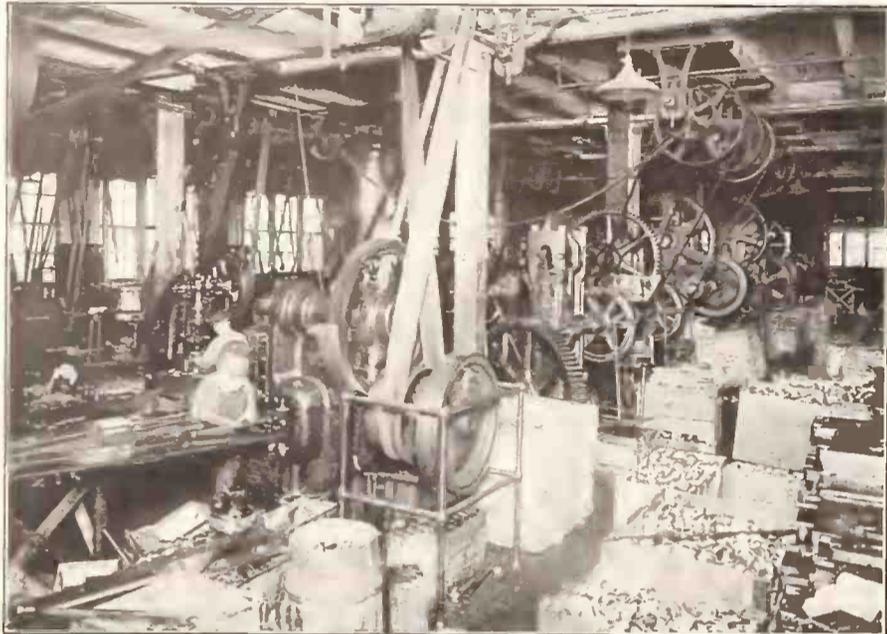
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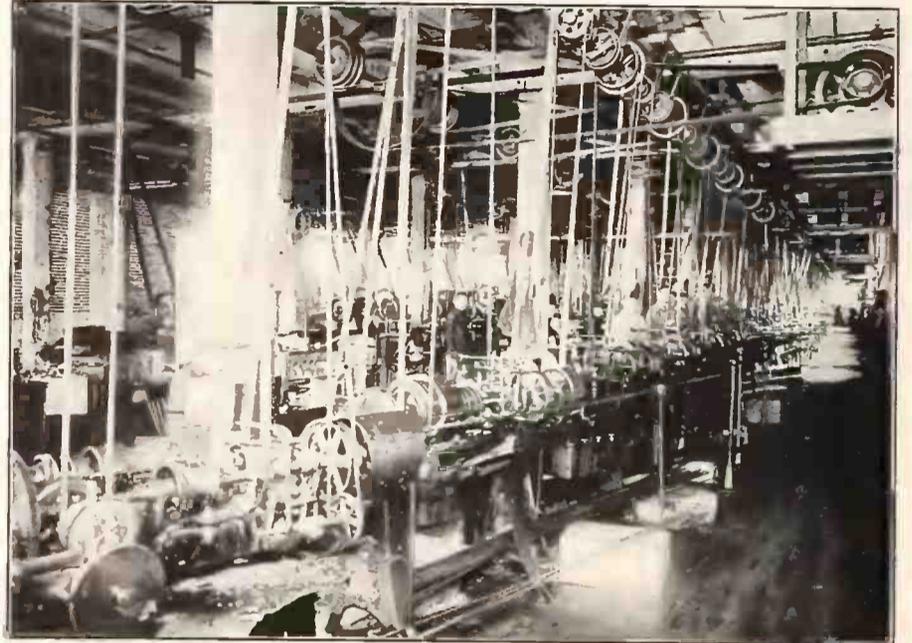
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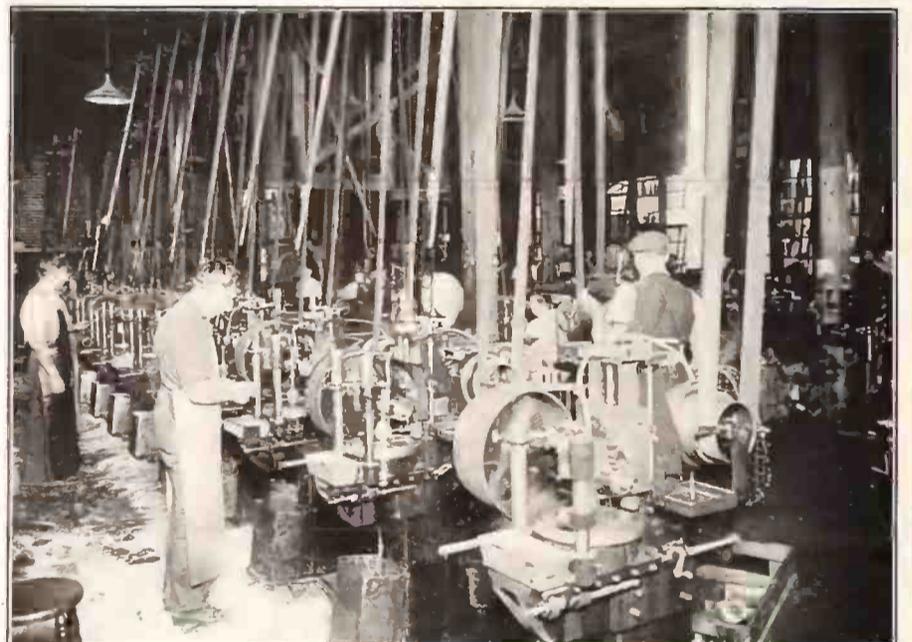
10. Punch Presses



12. Automatic Screw Machines



10a. Punch Presses



13. Gear Hobbers



11. A Corner of the Stock Room



14. Milling Machines and Fibre Cutters



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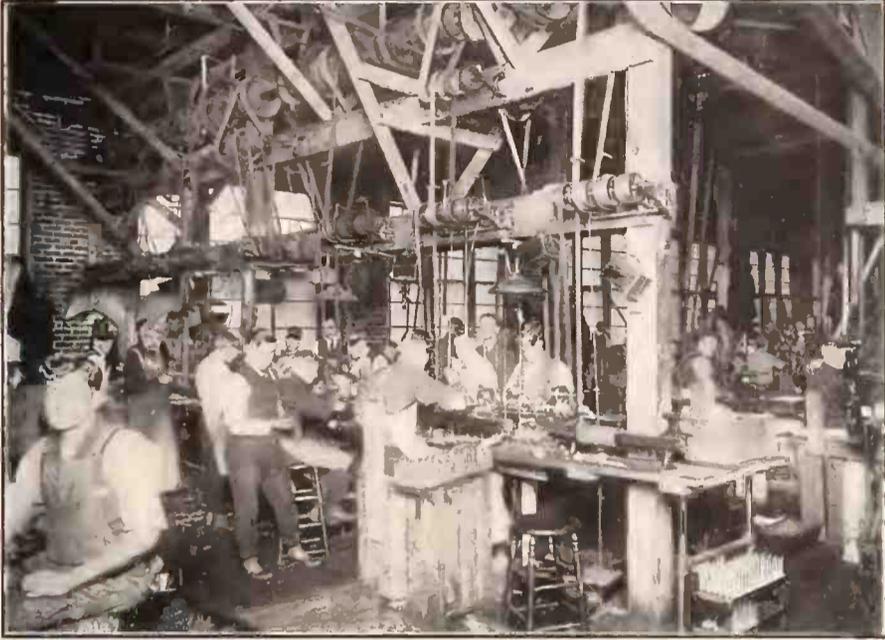
25 WEST 45th STREET, NEW YORK
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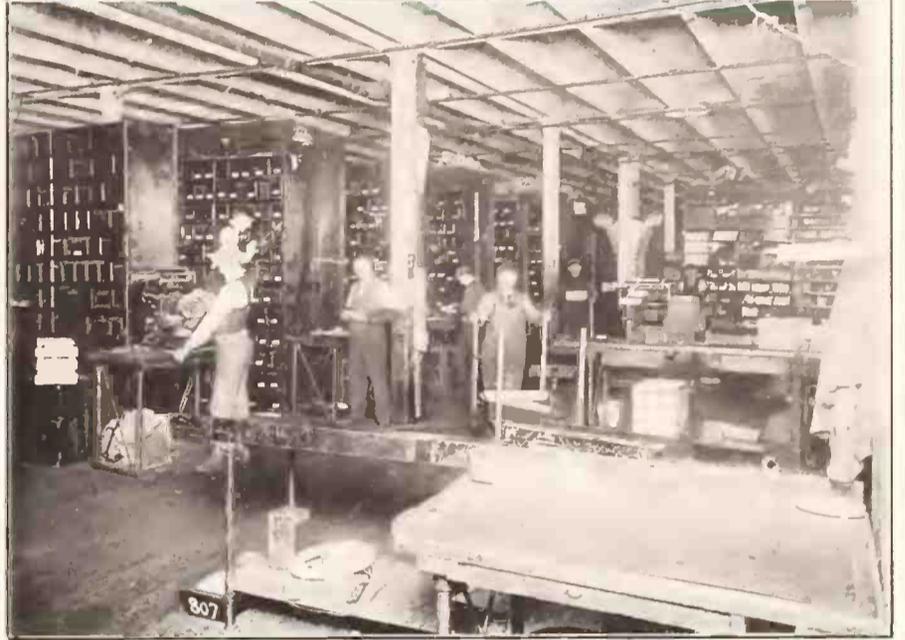
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SEATTLE



15. Bench Lathes



17. Piece Part Stock Room

equipped with a human hand, grips the part, places it into another position, a few revolutions, a pressure, a click and down into the tray drops the finished part, the whole work having taken only a few seconds. In fact, before we have had time to examine in wonder and surprise, the beautiful finish, the faultless exactitude, the mathematical correctness of the article which is still warm from the strenuous operations it has just gone through with lightning rapidity, the machine has gone on doing its ceaseless work and another piece identical with the one we are just examining drops into the tray, and still another, and still another. As already mentioned, there are no less than 51 of these machines set up in rank and file, as you see from the illustration, and if you bear in mind that the man standing at the end of the aisle is a powerful six-footer, it will give you an idea of the length and expanse of this department alone.

Figures 13, 14 and 15 show the automatic gear-cutting, milling and bench lathes.

All the multitude of special tools required for these hundreds of machines of all types, sizes and designs are cut, made

and supplied by the Tool-Making Department (Fig. 16), where an expert corps of engineers is constantly at work designing, evolving and making new tools and new time- and labor-saving devices for insuring an uninterrupted and sufficient supply of every part that goes to build "Motors of Quality."

All piece parts as they come from the various departments and have passed inspection, congregate in the Piece Part Stock Room (Fig. 17), whence they are issued upon requisition from the Assembling Department. Before proceeding to the latter, let us pass through the Enameling, Plating and Polishing Departments (Fig. 18, 19 and 20), where Diamond-Black, Nickel and, for the highest class motors, even Gold, with the aid of heat, electrical current and chemical science, are contributing their share towards the success of Heineman Motors.

We now enter the Assembling Department (Figs. 21, 22 and 22a), the center to which all other departments merge and supply their output, and where the building proper of the motor takes place. It is here where we see the actual birth of the motor, so to speak. On 14 large and wide benches, hundreds of skillful hands assem-



16. Tool Making



18. A Section of Enameling Ovens



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19. Plating Room



20. Polishing and Buffing



21. Motor Assembling



22. Motor Assembling



22a. Motor Assembling



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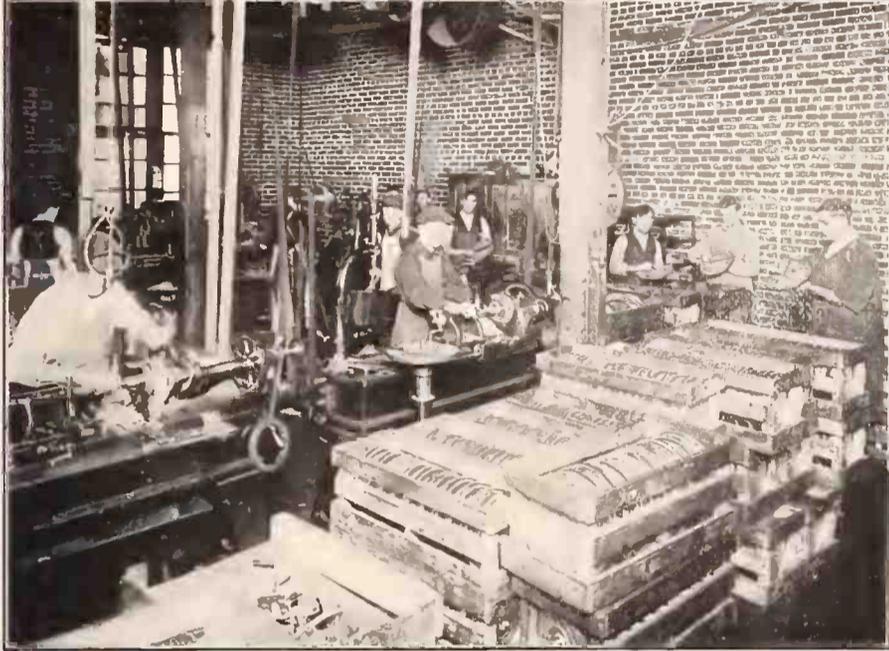
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23. Turntable Balancing and Lathes



25. Soundbox Assembling

ble, set, put together and adjust frames, spring barrels, gears, bearings, governors, brakes, and all the numerous other pieces and parts that go to make up a complete motor.

The next two illustrations (Figs. 23 and 24) show us how the turntables are made, balanced, covered with felt and tested, while Figs. 25 and 26 take us to the Soundbox Department and Armature Winding.

Fig. 27 shows a corner of the Packing Room and Fig. 28 the Shipping Department.

A glance in the power house (Fig. 29) reveals to us two 300 H. P. Compound Ball Engines direct connected to two Crocker-Wheeler 200 K. W. Generators, providing power and light throughout the factory. Also a twin Hot Blower System for heating the entire establishment. A 1,000 H. P. Feed-Water Heater and Feed-Pump insures a constant supply to the boilers.

This completes our visit, during which we have traversed an area of 203,000 sq. ft.

We are, therefore, glad to take a little rest in the Conference Room (Fig. 30), where we are just in time to attend a meeting of all the Department Heads and Foremen. These meetings are held once every week and all points of interest and new suggestions for improvements are brought up and thoroughly gone into, so that no opportunity or chance should be missed, of however small importance it might appear, to obtain the highest efficiency possible. In connection with this subject, it is interesting to note that personal initiative and individual ambition are encouraged throughout the factory in every way. Thus special prizes are offered for improvements in apparatus used in the various departments, monthly premiums are paid to those departments which have been adjudicated the cleanest and tidiest in



24. Turntable Covering and Testing



26. Armature Winding



Otto Heineman Phonograph Supply Co.

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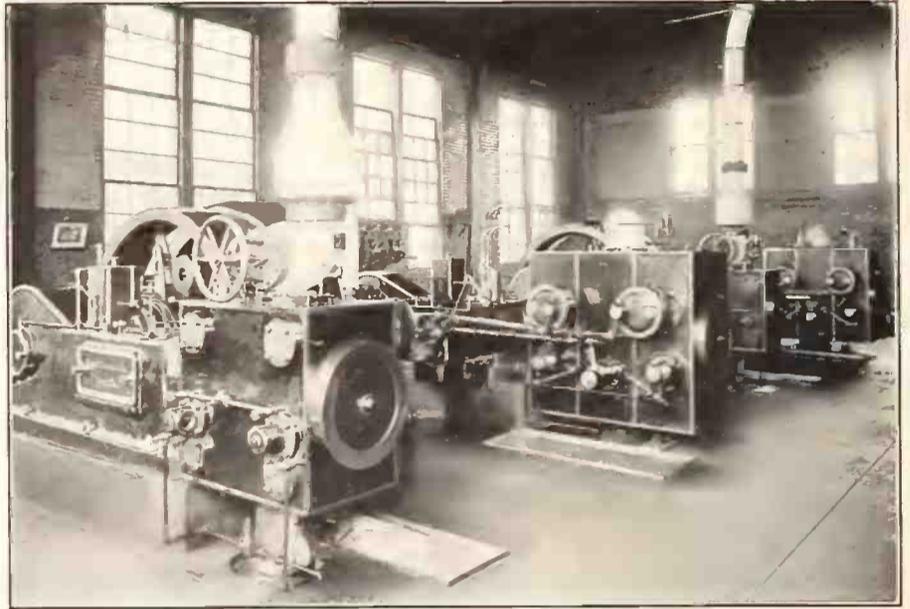
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27. A Corner of the Packing Room



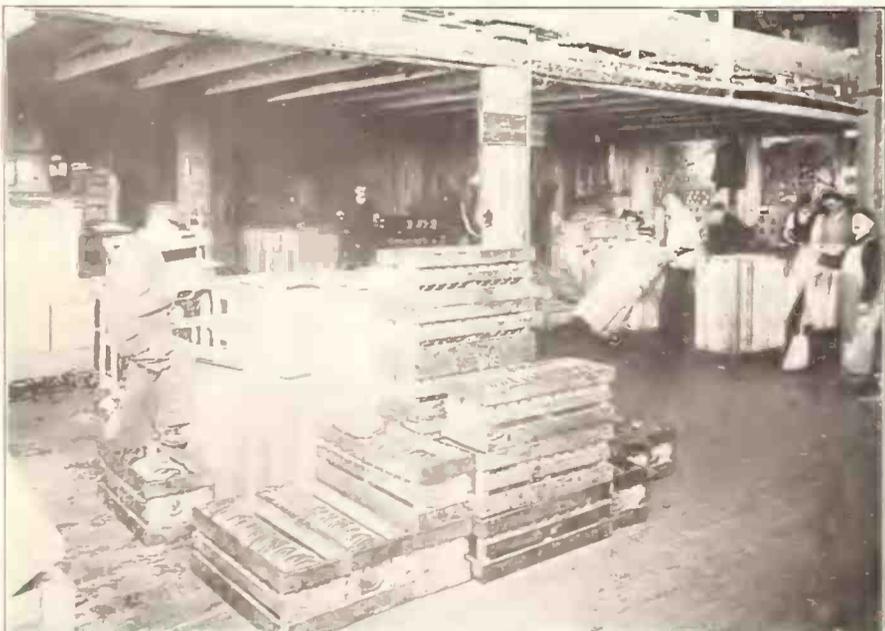
29. Power Plant

the past months, special inducements are held out for increased production—in short, no effort is spared to insure a 100% efficiency.

Nor does the interest taken by the firm in its product end with making, selling and shipping same, for a special Service Department for the benefit of Talking Machine Manufacturers who use Heineman Motors places at their disposal any advice or assistance they may require—a policy of co-operation with the customer which is greatly appreciated by him.

From the foregoing brief description, it will be seen how the Heineman concern, with an army of over 1,000 competent and qualified members, is constantly striving to uphold and add to that reputation which, thanks to the experience, enterprise, sound principles and far-sighted policies of its head and founder, it has established in such a miraculous short time for its

“Motor of Quality.”



28. Shipping Department



30. Department Heads and Foremen

**It's safe to say because it's easy to prove
—that Columbia Dance Records, made
under G. Hepburn Wilson's supervision,
maintain an unparalleled high average.**



(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**

VICTROLA FOR NOTED MUSICAL CLUB

Kansas City Musical Club to Use Instrument in Studying Various Forms of Instrumental Music—An Exclusive Organization

KANSAS CITY, Mo., December 4.—One of the finest compliments to the Victrola that has ever been paid in Kansas City was the purchase of a machine by the Kansas City Musical Club, and the adoption of the Victrola as the educational feature with respect to various instruments and classes of music. This selection is of particular interest to Kansas Citians, who know, and have known for years, of the high standards of the Musical Club. It is composed of amateur musicians, ladies only, and limited to fifty. Admission is after stringent examination by committees—the applicant performing behind a screen, so that only the performance is considered, the committee not even knowing who the prospective member is. Applicants who fail but show talent or promise, are admitted to a students' department, where they are coached by the members, and later perhaps may be admitted to full membership. This club holds regular sessions, at which instruments or various phases of music are studied; usually a professional of high attainments is employed to demonstrate the instrument, or to sing. At a recent meeting, for instance, the club studied the clarinet, oboe, flute and harp, separately and in their relations to each other. Many of the members own Victrolas, and the club finally decided that it could accomplish its purpose better by means of the talking machine and its wide resource of records, than by seeking persons who could demonstrate high

standards for their particular subjects. The record catalog of the Victor Co. was therefore a very important factor in the selection of the Victrola.

Another very important feature of the selection, was that the club went to the Victrola department of the Geo. B. Peck Dry Goods Co. to buy its machine, and arrange for assistance in the selection of records for its meetings and its library. Manager Ditzell, of this department, has been particularly zealous in his co-operation with musical educational enterprises in Kansas City; and no musical event is allowed to pass without some reference in the advertising, some calling of attention to records relating to the event, or some personal assistance from Mr. Ditzell in support of the project. Thus, it seems that the Musical Club turned without much discussion to the Peck Victrola department when it decided on a talking machine. The department is co-operating fully, a considerable task being the selection of records to meet the exact needs of the club for its very technical purposes.

WORLD AD GETS ORDER FROM CHINA

The Geo. A. Smith-Schiffin Co., 136 Liberty street, New York, decalcomanie manufacturers, recently received a letter from James Lau & Co., music dealers, Hong Kong, China, requesting them to forward samples and price lists of decalcomanie name plates, and stating they read the above company's advertisement in The Talking Machine World, which of course is just another instance of the results foreign territory advertisers receive by using the columns of The World.

THE UNUSUAL ATTRACTS ATTENTION

Figure of Howling Canine Helps to Advertise New Book to Victrola Owners

As has been said before it is the unusual that attracts attention.

The passive, attentive Victor dog is familiar to practically every one in the land not afflicted with eye trouble, and its appearance denotes that the store is handling Victor goods. The



Advertising a Victor Opera Book

figure of a howling canine, however, is not often seen, therefore attracts attention.

The accompanying cut shows the manner in which Finch & Hahn, of Schenectady, N. Y., featured the new book, "Grand Opera With a Victrola" in their window display, the howling dog indicating the degree of vocal effort usually associated with grand opera, and with both the cover and the inside pages of the book open to view, the passerby had no trouble in finding out just what the display was about. The actual results proved its success.

**DITSON
RECORD SERVICE**

**Christmas
Greetings**

Nineteen seventeen is coming, and with it the opportunity to do a bigger record business than ever. The best way we know to make the New Year PROSPEROUS is to work with a jobber who will generously supply your Victor needs.

The House of Ditson won its national reputation in the music trade by helping dealers to grow.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

MAGNIFICENT SHOWING OF NEW EDISON PERIOD CABINETS

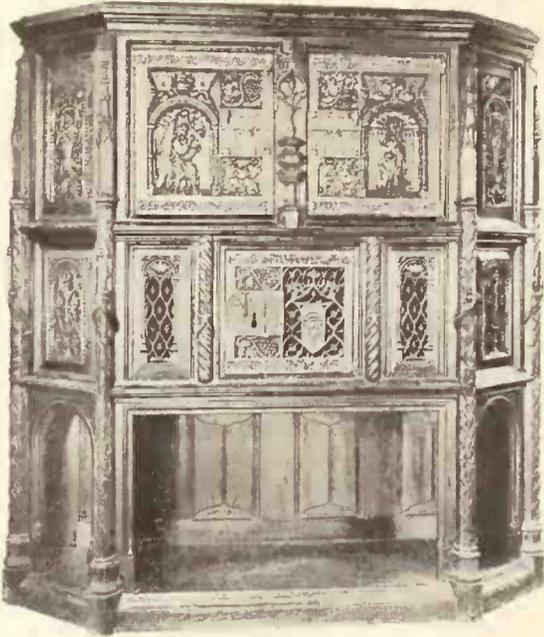
Eight Models, Designed by Leading Furniture Experts and Valued at From \$800 to \$6,000, Displayed to Select Gathering at Ritz-Carlton Hotel—The New Cabinets Described

An event of unusual interest in the phonograph world was the private display of period cabinets for the new Edison, staged by Thos. A. Edison, Inc., in the ballroom of the Ritz-Carlton Hotel, New York, on November 24 when over five hundred people responded to the invitations that had been sent out.

There had been many rumors in trade circles regarding the magnificence of the new period cabinets, but even under such conditions those who attended had no proper previous conception of their elaborate character. The exhibition was held both afternoon and evening, and a feature was the informal reception and tea by Mme. Rappold, Mlle. Verlet and Miss Miller, the three noted Edison artists in the afternoon and attended by over three hundred guests.

After inspecting the various cabinets, the first question asked by the majority of the visitors was, "What are they going to charge for them?" William Maxwell, vice-president of Thos. A.

This replica, executed in oak, is beautifully carved in the style that prevailed at the height of Flamboyant Gothic conception and bears the arms of France and Savoy. The two principal



No. 1—French Gothic

panels are decorated with figures representing the Annunciation. On others occur the crown cross, blossoming from a chalice, probably intended to represent the Holy Grail. Elsewhere appear the fleur-de-lis and architectural motifs. It is a massive piece of work, stately and impressive, standing about nine feet high.

During the exhibition Miss Christine Miller

and being backed with red velvet. It is very early Sixteenth Century.

There was also a Fifteenth Century Gothic cabinet (No. 3). The finely carved grille suggests the Flamboyant tracery found in so many of the old French windows. A vine motif, so prevalent in Gothic styles, is worked in with this tracery and in the door panels on the side. This cabinet was designed by French & Co.

The Italian cabinet is done in walnut (No. 4). It contains three finely carved Italian Renaissance panels consisting of dolphins, vases, flowers and fruits, all typical of Italian ornament. These carvings are beautifully executed and are further decorated in Polychrome colors, a treatment much favored by the Italian furniture maker. The cabinet is set on well-turned legs which are connected by a shaped stretcher.

The Elizabethan cabinet (No. 5), designed by Messrs. French & Co., is a reproduction of an old English court cupboard of the Sixteenth Century. The cabinet is richly carved and has a beautifully fretted grille of the English Renaissance formation, while the panels in the cupboard doors on either side are richly carved with



No. 5—Elizabethan

an old vine motif often found in the design of those times, though it really originated in the Gothic period. Above the grille is a design worked out in marquetry of stained wood, a frequent characteristic of Elizabethan pieces.

The Queen Anne, in walnut (No. 6), is typical of the early XVIII Century. It suggests the commode. The six Cabriole legs, so often associated with the Queen Anne period, are richly carved, and the panels of the cupboard are beautifully decorated with Chinese motifs in gold and color, an art much practiced in that era.

The Sheraton Cabinet is done in Cuban mahogany. It is reproduced from an old Sheraton sideboard and has the simple lines and char-

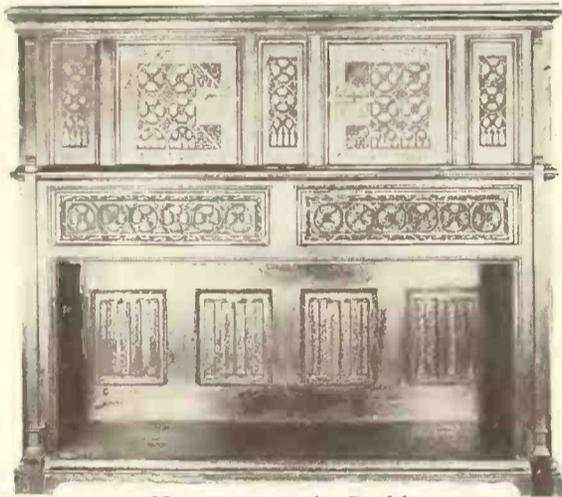


No. 4—Italian Renaissance

acteristics of Thomas Sheraton's best work.

The XVIII Century English cabinet (No. 8) is executed in mahogany. It is difficult to give an exact style name to this cabinet. All through the latter half of the XVIII Century there was a considerable amount of finely hand-painted decorations done on furniture. This painted work was done for the most part on satinwood or enamel but there are instances of it being done on mahogany with exquisite effect. This special XVIII Century Cabinet shows an example of the latter type of furniture. The grills are cut out, and on the wood formations thus left are finely executed motifs of fruits, flowers, etc. The door panels are painted with Italian decorations usual with this class of work.

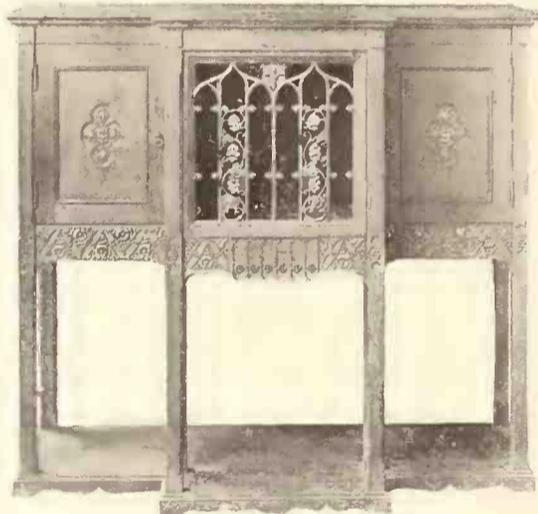
These cabinets represent a new era in phonograph



No. 2—French Gothic

Edison, Inc., was authority for the statement that although the prices have not yet been determined, it is fairly certain that they would range from \$800 to \$6,000.

Eight period cabinets, all hand made, were exhibited at the Ritz-Carlton. An electric motor and an ingenious lighting system were installed in each of the cabinets. When the idea for these cabinets was first conceived the Edison Laboratories inaugurated a competition among designers, and, after considering the work of a number of the best furniture architects in this country, commissioned Messrs. French & Co. and H. D. Newson, of New York, to create for them, with



No. 3—French Gothic

gave an Edison tone test, standing beside the \$6,000 model. The distinguished contralto proved on this occasion, to some three hundred and fifty guests, as she has on numerous other occasions before larger audiences, that there is no distinguishable difference between her living voice and Mr. Edison's re-creation of it. From the Gothic depths of the cabinet came a voice—a re-created voice—that matched perfectly the voice that poured from Miss Miller's own throat.

Another French Gothic cabinet (No. 2), but slightly smaller than the \$6,000 model, ran second in popularity to the one just described. This cabinet, also in oak, shows the parchment panel in its best form. It is a replica of an old French

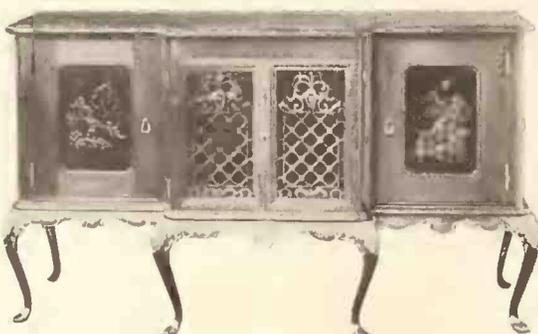


No. 8—XVIII Century English

absolute authenticity, eight hand-made period cabinets.

One would hardly associate phonographs with these cabinets. There is nothing phonography about them.

The first of these cabinets—the \$6,000—stood in Gothic state on the stage at the south end of the ballroom against a background of dark velvet draperies, surmounted by a very valuable Gothic stained glass window. This cabinet was designed and executed by H. D. Newson and was reproduced from a cabinet which stands in the central room on the ground floor of the Hotel de Cluny, in Paris. The original is a relic of the reign of Louis XII of France and is probably the most famous-piece of cabinet work in the world.



No. 6—Queen Anne

Gothic dressoir. The hinges are well executed, extending across the entire width of the door

graph cabinets. Thomas A. Edison, Inc., believes that there is a demand for Period Cabinets as described herewith. It is safe to say that nothing approaching these Cabinets either in design or workmanship has yet been seen in the phonograph world.

These cabinets are now on exhibition at the Edison Shop, 473 Fifth avenue, New York, and will shortly be seen in the New York Galleries.

FRED GENNETT IN THE SOUTH

Secretary of Starr Piano Co. Finds Conditions Excellent in That Section

RICHMOND, IND., December 6.—Fred Gennett, secretary of The Starr Piano Co., has just returned from a trip through the South in the interest of the company, and reports excellent prospects for a big Christmas business, both in the piano and phonograph lines.

"The crops in the South have never been better, the manufacturing industry is booming and the people have money. They are willing to spend it, too, and we look for a big year."

Among the places visited were Birmingham and Montgomery, Ala.; Atlanta, Ga.; Pensacola and Tampa, Fla., stores. He also stopped with a good many of the representatives.

TALKING MACHINE SAVES LIFE

Helps to Support Overturned Auto While Passenger Crawls to Safety—Driver Is Killed

Again the talking machine comes to the front in the role of life saver. Henry J. Vreeland, sales manager for the Ludwig Piano Co., Orange, N. J., and Wm. J. Ryan were delivering a talking machine by auto recently when the auto overturned on the Belleville Turnpike. The talking machine fell out of the car and supported one side so that Ryan could crawl out uninjured. The other side of the car, however, rested on Vreeland's neck. He was suffocated by the pressure on his neck before help could be summoned to lift the automobile.

TALKER NEWS FROM TWIN CITIES

"In Again—Out Again" Is the Story With Jobbers' Victrola Stocks—Big Shipments of Edisons—New Concerns Enter the Field

ST. PAUL and MINNEAPOLIS, MINN., December 4.—When a Victrola reaches the business place of the Beckwith-O'Neill Co. any of these days in December the shipping clerk is right there with his marking pot to set the instrument on its travels again. The instrument is not even unpacked and inspected—simply shot out without any more ado. There is no such thing as a stock in the place, although the house insists that it is doing a jobbing business. It is true that there are quite a number of people about and every one is busy, but the ranks and files of boxes and other things that are supposed to characterize a jobbing house are absent—very much to the regret of both Mr. Beckwith and Mr. O'Neill.

It has been suggested that the company establish branch shipping departments at the various freight depots and thereby save the time and expense in carting Victrolas through town to their warerooms, where they only remain a few moments at the best.

According to all accounts the Victrola sales in Minneapolis and St. Paul are unusually large. Foster & Waldo are said to be doing an "enormous" business, and all the dealers are highly satisfied with their sales.

Five carloads of Edison goods reached the Minnesota Phonograph Co. this week, and the shipment is being distributed rapidly to Twin City and rural dealers.

President Laurence H. Lucker reports that the volume of business is twice as large as a year ago this time.

"We are sending out 100 per cent. more instruments this fall than we did in the fall of 1915," he said. "The demand for Edison goods is general in this territory. The retail stores in Minneapolis and St. Paul handling the Edison phonographs are doing as well as the most exacting dealer could demand.

Christine Miller, one of the Edison stars, is booked for a series of tone tests in St. Paul and Minneapolis this month. Anna Case was in Fargo this week, and will appear at other points.

A new entrant in the talking machine field in the Twin Cities is the Brunswick phonograph, which is handled in Minneapolis by Boutell Bros., one of the largest furniture houses in the Northwest. The Brunswick is advertised extensively in the Twin City papers together with the Pathé records.

Nearly all the large furniture houses and department stores in Minneapolis and St. Paul now conduct talking machine departments. They also feature the department conspicuously in their newspaper advertising. Some of the stores carry more than one line, the New England Furniture & Carpet Co., at Minneapolis, as an illustration, handles the Victor, Edison and Columbia goods.

AFTER DEAD BEATS IN DES MOINES

Chamber of Commerce Bureau After Those Who Cause Trouble to Talking Machine and Piano Merchants of That City

DES MOINES, IA., December 5.—The talking machine and piano dealers of this city are highly pleased with the efforts being made by the Retail Merchants' Bureau of the Des Moines Chamber of Commerce toward eliminating the "dead beat" from the trade. In other words, the person who secures machines on trial from various houses without any intention of buying, and by working various concerns keep instruments in the house almost constantly, or who purchase instruments on installments, and after making the first payment keep the talking machine or piano for several months until it is repossessed.

The bureau is compiling a card index of such people, with the assistance of the retailers, and the list will be open to all members of the trade who desire to avail themselves of the protection thus afforded.

BUILT-UP STOCK

in all woods

For Talking Machine Cabinets



All materials carefully selected and tested, well glued and every detail of manufacture given closest expert attention to positively insure high quality necessary. Prompt shipments.

Louisville panel stock can be depended upon to make your cases attractive and durable. Our long experience is at your disposal.

Send us your specifications for quotation

THE LOUISVILLE VENEER MILLS

Makers of good Veneers and Panels for more than a quarter of a century

LOUISVILLE, KY.

Through the Courtesy of the
Empire Talking Machine Co., Chicago, Ill.

VICTOR-MACY CASE BEFORE THE SUPREME COURT SOON

January 8 the Date Set for Argument—Some Interesting Contentions to Be Offered By Both Sides—Macy Representatives File Interesting Brief With Court

WASHINGTON, D. C., December 8.—The general trade will probably know by the late spring or early summer whether or not the "license" of the Victor Talking Machine Co. will stand. The question is up for decision in the Supreme Court of the United States, and this august body recognizing the importance of the question at issue has made an unusual concession and "advanced" the case, that is agreed to hear it ahead of its usual order.

January 8 is the date set for the argument before the court, and on that date the license agreement or license restriction covering Victor talking machines and records will be assailed by attorneys for the Messrs. Straus (operating the New York department store of R. H. Macy & Co.), and as vigorously defended by the counsel for the Victor Co., including probably the legal expert who drew up the Victor's license. After the case is argued the Supreme Court will ponder over the matter for several weeks or maybe months, but a decision is looked for during the first half of 1917, which is a year or possibly two years earlier than the case would have been decided if left to take its natural course.

Not only manufacturers, jobbers and retailers of talking machines, but all makers and marketers of players or other patented musical instruments will be vitally interested in the outcome of this case, because when the nation's highest court has spoken it will be known whether or not price-cutters can be baffled and fair resale or retail prices maintained by means of a license extending in its operation through all the steps of distribution to the ultimate consumer. The Victor Co., it will be remembered, devised its present "license" after the U. S. Supreme Court, two or three years ago, handed down a decision in what is commonly known as the Sanatogen case that rendered ineffective the means formerly employed for the standard-

ization of prices. And this is the first acid test of the new form of license.

To the trade one of the significant features of the Macy attack upon the Victor system is that in this attack the price-cutting New York department store management is, in effect, deftly "sidestepping" that portion of the issue whereby the Victor has the right under its license to restrict the use of instruments to records and needles of its own manufacture. The Macy representatives contend in a brief just filed in the Supreme Court that "the right to compel the use of the machine with the records and needles is a question of no importance in this case." Again they attempt to make capital out of the assertion "that there is no charge of any infringement of the use of the instruments with other than the records and needles stipulated in the license."

To any interested auditor who is in the Supreme Court room on January 8 it will probably sound as though the Macy spokesmen are much more worried about the welfare of the Victor's 7,000 dealers and jobbers over the country than they are regarding their own inability to secure Victor instruments and records to sell at cut prices. They have fixed up a fearful and wonderful bugaboo regarding a Victor "white list," and are wont to refer pityingly to dealers whom they designate "outlaws" because they have failed to be recommended by the Victor Co. to its distributors.

In submitting its case to the Supreme Court the firm of Jesse Isidor Straus, Percy S. Straus and Herbert N. Straus, trading as R. H. Macy & Co. will make its main plea on the score of the restrictions which the Victor marketing system makes upon distributors and licensed dealers, but it is to be also intimated that there is a further menace in the background should the Victor Co. decide to exercise its supposed control over the sale or transfer of used in-

struments in the hands of ultimate purchasers.

Even beyond the limits of the "talker" trade will run the argument to be submitted next month in an effort to induce the U. S. Supreme Court to undo the work of the U. S. Circuit Court of Appeals, which gave a notable victory to the Victor. It will be urged, for instance, that if the Victor is upheld the foundations of commercial dealing will be shaken by reason of a theory that such action would "practically annul" certain State laws against imposition and fraud. Macy would even have us believe that a judicial endorsement of the Victor license would upset the working of such laws as the New York statute designed to prevent fraudulent dealers in any line from securing unwarranted credit through the apparent possession of large stocks of goods, title to which really remains with the vendors.

BOOKLET REGARDING THE "NOSET"

New Volume Sets Forth Features of Condon Autostop Co.'s Newest Product

The Condon Autostop Co., New York, manufacturer of the "Noset" start and stop, has just prepared for the use of the dealers a very attractive four-page booklet, which briefly presents the various distinctive merits of this latest device.

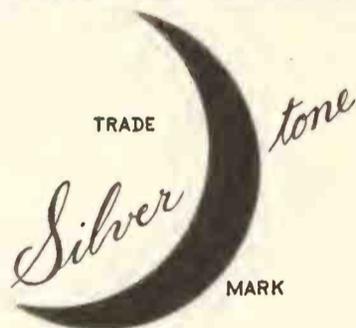
Under the headings "Efficient," "Convenient" and "Automatic," there are listed some of the mechanical features of the "Noset," with emphasis upon the fact that the "Noset" requires no adjustment and attention, and that it starts the motor when the tone-arm is swung into position by playing, and stops the motor when the record is finished.

Charles M. Christensen, former chief of detectives at Racine, Wis., and Joseph Newman have organized the Mercantile Credit Co., of Racine, and opened a phonograph and jewelry business at 419 Sixth street. The capital stock is \$5,000.

Crescent



\$125.00



Products

Crescent Holiday Special

THE biggest value ever offered in a phonograph. Compare it with any \$200.00 machine on the market. This new "Silver-tone" model retails at \$125.00 and is equipped with—

Extra heavy double spring motor	Tone moderator
Universal tone arm	Casters
Automatic Stop	Two 10 in. albums
Two 12 in. albums	Sapphire ball point
Jewel point	Removable Back
Removable Grille	
Automatic Lid Lift	

All visible parts heavily gold plated

Write for special terms and discounts to dealers

CRESCENT TALKING MACHINE CO., Inc.

89 CHAMBERS STREET

NEW YORK CITY

Chicago office: CRESCENT SALES CO., 23 E. Jackson Blvd., Chicago, Ill.

CABLE ADDRESS: DIANULAS NEW YORK. TELEPHONE: 4-1234567890

THE AEOLIAN COMPANY
AEOLIAN HALL

FOUR NASSAU STREET BETWEEN FIFTH AND SIXTH AVENUES

New York, June 19, 1916.

PURCHASING DEPARTMENT
Doehler Die Casting Co.,
Johnt St. St.,
Brooklyn, N.Y.

ATTENTION OF MR. H.H. DOEHLER, PRES.

Gentlemen:

Answering your recent inquiry, we have now been buying die castings from you for about 12 years, during which time, the quality of your product and deliveries have been very satisfactory.

We have always found your Engineering Department ready at all times to co-operate with us toward improving our product and it has also been a great help to us to receive our deliveries strictly in accordance with promises made.

We are content to continue buying our die castings from you and the writer takes pleasure in recommending your good company to anyone desiring this class of material.

Yours very truly,
H.H. Doehler
H.H. DOEHLER, PRES.

DOEHLER

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



CHRISTMAS IS NEAR

Are you prepared? The Victor Talking Machine Co. have issued a splendid Xmas folder listing 49 choice records for the occasion. Unless you have a good stock of every one you lose the best part of your Christmas trade. The place to order these is from

"The House of Service"

W. D. ANDREWS, Buffalo, N. Y.

THE WOOD WORK OF TALKING MACHINE CABINETS

Various Forms of Cabinet Construction Described by J. Crow Taylor for The World—Several Styles and Qualities of Veneer Work Compared—Mahogany the Favorite Wood

The cases or cabinets for talking machines constitute an interesting item in the wood-working world that has been coming rapidly into prominence the last few years. Incidentally too the wood and the work involved in the making of these cases constitute an interesting feature of the talking machine business.

The modern talking machine case differs from other cabinet wood work in that it did not come into being until after the general change in cabinet wood work from the old solid wood in panels to the modern ply work. Therefore it does not involve any matter of comparison or changes in design resulting from the shift to ply wood which is found in some lines of furniture. Generally speaking the talking machine case is one of ply wood throughout and always has been, and from all indications will never be anything else.

It should be interesting, however, in this connection to point out some of the advantages in the use of ply wood, things that had been developed before the talking machine was popularized and consequently were found useful in its design and construction.

The ply wood or built-up panels used in cases have the advantage as compared to solid wood that they are obtainable in wide units just as readily as in narrow units, which would be difficult in this day to supply in solid boards. Moreover, the wide panels of built-up stock have greater strength and maintain their shape with less inclination to warp and twist than if they were solid wood.

Advantages of Flat Panel Work

These are the essential advantages in the flat panel work. There are other advantages, however, that are even more important. Among these are the making of various shapes and forms. Take the swelled or curved panels used in some of the higher priced cases, for example, while these cost more to make even in built-up work and flat panels, they are easily practical to make with proper forms and when made they retain their curved shape just as rigidly as a built-up flat panel will retain its shape.

Moreover, the shaped tops of the better class of cases while they involve some intricacy of design even in built-up work would be almost impossible to make from solid straight lumber. There must be certain curves in the built-up stock itself to make when mitred together the curves and shaped lines of the finished top. These can be made of built-up work to the shapes desired and at the same time are made to carry all the beauty and figure of the face wood because they are finished on the outside with a thin sheet of veneer which conforms to the various shapes with an unbroken surface.

There are various structural differences in the built-up work too, that merit some attention. There is to be found, among the different offerings in talking machine cases three-

ply work, five-ply work and seven-ply work.

The three-ply work is less expensive and usually is found in the thinner stock and in the making of the smaller cabinets, those which are calculated to set on top of a table. Usually these are from $\frac{3}{8}$ to $\frac{5}{8}$ inch in thickness. The thickness, however, is not essentially dependent upon the number of piles used. It just so happens that the common practice in the less expensive work is to make thinner stock and to make it three-ply instead of five-ply because this requires fewer glue joints and is less expensive.

The five-ply work is called into play for the larger cabinets where the panel thickness usually ranges from $\frac{5}{8}$ to $\frac{3}{4}$ of an inch.

The five-ply work, while it costs more, makes it possible to do some things in the way of construction and finish that are not practical with three-ply. The three-ply body or core is built up first of any common wood that will hold glue well with, of course, one ply cross-wise of the others to give strength. Then this three-ply core can be carefully sanded or scraped on each face to reduce it to an exact smooth plane taking out all the lumps or high places and low places after which the thin fine face veneer is applied, and the core body having been carefully straightened and finished off

before its application, the fine face can be finished off easily and will present a much better appearance when highly polished because there will be no waves or high and low places in the surface.

There are some technical points of difference about the construction of the core which may be given consideration at another time but would make the present discourse too lengthy and tedious. The main point it is desired to bring out now is that with more plies in the structural work of the panel body there is not only structural improvement but it gives the opportunity to finish off the core body carefully before applying the thin face veneer. And the result is a more artistic appearance.

What Constitutes Five-Ply Work

Carrying this idea still further we find in some of the very high priced cases what is known as seven-ply work. This is comparable with fine piano case work and consists essentially of a three-ply core body, then a thin cross banding, usually about $\frac{1}{20}$ of an inch, of poplar or some suitable wood that works nicely and will hold glue well, and this thin cross banding forms a sort of protecting cushion or underbody for the fine face veneer so that when it is carefully sanded or scraped and then the fine face veneer is applied there is in the cross banding an additional safeguard against the coming of checks or cracks in the fine face veneer as a result of expansion or contraction on the part of the core body after it is put up.

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

Nickel Plated Regulator - - - - - \$1.00
22 Karat Gold Plated Regulator - - - - - \$1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.

261 Broadway

New York

Another feature about seven-ply is that it seems to work better in making shapes, curved forms and things of that kind because naturally the more plies that are in a given thickness the thinner will be each sheet of veneer used and the easier it will be to press it into the shape desired with the forms under pressure while it is being glued.

There are some modifications practical in ply work construction from the outlines given here. For example, where only one face is desired one can get the same cross banding effect in five-ply work that is obtained in seven-ply with two faces, and so on.

However, the foregoing brief outline gives a general idea of the structural points and qualities of ply work. And now we can turn for a moment to the matter of face wood.

It is a peculiar fact that, so far, the talking machine trade has not followed closely either the piano folks or the furniture manufacturers in the matter of face wood except in that they use mahogany extensively.

Mahogany the Favorite Wood

Mahogany is a favorite everywhere in the cabinet work of this country. It may be remarked in passing too that we use in the United States more mahogany than is used in all the rest of the world. It finds favor not only in the finishing of pianos but also in furniture and in millwork, in interior trim, and while other woods come and go in popular favor mahogany always has a good standing. Naturally it is easily the leading wood in the face work of talking machine cases.

After we pass mahogany, however, the next wood in favor seems to be oak, of which there can be no criticism because oak is a wonderful cabinet wood, and not only does the quartered oak present a beautiful figure but the wood itself is susceptible to quite a wide range of stains and finishes including the popular browns of to-day and the greys and the fumed effects that find favor. It is here, however, that there is a noticeable difference between the tendency in talking machine cases and the tendency in the furniture world. The furniture people, that is, the makers of the finest offerings, have been

neglecting oak for some years now and popularizing our native walnut and figured gum. Also using the fantastically figured Circassian walnut. Incidentally they have been featuring birch and maple some but there has been very little featuring of oak in the most artistic furniture offerings. And it has even been losing favor steadily in the medium priced furniture world.

Talking Machines and Furniture in Harmony

There is not much question but what in time furniture and talking machine cases will get into harmony in the matter of face woods because the talking machine case becomes really a part of the furniture of the home. Already there is a noticeable manifestation of more interest in gum and walnut on the part of talking machine folks and there is not much doubt at present but what these woods will gain in favor during the coming year. Meantime, however, there has been an organizing of the oak interest for the purpose of exploiting oak, consequently another year or two may see some changes, so that while the talking machine people are taking on gum, walnut and other woods which find favor in the furniture world for the sake of harmony, it is possible that the furniture world itself may have a change of heart and turn more to oak than formerly so that in the final round it will be furniture coming into harmony with the talking machine finishes.

Just what is to happen or may happen time alone will tell. It may be that the talking machine people will set a pace of their own in the matter of face woods and leave the furniture trade to follow or not just as it chooses. This is pretty much what the piano folks have done in the past. They have sought for the finest face veneer in whatever woods appeared to their fancy and they have left it to the furniture people to either follow suit or do something else. In a way too the talking machine business, while it is taking the place of some piano business may also follow the lead of the piano manufacturers in the matter of seeking for the finest and most attractive offerings in figured veneer for face work.

ORIGINAL IDEAS GET RESULTS

Watkin's Art Store Builds Up Pathephone Demand by Unusual Methods

BRIDGEPORT, CONN., December 9.—A splendid example of the success that can be attained by a phonograph store in a short period of time



An Attractive Show Window

is found in the Watkin's Art Store, at 1091 Broad street, which handles the products of the Pathé Frères Phonograph Co., New York. This store is owned and personally conducted by Mrs. Watkin, who has made a detail study of the sales possibilities of the Pathephone and Pathé discs.

Realizing the fact that her store was located off the main business artery of the city, Mrs. Watkin decided that it was necessary to introduce some original ideas in order to stimulate business, and with this thought in view worked out a number of publicity and sales plans which have resulted very successfully. Watkin's Art Store is closing a very fine Pathé business, the demand for the more expensive Pathephone models being particularly active.

DEATH OF MAURICE M. BAER

President of Flemish-Lynn Phonograph Co. Succumbs to Pneumonia

Maurice M. Baer, president of the Flemish-Lynn Phonograph Co., Brooklyn, N. Y., died at his apartment at the Hotel Bossert, that city, November 27 of pneumonia. Mr. Baer was born in New York forty-eight years ago, and before entering the talking machine field had made a fortune as a manufacturer of materials used in pyrography. He was a member of the Unity Club, the Keap Street Temple, and a liberal patron of many charities. He is survived by a widow. The funeral services were held at his late home on Wednesday morning, the interment being in Mt. Carmel Cemetery.

HOLIDAY PAY FOR VICTOR EMPLOYEES

CAMDEN, N. J., December 4.—Owing to the inability of the Victor Talking Machine Co. to procure sufficient turkeys of the desired quality as a Christmas present to their employes, as has been the rule for several years, the company has announced that this year the employes will receive pay for Christmas day instead of the birds and cranberries. The company also announces that employes will be paid for all holidays in future.

Edison

Any instrument which is the creation of Edison's Master Mind is THE instrument for every live dealer to handle.

Syracuse

Syracuse is the eighth largest distributing center in the U. S. A.

Bolway

Frank E. Bolway & Son, Inc., are "exclusively Edison" jobbers who deliver Edison goods from this important center.

Wherefore

The dealer is wise who handles the New Edison Disc, the instrument backed by the great inventor's endorsement.

The dealer is fortunately located who can get Exclusively Edison service from Syracuse, the natural distributing center.

**FRANK E. BOLWAY
& SON, Inc.**

SYRACUSE NEW YORK

The Manophone

A
Letter
To
Every
Phonograph
Dealer

JAMES MANOIL CO., INC.
Cable Address—"Jamanoil"
Executive Offices and Factory
NEWBURGH, NEW YORK



The Manophone
The Music Master of Phonographs

December 15, 1916

Dear Mr. Dealer:

We have been saying that the Manophone agency is "not just another Dealer proposition--but a better one!"

And that, Mr. Dealer, is what we want to emphasize again to you.
The Manophone Dealer proposition is big, broad and liberal. Manophone Dealers everywhere are finding this to be true. And they are finding also that the Manophone itself is a Better Phonograph.

We want to write you personally about the Manophone. We want to tell you about the Manophone Dealers, and the wonderful success they are having with this new phonograph.

We want to tell you that Manophones are made in many beautiful designs and finishes from \$15.00 up to prices that provide for the most luxurious cabinets. The one shown on this page is the \$150 model.

We want to show you how the Manophone will increase your sales and profits; how it will add prestige to your store--how it will open up a new and greater market for you.

May we put these facts before you without the slightest obligation on your part?

If so, fill out the coupon and mail to us. We will then give you the dealer details, and send you literature that describes the Manophone line and explains its many unusual and exclusive features.

Yours very truly,
JAMES MANOIL COMPANY, Inc.

JAMES MANOIL CO., Inc.
Dept. R-12
NEWBURGH, NEW YORK

Gentlemen:

Please send us the Manophone Merchandising and Sales Plan for Dealers, and also literature that pictures the Manophone models. This request is to carry no obligation.

Name

Address



We have set just one limit on the Columbia program for 1917—a minimum limit of 100% increase of Columbia Record Business. Watch it! But watch it from the inside.

(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



BUFFALONIANS DISPLAY WILLINGNESS TO SPEND MONEY

Which Means That Talking Machine Men Are Getting Their Full Share—Artistic Holiday Window Displays—Music Teachers Hear Victrola—Happenings of the Month

BUFFALO, N. Y., December 4.—Buffalo talking machine dealers are leaving nothing undone to get a full measure of holiday business. Liberal advertising space in the local newspapers and an emphasis of the Christmas spirit in the window displays are bringing good results. The tendency of customers to spend their money freely stimulates the employers and sales people alike in piling up a record-breaking volume of trade this month. On account of a shortage of machines, the dealers are all pushing the sale of records. The possibilities of the record business are being developed by intelligent merchandising and salesmanship.

Arthur Snelgrove, a local violinist, recently gave a recital in the Edison department of Bricka & Enos' store. His playing in unison with Edison Re-Creations was much appreciated. Laurens Wilgus, advertising manager of the store as well as head of the Edison section, sent out 150 invitations to the recital and the response was satisfactory. Miss Edith L. Stearns, a talented pianist, is associated with Mr. Wilgus in this department.

The following recently became Grafonola dealers in this territory: H. P. Smith & Son, Woodhull, N. Y.; the Swanson Piano Co., Jamestown, N. Y., and S. E. Bishop, Clyde, N. Y. Sales at the Buffalo branch of the Columbia Graphophone Co. have been favoring the larger type of Grafonolas, which means increased business and a further demand for higher-priced records. "Trade is better than ever," said W. L. Sprague, Buffalo manager. His assistant is C. M. Wall.

The Victrola displays in the windows of Denton, Cottier & Daniels are noted for their artistic arrangement and elaborate setting. This company advertises its store as "Buffalo's great Victrola Center." The concern is having a heavy sale of the Victor records for December.

F. E. Drake has taken a position with Burley & Biesinger, Victrola dealers, at 278 West Ferry street. He formerly traveled for the Victor Co., and later for the Gately-Haire Co., Victor jobber, of Albany.

W. D. Andrews, jobber, is receiving various telegrams from distant points for Victrolas. Mr. Andrews said: "There is a tremendous demand for Victrolas and it is difficult to fill orders complete. We are able to fill our record orders nearly complete."

Mr. Andrews furnished Victrolas at recent meetings of the New York State Teachers' Association at Elmwood Music Hall and Calvary Presbyterian Church. He sent out postal cards inviting patrons to hear the Victrola records of Mischa Elman, violinist, who recently played in Buffalo.

The King Furniture Co. announces that it will close its talking machine department about March 1.

B. M. DeCou and R. H. Wilkinson, of the educational department of the Victor Co., addressed

the Buffalo meeting of the New York State Teachers' Association. The use of the Victrola in the teaching of penmanship and English literature was among the subjects covered.

George J. Veach, a Victrola dealer of Oil City, Pa., recently called on Mr. Andrews. Another visitor was George Winter, of the Winter Piano Co. While in Buffalo Mr. Winter bought furniture for his new Victor booths.

"A small deposit now will hold your Victrola here until Christmas" was a recent offer made by Manager Gardner, of J. N. Adam & Co.'s Victrola department.

The Singer phonograph is being featured by the C. F. Adams Co., 577 Main street.

Grafonolas have a fine setting in the show window of Winegar, Lindsay & Seales. A background of reversible panels gives the window a parlor appearance. The walls are tinted with a terra cotta effect and the woodwork is in light blue. The panels are offset with fine stencil and the general combination is decidedly pleasing. The window is supplied with rich antique furniture.

W. H. Reilley, sales manager of the Albert Schuler Piano Co., had a novel Edison window for Thanksgiving. He used a wishbone eight feet high and four feet wide, outlined with vari-colored electric bulbs. Inside the wishbone was a laboratory model of the New Edison.

J. M. Sawers, representing this firm, recently gave an Edison recital at the Plymouth M. E. Church. He also addressed the audience on the charms of the instrument and the records.

Herbert A. Brennan, manager of the Victrola department of the William Hengerer Co., recently conducted a successful "Victrola Week." The event was widely advertised and marked by elaborate window displays.

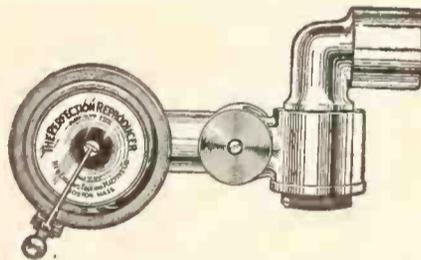
John G. Schuler, dealer in pianos and Edison machines, is living up to his fame as having the "busy corner store" at Main and Utica streets. L. F. Ellison, of Mr. Schuler's sales staff, was recently married to Miss Violet Smith, of this city. Manager Cole, of Mr. Schuler's Edison department, says he is delighted with his Christmas trade.

E. W. Staley, manager of the Victrola department of the Kurtzmann Co., has special signs and other features for his Christmas window display.

P. J. LYNCH RESIGNS

Announcement was made this month of the resignation of P. J. Lynch as treasurer and general manager of the James Manoil Co., Newburgh, N. Y. Mr. Lynch's future plans have not as yet been announced.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to lose.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

is manufactured exclusively by this company and the ball bearing idea is our exclusive patent. This accessory helps the Edison dealer to sell machines and will increase record sales for Victor and Columbia dealers when shown to owners of Edison machines.

The "PERFECTION" arm is a *high class* tone arm for a *high class* machine—it produces *high class* results

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

The PERFECTION

Ball-Bearing Tone Arm

and reproducer is a STANDARD accessory for playing Victor and Columbia records on all types of Edison disc machines.

OVER 10,000 are now in use. Why? Because it is the highest grade mechanism manufactured for the machine and one that HOLDS its adjustment.

Our quantity prices are more than consistent—they are unbeatable, considering the quality, workmanship and finish of our product.

TRADE SITUATION IN CINCINNATI

Shortage of Goods for Holiday Trade Likely—Hutchinson-Wamser Co., of Portsmouth, in Trouble—National Talking Machine Co. to Reorganize—Leading Concerns Pleased With General Outlook—News of the Month

CINCINNATI, O., December 5.—Although the climax of the holiday business is twenty days off the trade is already anticipating a shortage of goods. Factories are notifying local connections of an immense volume of business, much of which cannot be filled, and on top of this comes a congestion in traffic which will prevent a free shipment of material from the factories. So uncertain is the latter phase that the Phonograph Co. is receiving shipments of records by express in order to supply the holiday wants.

It is possible that the Cable Company will be the only house having a satisfactory stock of Victrola goods, and this was made possible through Manager Gruelich being satisfied to carry instruments from as long back as last February. He commenced to order at that time in anticipation of the usual Christmas shortage and his belief in this respect has been justified. The move, however, is not within the means of the average retailer.

The local situation was inclined to be normal last month. Most of the business was in records. All the houses are using much space in the newspapers.

About the one drawback of the last month was the throwing of the firm of Hutchinson-Wamser Co., Portsmouth, O., into involuntary bankruptcy. This step was caused by the disappearance of H. S. Hutchinson, a member of the firm, and the departure of the coin of the concern. The petitioners are the Phonograph Co. and the Rudolph Wurlitzer Co., Cincinnati, and Lyon & Healy, Chicago.

The Columbia Grafonola is being featured by Steinway & Sons in connection with the Clayola.

The Victor Co. yesterday morning had a full page advertisement in The Enquirer dedicated to the \$15 Victrola. It is believed to be the largest individual advertisement appearing in this market.

R. J. Whelen, local manager of the Columbia Graphophone Co., when interviewed, stated that "he was too busy to talk," but did say "business is so far beyond our expectations, although our anticipations had been great, that this year's figures will soar far beyond any that the company has ever known."

This "Atlas" 3-ply veneer packing case saves freight charges and gives better protection to your cabinet machines.

Write for details.



NELSON & HALL CO.

MONTGOMERY CENTER VERMONT

Reports from the local Dictaphone headquarters at the Columbia Graphophone Co. on West Fourth street are to the effect that Dictaphone sales are increasing every day and Mr. Krumenauer, the local man, is on the jump.

The long expected reorganization of the National Talking Machine Co., owner of the Crystola, apparently will take place this week. The manufacturing rights held by the Knabe Bros. Co. were released only recently and it was hoped to secure quarters and produce enough machines to make an impression in the local market at least for the holiday season.

The Starr Piano Co. is elated over the November showing. The factory is now making excellent shipments and is gradually enlarging its record catalog, this being an unusually happy combination.

The Vocalion department of the Aeolian Co. is now fully organized and results are being produced. New blood has been injected into Manager Byar's department.

READY FOR THIRD ENLARGEMENT

Leibowitz Grafonola Shop Meets With Quick Success in Lively Bronx Trade Center

Although the Leibowitz Grafonola Shop, 894 East 163rd street, New York, has only been in business since the first of the year, it is now occupying its second store, and according to the



Partial View of Leibowitz Warerooms

plans of Louis I. Leibowitz, the proprietor, a third and larger store will soon be occupied.

Mr. Leibowitz is familiar with all details of the retail talking machine business, having been associated with the industry for over seven years. When he decided to open his own store he picked out a district that is growing rapidly, and the success he has achieved is a tribute to his foresight and progressiveness.

Mr. Leibowitz handles the Columbia line exclusively, and makes a feature of the foreign record catalog. He carries in stock every Hungarian, German and Hebrew record issued by the Columbia Co., and has built up a splendid clientele for these records.

REPORTS RECORD WEEK'S BUSINESS

Fraad Talking Machine Co. Sets New Mark in Machine Shipments

Frank C. Cozens, of the Fraad Talking Machine Co., stated early last week, his company had shipped out more instruments during one week in early December than in any other two months of the present year. Mr. Cozens also stated: "At the rate the orders are now arriving we are very much afraid the demand will exceed our factory capacity, particularly is this true of our Fraad, Jr., and our No. 3 and No. 4 machines, and although during the year we have made large additions to our factory space it is being proved daily that we did not over estimate the popularity of the Fraad line.

VICTOR RECORD SERVICE

"Very sorry, we haven't that record in stock" is not good business and isn't popular with the public. Order now and order completely!

We invite a test with any size of order. CRESSEY & ALLEN service means co-operation in the fullest sense of that word.

The word "Service" means with us that the needs of every dealer will be looked after expeditiously and in a manner to meet their approval.

CRESSEY & ALLEN

Victor Jobbers

PORTLAND, MAINE

FINE NEW QUARTERS FOR STANDARD TALKING MACHINE CO.

Active Victor Distributors in Pittsburgh to Occupy New Home on Ninth Street, With Four Times Present Floor—Elaborate Special Service Features Planned—Pittsburgh News

PITTSBURGH, PA., December 5.—One of the important expansions which The World takes pleasure in chronicling this issue is that of the Standard Talking Machine Co., of Pittsburgh, leading wholesalers of Victrolas and Victor records exclusively. For the past five years this company has occupied the entire eighth floor of 800-802 Penn avenue, but now moves to its spacious building on Ninth street.

President J. C. Roush, who, by the way, is the energizing genius of the Standard, believes that he has to sell more than Victrolas and more than Victor records, even. He holds that his "one way out" is to go the entire distance with his Victor goods until it is finally placed in the consumer's hands, and the cash tinkles in the dealer's till. His line includes selling schemes, inside tips on the hits to be, retailing helps and hints, and the like. He calls his office the "Consulting Sales Department" for his dealers—and gets away with it to mutual advantage.

The handsome new home of the Standard Talking Machine Co. is a four-story and basement, brick and steel building at 119-121 Ninth street. It is excellently located and contains all the facilities that make it well adapted to the needs of the firm. The five stories represent over 16,000 square feet of floor space, or about four times that of the present quarters, and are going to hold a great stock of Victrolas and Victor records. Mr. Roush says that this space is none too large, however, for the requirements of the business. And then he has fenced off quite a corner for that service idea, for which he has coined the title "Standard Service." In this department he contemplates an efficient little force whose big job will be intensive co-operation with the Victor retailers.

An idea of what co-operation means in Mr. Roush's service plans may be gained from his unique auditorium scheme. A good sized section of one floor is to be set apart as a monthly meeting place for Victor dealers, and will be equipped with comfortable chairs, a miniature stage, dressing room and like accessories. Here will be given talks on Victor salesmanship by authorities, occasional recitals by Victor artists and frequent informal round table discussions on selling problems common to the Victor dealers.

In a nut shell, the underlying motif of this service talk is, as Mr. Roush aptly puts it, "to make two 'Red Seals' sell where but one sold before." No one will deny that the Standard Co. is entitled to ever increasing Victor business on this ground, at least.

In speaking of the new service department, J. C. Roush, said: "Our service department will include every feature that will help the dealer secure business, as we see no benefit in selling the dealer a large number of records if he cannot in turn sell them to the public. This service department will include special monthly window display cards, monthly form letters to go out with the dealers' mailing list, imprinting monthly supplements, monthly envelopes advising the dealers of various artists when they appear in the territory, supplying them with proper literature to send out at the time of said appearance of artist and many other features.

"It is also our intention to work only the territory adjacent to Pittsburgh and that rightly belongs to us, and it is our intention to go no more than half way between Pittsburgh and the next nearest jobber, as we feel that the dealer within the territory is entitled to all the goods

we receive from the factory, and we will permit none of it to go into foreign territory."

The Standard Co. announces that A. B. Kinch, formerly assistant manager of the wholesale Victor-Victrola business of the W. F. Frederick Piano Co., and Geo. C. Baish, formerly head traveling representative for that concern, are now affiliated with the Standard Co. These, together with L. C. Mountcastle, J. C. McGinity and J. C. O'Melia, will constitute the sales force of the company.



Standard Talking Machine Co.'s New Home

The new Standard Building is being made ready for occupancy about the first of the year.

Association Executives Meet

The executive of the Pittsburgh Talking Machine Dealers' Association held a meeting at the Hotel Henry on December 5. President C. L. Hamilton occupied the chair. The following were present: A. R. Meyers, Lambert Freidl, Albert Buehn, G. B. Bennett, W. J. Mullan, Jacob Scheonberger, Leo Half, William

Wampler and J. C. Roush. A number of important business matters were taken up and prepared for further consideration at the regular monthly meeting, December 11, also to be held at the Hotel Henry.

Buehn Phonograph Co.'s Activities

The Buehn Phonograph Co., of Pittsburgh, prominent Edison jobbing house, has announced an elaborate tone test of the Edison to be given in Carnegie Music Hall, East End, on December 12. Miss Christine Miller will render a repertoire of songs, bringing out the marvelous and authentic reproduction of her voice by the Edison record on the Edison phonograph. Invitations have been issued to the various dealers in the Pittsburgh territory, and it is expected that a large audience will be present.

The Buehn Phonograph Co. has completed the improvements on the second floor of its beautiful establishment, and this week threw open to the public three new parlors and a spacious recital hall. This floor is used mainly for record demonstration, in addition to the retail quarters on the first floor. The rapid growth in this department during the past year has made the expansion necessary, both machines and records demanding greater space and more attention. Albert Buehn, president and manager of the firm, states that recently the business has passed former marks, and shows a steady increase as the holidays approach.

Lively Columbia Business

The Pittsburgh branch of the Columbia Graphophone Co., Sixth street and Duquesne way, reports a highly gratifying volume of business throughout this territory. Manager Lambert Fredl states that all of the local dealers are selling more records and machines than ever before in their history. Effective holiday advertising and aggressive sales methods, along with the Columbia co-operation, has brought their business to a "full capacity" mark.

E. L. GINSBERG WITH PATHE FRERES

E. L. Ginsberg, formerly connected with Landay Bros., and with Wm. Knabe & Co., has joined the sales staff of Pathé Frères Phonograph Co., and will work out several plans of dealer co-operation, which the company has prepared for the coming year.

The Massey Piano Co., of Des Moines, Ia., has taken over the stock and business of the Des Moines Pathephone Co., in that city.

TO OUR PRESENT AND PROSPECTIVE CUSTOMERS:

We Wish You A Merry Christmas and A Happy and Prosperous New Year

We thank you for your patronage in the past and look forward to your patronage for 1917, which will be a record-breaking year for electrically operated talking machines.

The consumer wants ease, luxury, perfection and durability. Veeco motors assure these points and if you are not familiar with the progress in Electric Motors for talking machines, investigate Veeco at once, as we anticipate that our 1917 output will soon be entirely contracted for.

With our motor go service and a two-year guarantee. We supply with each motor our special Vitraloid Turntable which runs 50% more true than any metal turntable, and is distinctive in many ways. We also supply these turntables for use with spring motors.

The Veeco motor has been endorsed by the highest electrical authorities in the U. S. A. and has been adopted by the manufacturers wanting a high-grade electric motor for a high-grade talking machine.

For dealers we supply our motors on various sized boards ready for installation in talking machines already sold.

THE VEECO COMPANY

248 BOYLSTON STREET

BOSTON, MASS.

SPEED INDICATOR

For Timing the Speed of Records and for Testing all Phonograph Motors by Mazda Lights on 60 Cycle Circuits.
SIMPLE and NOVEL. RETAILS FOR 15c.

THE PHANTOM-METER CO., NEEDHAM, MASS.

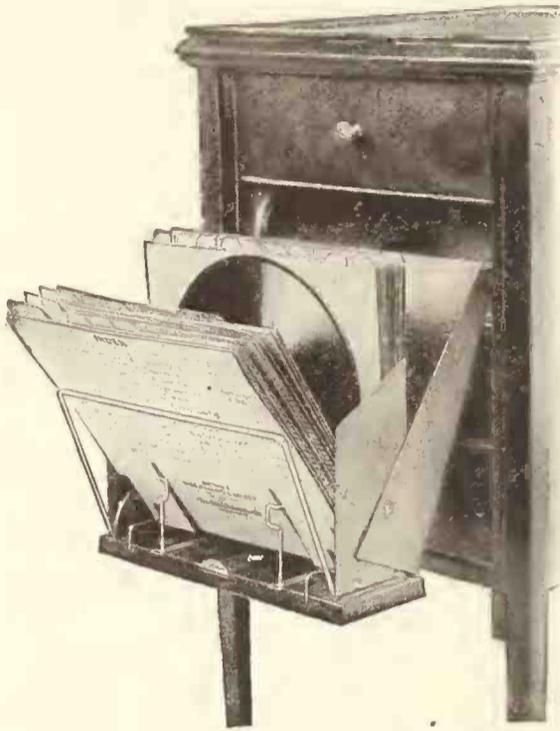
Sample to Dealers upon Request.

IMMEDIATE DELIVERY BROWN'S DISC RECORD CABINETS

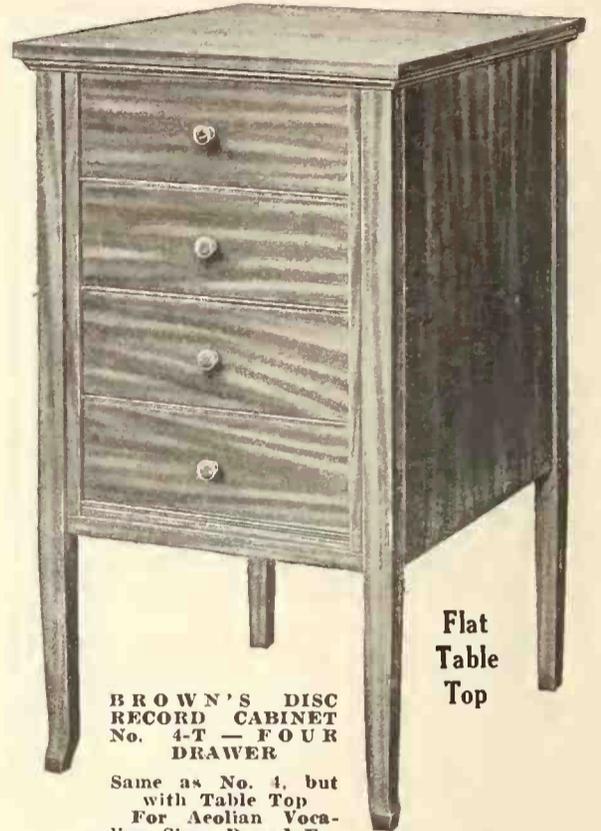


No. 4
With side top moulding for Victrola VIII Oak and Victrola IX Mahogany or Oak. Top measures 16 15/16 x 20 7/16 inches inside in clear.
With flat table top and without moulding it measures 18 3/4 x 22 3/4 inches which will take any size of portable machine of any make.

Top Surrounded by Moulding



Third position of drawer with spring pressure released and every record instantly accessible.



Flat Table Top

BROWN'S DISC RECORD CABINET No. 4-T — FOUR DRAWER

Same as No. 4, but with Table Top For Aeolian Vocalion Sizes D and E For Columbia Grafonola Sizes 15, 25, 35 and 50. For Victrola VIII and IX. The Top measures 18 3/4 inches wide by 22 3/4 inches deep. Carried in stock in Mahogany and Quartered Oak. The latter in either Golden or Fumed Finish. Will hold one hundred ten or twelve inch records.

When drawer is closed records lie flat and cannot warp. Pull out drawer and it suspends, then a second tilting drawer places records in vertical position, easily accessible. **IT IS THE ONLY CABINET THUS MADE.** Each drawer will take either ten or twelve inch records.

The drawers are made of steel and cannot warp or shrink, consequently do not stick or bind. Parts nickel plated.

BROWN'S is the PERFECT DISC RECORD CABINET. Direct orders from all dealers invited.

A NEW DEPARTURE IN RECORD CABINETS

A Cabinet Different From and Superior to All Other Known Methods for Filing Disc Records

THE SIMPLEST AND MOST EFFICIENT

Solves All Difficulties of Filing and Finding Records Quickly

INSTANTLY YOU FIND THE RECORD YOU WANT.

INSTANTLY YOU REPLACE IT.

One Low Price for High Quality to All Dealers

ASK FOR NET PRICES OR ORDER SAMPLES

—THE PRICES WILL NOT DISAPPOINT YOU

THESE CABINETS WILL FIT UNDER EVERY MAKE OF PORTABLE MACHINE



No. 2
With side top moulding for Victrola IV or VI. Top measures 15 7/16 x 16 9/16 inches inside in clear.
With flat table top and without moulding it measures 17 3/4 x 18 3/4 inches, which will take all the smaller portable machines of any make.

The Globe-Wernicke Co.

CINCINNATI

Barrientos! An artist without a peer. A singer of records that sell. Another Columbia exclusive.

(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



HIGH GRADE TALKING MACHINES DEMANDED IN DETROIT

Jobbers and Dealers, However, Find it Difficult to Get Sufficient Stock—Association Discusses Advertising—Recent Removals—Leading Concerns Report Enormous Business and Good Outlook

DETROIT, MICH., December 7.—If we are to believe all that the talking machine dealers tell us we haven't the least doubt that hundreds of people in Michigan are going to be disappointed for the holidays, and that they will either be forced to go without the standard machines or be satisfied with some of the inferior makes now on the market. With all due respect to the new makes of machines—and some of them are mighty handsome—comparison with the standard makes shows distinctly that the manufacturers of the Victrola, Columbia Grafonola, New Edison, Sonora and other well-known machines are experts in their line, and the disappointing feature about so many of the newer makes is that they seem to lack the artistic and the splendid finish which is so emphatically brought out in the standard machines.

Many New Machines Appear

It is really surprising to note the number of new machines that have made their appearance in Detroit since the last issue of The Talking Machine World. For instance, Crowley, Milner Co. have added the Fraad phonograph; Heyns Bazaar have added the Vista phonograph; the Ernst Kern Dry Goods store added the "Eufonola" phonograph and announce that this new department can be found on the fourth floor; Weil & Co., who were willing to place a tremendous order for one of the standard makes of machines, finally added the Vitrola. In fact, on every avenue of business, we have noted furniture stores, drug stores and others who have within the past thirty days installed a department for phonographs, most of whom have first endeavored to get one of the standard makes of machines, and then decided on the newer lines when refused. Comparatively few new accounts on Victrolas, Columbia Grafonolas and New Edisons have been opened this season, and indications are that not many new ones will be added during the coming year. Several managers have told me that they preferred to help those dealers already holding franchises rather than taking trade away from them by granting new franchises. The one argument that is in favor of fewer dealers on standard brands is that no dealer can offer any better price inducements than the competitor. So often have talking machine dealers said to me: "It is not fair to let a furniture store, for instance, sell the same merchandise I do when I have every dollar invested in the talking machine business and am paying an enormous rent downtown, whereas the furniture dealers simply put in the department as a side line, and thus gets the benefit of whatever advertising I give the line." Considering this phase of the situation from a serious standpoint, the downtown dealer is absolutely correct.

Grinnell Bros. New Victor Quarters

C. H. Grinnell, of Grinnell Bros., Victor jobbers, is exceedingly well pleased at his new quarters, First and State streets, where he has three solid floors for machines and records.

The new wholesale building ranks with any jobbing house in the Middle West, and it has every convenience that could be desired. There is a private salesroom, a large room for demonstrating records, a repair shop, an entire floor for machines and an entire floor for records so that Grinnell Bros. can and will carry nearly 100 per cent. more merchandise than they did at the old location.

Columbia Officials Visit Detroit

K. Mills, general manager of the local office of the Columbia, and Sam Lind, sales manager, report that December will close the greatest year the Columbia has ever had in Michigan. There is a tremendous increase in the volume of business on both American and foreign records, and the same applies to machine business. Dozens of new dealers have been started since the first of the year in new territory, while at all times protection has been given to those already holding Columbia franchises. A few weeks ago a number of high officials of the Columbia Graphophone Co. visited Detroit on a trip of inspection, being their first visit since the office was moved to 403 Woodward avenue.

Starr Co. Picking Out Dealers

W. H. Huttie, of the Detroit branch of the Starr Piano Co., reports increasing sales and business, and dealers on Starr phonographs. "We are not attempting to set the world afire, but are going along easy, taking our time as to the selection of dealers," he said to The World correspondent. "We have had to turn down many dealers because we did not believe them to be just what we wanted. We are in no particular hurry to get our line placed with every Tom, Dick and Harry, as our instructions from headquarters have been to get "quality" dealers and not "quantity."

Protecting New Edison Dealers

R. B. Alling, manager of the Phonograph Co. of Detroit, New Edison distributors, has very little to report other than the twelve months ending December 31, will show a handsome business and dozens of new dealers in all sections of the State. As for Detroit, Mr. Alling has not reached out for new dealers preferring to give those now holding franchises ample opportunity and ample protection. As a result, the only Detroit firms selling the New Edison are The Edison Shop, 256 Woodward avenue; Wallace Brown, 31 East Grand River avenue; D. K. Smith, Highland Park, and the East Side Diamond Disc Shop, Gratiot avenue. On Monday, December 4, a two-page advertisement appeared in the morning newspapers relative to the New Edison, giving the names of the four local distributors. We have seen many full-page newspaper phonograph advertisements, but this is the first time in our recollection that we have noted two full pages as a single insertion.

Brunswick Phonographs in Town

The Brunswick-Balke-Collender Co. at its Jefferson avenue store, announces the arrival of a shipment of Brunswick phonographs, and

already has salesmen in the territory signing up dealers. The Detroit office will handle the entire State of Michigan. The Brunswick plays all standard makes of records.

Stores in New Locations

Clough & Warren Co. will open shortly a new store at 84 Broadway, where they will sell their own make of pianos as well as their own make of phonographs.

The W. W. Kimball Co. recently moved from Bates and Farmer streets to 80 Broadway, and at this particular time are building a special department for the sale of the Kimball phonograph. J. E. Belcher hopes to have the new department in operation by holiday time.

Association Discusses Advertising

The Detroit Talking Machine Dealers Association at its last meeting took up the subject of "Talking Machine Advertising," and there were many excellent discussions and suggestions. The point that dealers tried to reach was the best advertising for the sale of phonographs and records. It was reported that the new plans adopted for the charging of interest and the trade-in schedule were working out fine, and to the satisfaction of everybody concerned. Wallace Brown, New Edison dealer, announces that starting the first of December he was adopting a new policy of not taking any outside machines as trade-ins, thus cutting down his supply of second-hand machines. Edison phonographs taken in as trade he could have refinished and sold for almost new instruments. So far the plan is working out very satisfactorily, he reports.

A six-story new toy shop having opened a stone's throw from his location is proving very good as a trade stimulant for Max Strasburg, 74 Library avenue, Victor and Columbia dealer.

Ed K. Andrew, manager of the J. L. Hudson talking machine department, made several trips during the past thirty days endeavoring to purchase \$100 and \$150 Victrolas in almost any finish. Although he had what he believed to be a big supply the first of November, the sale has been so active that he now finds he will be caught short for holiday trade. "And promises don't go with people when they come in to purchase for the holidays," said Mr. Andrew. "We can't promise to have them right after the holidays because we don't know that we could keep such promises, the factories being so far behind in orders."

Geo. Bolster, a furniture dealer of Plentywood, Mont., has taken the agency for the Aeolian-Vocalion, and will feature it permanently in his store.

Nicholson Record Cabinets

Manufactured in Mahogany, Imitation Mahogany, Quartered Oak and Plain Oak.

Fitted with horizontal shelves or upright racks. Exceptional Values. Write for illustrations.

K. NICHOLSON FURN. CO. - Chase City, Va.

Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg.
High Point Show Rooms, High Point, N. C.
and
Furniture Buyers' Exchange, High Point, N. C.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 7.—One of the most interesting incidents of the month has been the opening, within a few days, of the new Sonora warerooms in this city at 1311 Walnut street. The Sonora Phonograph Corp. have taken the entire building and have remodeled it for their purposes, and it is a model of taste

repair rooms, and an elevator which carries patrons to other portions of the building. On the second floor are two large demonstrating rooms and a recital hall which comfortably seats seventy-five people. This floor is also furnished with very good taste. On the third floor are two more demonstrating rooms, and

artistic style, which is known as the "Supreme."

Before long the Sonora Corp. expect to open branch stores in different sections of the city. They have established no agencies here, but have held Philadelphia absolutely for themselves. Mr. McCormick said: "We knew just as soon as we could spare the product that we



View of Sonora Main Reception Room, Philadelphia



Stairway Leading to Ladies' Reception Room

and refinement, and in thorough keeping with the instrument to be handled there.

First, let me describe the Philadelphia Sonora home. It is one of the best locations in the city for the handling of an artistic product. It is just off of Broad street and on the most fashionable thoroughfare. Formerly there were two entrances to the building, one of which has been closed and is used as a show window. On entering the building, the front of which is in stucco, a most artistic interior is at once discovered, with half of the main wareroom in the form of a raised balcony, with large stairs at its approach, which contain brass railings. The furniture of the room is quaint and exquisite in taste, and one large and handsome oil painting adorns the wall from the east. The drapings, lighting and everything about this room is in keeping with its general artistic effect.

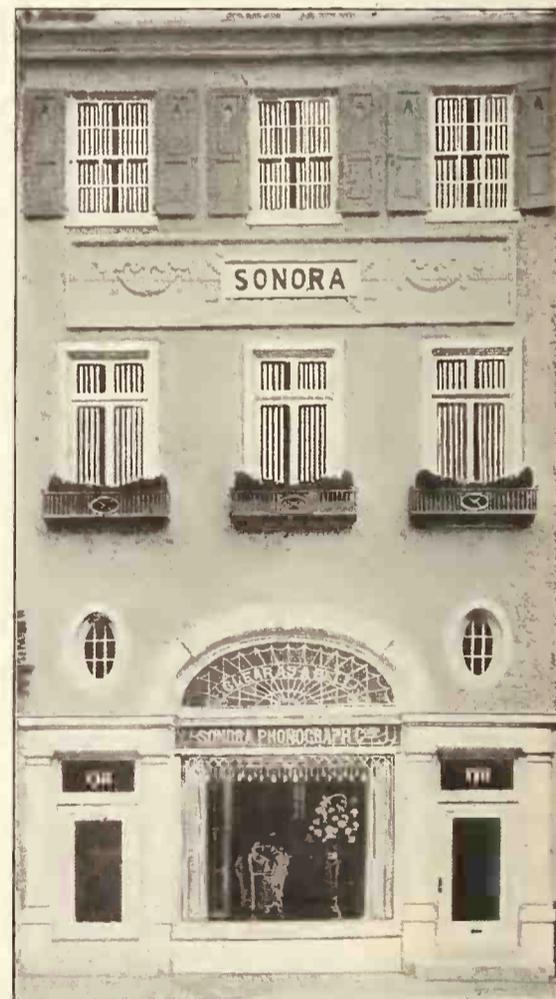
At the back of this main large room are the

the fourth floor is used for the storing of stock.

The Sonora store is under the superintendence of L. S. McCormick, who is general manager of retail stores, with headquarters in New York. The man in direct charge is Joseph Lynch, who was brought here from New York to take charge. He has as his assistants David Lent, Edward Keech and Miss Helen Doyle. It is very apparent from the business that has already been done that this staff will have to be increased very rapidly.

Mr. McCormick told me last Wednesday when I visited the new store that he was particularly impressed by the way the project has been received in Philadelphia, and that quite a number of instruments were sold before ever the furniture was in place and the decorating finished. The general call has been for instruments at from \$150 up, and quite a lot of enthusiasm has been shown for the Sonora's \$1,000

could open a home here in keeping with the general fine class of business to which the Sonora appeals." The firm have in contempla-



Exterior of New Sonora Building

tion the opening of similar stores in Boston and other large cities.

George E. Brightson, the president of the Sonora Corp., and Frank Coupe, the advertising manager, have been in Philadelphia, the latter for the purpose of arranging for an advertising campaign here.

BUSY SEASON IN PHILADELPHIA

Activity With Louis Buehn & Co.—Penn Phonograph Co.'s Store Remodeled—Other News

PHILADELPHIA, PA., December 5.—Philadelphia has enjoyed another month of unusual business with talking machines. The field is broad-

(Continued on page 38)

"We are all salesmen every day of our lives. We are selling our *ideas*, our *plans*, our *energies*, our *enthusiasms* to those with whom we come in contact."

—Chas. M. Schwab, *American Magazine*, Nov. 1916.

What Mr. Schwab says, applies to us. We have been selling our ideas, plans, energies and enthusiasm along with Victor product for 18 years and if you Mr. Dealer have not had this service you are the loser.

Place a "stop loss order" and secure pioneer service right up-to-date.

PENN PHONOGRAPH CO.
17 So. Ninth St., PHILADELPHIA

ESTABLISHED 1898

RECORDS

FOR selling more Records—check your reasons:

Lowering overhead expense.
Creating permanent customers.
Good profits.

Reasons for NOT selling more records—check again:

Forgot to order.
Cannot secure.
Delivery slow.

Buehn Victor Service

even helps you on the first NOT reason, for we are continually reminding you of the good numbers.

And we guarantee service on the other two, positively. We fill more complete orders and more orders complete than ANY service. Buehn customers SAY this, and our books prove it. Why shouldn't you secure the BEST, for right now the Holiday season makes promptness imperative.

If you are as prompt to send your order as we are to SHIP it, you will double your Record profits during the next few weeks.

RUSH your Victor Record orders.

THE LOUIS BUEHN CO.

Have you seen the RECORD-LITE?
Ask us to send you one, with prices.

Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 36)

ening all the time, and the big factories are not able to keep up with the demand. At some of the stores they have hardly enough machines on hand to supply one good day's sale of Victors, and they are on their hands and knees begging for goods. This is not due to any carelessness, but such firms tell me that they have unfilled orders from the factory that have been standing for more than a year. Nor is it the condition alone of some dealers, but of many of them, and among the very largest.

The New Harmonola Warerooms

The Harmonola, at 1611 Chestnut street, have finally gotten their warerooms in fine shape, and are already well pleased with the business they have done, and report that their prospects are most encouraging.

Big Increase in Edison Business

Blake & Burkart, the biggest handlers here of the Edison, report that their business in November was far in advance of last year. They have found it difficult to get stock, not only in talking machines, but also sufficient pianos to meet the big demand for them. Mr. Gardiner, district superintendent of the Edison, was in Philadelphia the past week. Both members of the firm were in New York last week to see the new Edison cabinets which were exhibited at the Ritz-Carlton. They were highly pleased with them, and believe they will appeal strongly to the public. They state they have been pronounced by furniture experts as being the finest thing ever brought out as to the finish.

The Ludwig Piano Store in Philadelphia have placed a number of new booths for the selling of Edison machines, and they will advertise extensively.

Good Report From Buehn & Co.

Louis Buehn & Co. report that their business in November was very good. They did not receive as many machines as the previous month, but they believe that the Victor Co. will make up for the shortage this month. Their

record business was considerably better than they expected, and they are constantly aiding materially the dealers to further their record business by printing for them lists of the best sellers, not only in domestic records, but also in records of all nations. Recently they sent out to the trade, as a help to dealers, a list of the best sellers from the foreign record catalog.

New Building for W. S. Gibson

Will S. Gibson, the Victor dealer at 4626 Frankford avenue, has contracted for the building of two additional hearing rooms to those already installed.

Worth's Re-opening

Nathan Worth, of Riverside, N. J., a Victor dealer in that city, had a grand reopening on December 2. It was a great success in the number of visitors and the amount of prospects secured.

Edison Dictating Machines Popular

The Edison Dictating Machines had a very successful November, and it was the second biggest month the firm has ever had. Nelson C. Durand was over from the factory last week. They have placed two new men on their sales force, and have added a brother of the present manager, R. L. Austin, to the office force. Among the big firms who secured Edison Dictating Machines during the month were Smith, Kline & French, the Concrete Steel Co., the Goodrich Tire Co. and David Lupton & Co. Besides these big firms which got a full equipment, they sold a large number on smaller orders.

To Remodel Penn Phonograph Co. Store

The Penn Phonograph Co. have made complete arrangements for the entire remodeling of their store. They will move their offices to the front and all the working end of the business will be in the rear of the store. They had a very large November, and quite a number of out-of-town dealers called on them pleading for machines. They state that the factory holds out promises of better deliveries this month.

Better Deliveries of Columbia Machines

The Pennsylvania Talking Machine Co. report that their business was excellent in November, and they found conditions as to delivery of machines better than last month. The Lazaro records have been having an enormous sale, and they have helped to increase their record sales very materially. The only machines upon which they had a shortage were those over \$35. Their shortage on \$25 and \$35 machines continues with little hope of catching up on them before the first of the year. Manager Walter Eckhardt was at the executive offices and at the factory a few days last week.

The Dictaphone business of the Pennsylvania Co. was most satisfactory in November. Not only the office, but all of the sales force won their quota, which was most gratifying and which called out the following telegram to Manager Westervelt:

"Congratulations to self and every one of the salesmen connected with the organization.

"M. F. MILNOR, General Manager."

Manager Westervelt was down in the Baltimore territory last week looking over the condition, which he found most satisfactory. Everywhere the men are trying to put over enough business to win the desired offer of the factory of a free trip to New York to the Dictaphone convention to be held later.

NOT CONFINED TO LARGE CITIES

While visiting in large cities you have observed the care and art that is displayed in the show windows, and the crowds that are attracted thereby. You have said to yourself, "That is all fine for big cities, but not essential to my welfare in a small place." A blundersome mistake. Human nature, in city or village, is the same old thing. A village merchant who keeps his windows as an index finger pointing inside, sets the pace for weal or woe.

We carry
8
styles of
MOTORS

We manufacture
4
styles of
TONE-ARMS
and
14
styles of
SOUND BOXES

We fit any of our
sound boxes to your
tone-arms or vice
versa.

CALL ON US

FOR

ANY PART

IN THE

PHONOGRAPH LINE

We
manufacture
all parts
including
**Graduated Disc
Tabulators
Turntables
Table Brakes
Tone-Arm Rests
Record Cleaners
Needle Cups
Cabinet Lid
Supports
Sapphire Needles**
For Edison or Pathe Records
**Main Springs
Governor Springs**
ETC.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleecker Street, New York City

COMPLETING TWO YEARS OF NOTABLE TRIUMPHS FOR THE WONDERFUL AEOLIAN-VOCALION

THIS achievement of the Aeolian-Vocalion —an unqualified supremacy in the world markets within two years of its introduction to the public, is almost without parallel in the annals of commerce.

In November, 1914, this wonderful, new phonograph was placed on display in the salons of Aeolian Hall. From the very first it created widespread interest—made a veritable sensation in musical circles.

The Vocalion was an epoch-making step in the evolution of the phonograph. It evidenced the first material interest in instruments of the sound reproducing type on the part of any great musical instrument house. And that The Aeolian Company, maker of the Vocalion, was the world's leading musical concern—a highly progressive organization, but withal one of the most exclusive and conservative in the music field was further significant.

Much of the Vocalion popularity has been won, of course, through the novel opportunity it affords for musical expression. The Graduola expression device, as everyone now knows, permits complete control of tone — enables each record to be played with a wide latitude of effects. This has given phonograph music a vital quality, a variety never before possible, and has added infinitely to the charm and artistic possibilities of the sound-reproducing instrument.

But it is beauty and unequalled fidelity of tone that has held public approval; that has elicited the immediate endorsement of the musical world; that has brought the Vocalion within the space of two years to an unassailable leadership of a great and strongly entrenched industry!

THE AEOLIAN COMPANY

The AEOLIAN



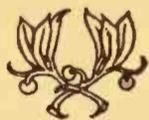
VOCALION

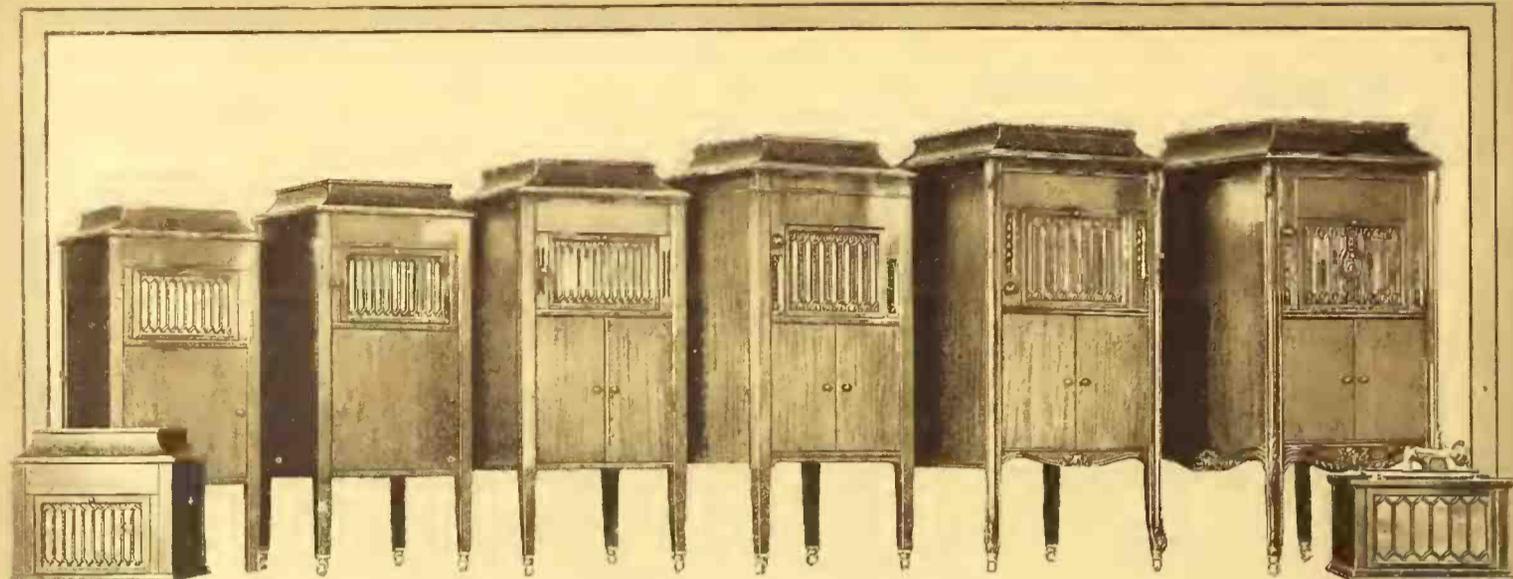
 HE colorful tones of the human voice, all the varied notes of every instrument of the full orchestra are reflected faithfully—made to live anew by this supreme phonograph. Such clarity, sweetness and perfect purity of tone never have been possible before with any instrument of the phonograph type. And this wonderful, *natural* tone, you may vary and shade, make to express your own music feeling through the revolutionary Vocalion expression control—the Graduola.

Your slightest pressure upon the Graduola finds instant answer in the music. The melody ebbs and flows as you will. Its delicate shadings are the picture of your thoughts.

There is but one way to know and fully realize the supremacy of the Vocalion—you must *hear* it—hear the remarkable perfection of its tone. Then you must take the Graduola and discover the fascination of *making music*—of building new and refreshing tonal beauty with the skill of the greatest musicians as your guide. Scores of people every day are making this personal test of the Vocalion.

Certainly every dealer—everyone connected with the music trades—should know the intensified music pleasures this great new instrument affords.





ABOUT VOCALION REPRESENTATION

MUCH Vocalion territory has already been assigned — Vocalion representation is recognized as the most profitable any dealer can secure. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

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

When in addition it is realized that the Aeolian-Vocalion line is the broadest in the industry, ranging from instruments at \$35 to magnificent art models at \$2000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

We invite you to write for details of the Vocalion proposition. Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK CITY

*Chicago Office: Fine Arts Building, Michigan Avenue
A complete display of all models of the Aeolian-Vocalion
may be seen at this office*

THIBAUD RECORDING FOR PATHE

Pathé Frères Will Shortly Announce Records by Famous French Violinist

A recent visitor to the recording laboratories and executive offices of the Pathé Frères Phonograph Co., New York, was Jacques Thibaud,



Jacques Thibaud

the famous French violinist. Mr. Thibaud is under exclusive contract with Pathé Frères, and in the very near future a number of his Pathé records will be announced. Mr. Thibaud is starting on a tour of this country, which calls for his appearance on the concert stage in the leading American cities.

Jacques Thibaud is well-known in musical circles both here and abroad, having won international recognition as one of the leading violinists of the present day. His fame was first

achieved in Paris, and in 1903 he made his initial American tour, which was a signal success. His second visit to this country was made during the season 1913-1914, when he made a deeper and even more favorable impression than on his previous visit. A third tour, booked for the following season was prevented by the outbreak of the war, and Mr. Thibaud is now here on a year's leave of absence from the French army, to recover from injuries received in battle.

As a representative of the French school of violinists, Mr. Thibaud is one of the foremost artists now before the public, and his playing has won enthusiastic praise and admiration from critics here and abroad.

NEW QUARTERS FOR JONES-MOTROLA

Large Loft Leased on West Thirty-fifth Street, New York, to House Various Departments— to Be Occupied on or About February 1

Jones-Motrola, Inc., manufacturers and distributors on the Motrola, the electric device for winding talking machines automatically, reports the stock is coming along fast enough to enable the company to take care of the greater part of the current orders, both for attachments for direct or alternating current.

The increased demand has forced the Jones-Motrola, Inc., to lease an entire new loft at 29-33 West Thirty-fifth street, New York, which will be occupied on or about February 1, 1917. The loft, with over 7,500 feet of floor space will house the stock and shipping departments as well as the general offices of the concern now located at 171 Madison avenue.

That the Motrola has lived up to the claims made for it is indicated by the numerous letters from dealers and distributors commending the device and the regularity with which reorders are placed. Moreover, since it was placed on the market about a year ago the Motrola has been materially improved, especially in the direction of making it as noiseless as possible when in operation.

URGE ACTION ON STEPHENS BILL

Jobbers Impress Dealers With Importance of Making Strong Appeal to Congressmen if Measure Is To Be Passed This Season

The National Association of Talking Machine Jobbers is putting fresh energy into its campaign to bring about the passage of the Stephens-Ashurst Bill H. R. 13,568, providing for the maintenance of retail prices on trademarked articles. The members of the Jobbers' Association have already done some excellent work in the interests of the measure and the officers and members of the organization have taken occasion to make personal appeals to various Congressmen whose support is particularly desired.

The jobbers are urging the dealers to write to their Congressmen immediately urging favorable action on the measure, and it is pointed out that strong and concerted effort is required on the part of those favoring the bill if it is to be passed during the present session of Congress.

With the large number of political bills and various government measures to be considered, there will not be much time given to the consideration of the general run of business legislation.

WILL MANUFACTURE CABINETS

KANE, PA., December 8.—The Kane Blind & Screen Co., manufacturer of Kane instrument stands, reports a gratifying increase in the orders for these stands which have been received from nearly every state in the union. The company has confined itself to the production of stands for only two years, but announces that a line of cabinets is being developed for introduction during the coming year, which will, no doubt, be well received by the general trade.

Beginning with the new year, the corporate name of the firm will be "Kane Manufacturing Co."

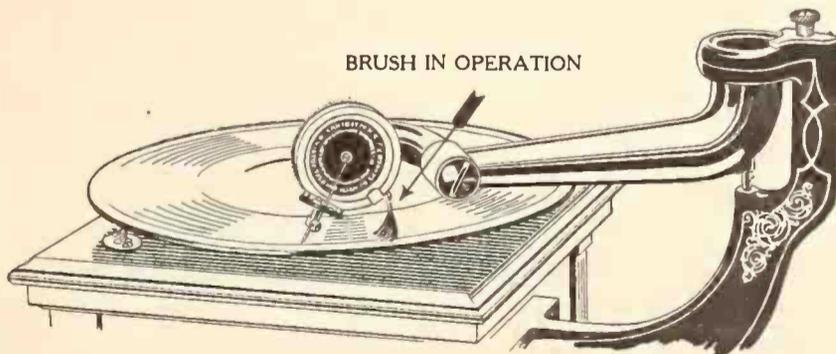


Patented September 25 and October 2, 1906. September 7, 1907.

Price 25c.

Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

**Easily Attached
Works Automatically**



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS





Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at \$50, \$60, \$75, \$100, \$150, \$200, \$250 and \$300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the
RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

COLLEGE COURSE FOR "TALKER" MEN

Special Department for Talking Machine Trade to be Feature of Merchants' Short Course at Kansas State University This Winter—Those Back of the New Project

KANSAS CITY, Mo., December 4.—F. R. Hamilton, head of the extension department of the Kansas State University, was in Kansas City December 2, making arrangements for a talking machine section during the merchants' short course at Lawrence next February.

Heretofore there has been no section for music dealers of any kind at these short courses. The suggestion for one came from M. M. Blackman, manager of the Edison Shop at Kansas City, who felt sure that his dealers would like to get the benefits that dealers in hardware, jewelry, groceries, and clothing receive from the State University. He took the matter up with Mr. Hamilton, who immediately saw the many advantages in the plan. Mr. Hamilton came to Kansas City, and conferences were arranged with A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co.; E. A. McMurtry, manager of the Columbia branch; C. V. Bissell, manager of the Starr Piano Co. branch, and others. All were enthusiastic; and Mr. Hamilton is going ahead with the plans.

There will be at least one afternoon in which the general program is devoted to phonograph dealers, with a speaker of national prominence. Following this program, there will be a round table, during which the dealers of the various lines will discuss their common problems. Then there will be round tables each day of the week, for the dealers in particular makes of phonographs.

Mr. Hamilton was particularly glad to make these arrangements, because so many of the talking machine establishments in Kansas started as adjuncts of some other line of business. And the dealers may come to Lawrence to enter the courses for these other lines, as well as to enter the talking machine classes. The new feature is expected to stimulate markedly the attendance at the short course.

"This is an important project," said Mr. Trostler to Mr. Hamilton. "We appreciate it, because we see that the talking machine is becoming the subject of real business in itself, instead of being merely a side line, as it had been considered by many merchants."

This course at "K. U." has grown in attendance from 100 to 500 in three years; next February will see the fourth of these events. They have been remarkably helpful to the Kansas merchants, in showing them the advantages of cost-finding systems and modern business methods. The manager of an adding machine company remarked recently that his sales in Kansas among the merchants who attended had been more than tripled.

Missouri merchants also have the benefit of these courses, and the phonograph dealers of that and other States in the Kansas City distributing territory will be invited. Last year, there were merchants from five States besides Kansas at the various sessions. There is no fee for the courses.

MARKET NEW REPRODUCER

The Wilson-Laird Phonograph Co., New York, has just placed on the market the "Bliss" reproducer, which is presented to the trade as a reproducer that embodies several distinctive features. The diaphragm is constructed of a special patented composition that the manufacturer claims is superior to mica. The Bliss reproducer has been advertised extensively in the local newspapers, and the company has made arrangements whereby the trade can be supplied with immediate deliveries of all quantities.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

SOPRANO MAKES VICTOR RECORDS

Mme. Galli-Curci, Latest Opera Sensation, Under Exclusive Contract With Victor Co.—What the Critics Had to Say

Musical circles in the United States were treated to two distinct sensations recently, the first being the successful American debut in Chicago of Mme. Galli-Curci as "Gilda" in "Rigoletto," and second the announcement by the Victor Talking Machine Co. of the first two records by this noted artist, and the fact that



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In a story of the soprano's first American appearance the critic on the Chicago Tribune said in part: "When the curtain fell on the second act (of 'Rigoletto') the calm, suave, sophisticated gathering rose in its seats and cheered, and shouted and screamed its delight with Mme. Galli-Curci, the 'Gilda' of the afternoon. Nothing like her had been heard, the audience individually and as a body asseverated, in the six years which Chicago has had an opera company named for it"

Speaking of her voice another critic said: "She cannot trill. The famous trill which Tetrizzini carries up the stairs with her is absent, but the high E is there. It is the purest note I have ever heard. It is purer than a harmonica or the violin."

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In view of these enthusiastic criticisms by writers who are by nature inclined to be distinctly conservative would indicate that the Victor Co. has in Mme. Galli-Curci a most valuable addition to the company's list of exclusive artists.

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Window Hangers, Booklets, Motion Picture Slides, and Many Other Forms of Publicity Are Included in Christmas Campaign

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For several years past the Columbia Co.'s advertising division has paid particular attention to the preparation of Christmas season advertising, and each year's publicity has been more attractive and effective than its predecessor. It was thought that last year's series of advertisements and literature reached the acme of perfection in this field, but the 1916 publicity outdistances the 1915 material by a considerable margin.

Artistic window hangers, booklets featuring Grafonolas, circulars suggesting timely record outfits as Christmas gifts, hangers devoted to records especially adaptable for the Christmas season, moving picture slides, car cards, and newspaper advertisements, are all included in this mammoth campaign which is offered to the dealers as another link in Columbia co-operation and service. The entire set of Columbia Christmas advertising embodies the attractive set of colors, green and red, which have always been associated with the Christmas spirit.

THE LANGUAGE-PHONE

AND ROSENTHAL'S PRACTICAL LINGUISTRY

DISC LANGUAGE RECORDS

Every live dealer knows the great demand there is for knowledge of Spanish and other foreign languages. The trade of the United States is rapidly extending to other countries, especially South America. People everywhere are studying foreign languages—in fact, it has become the most popular study of today.

Up-to-date dealers are taking advantage of this opportunity and are making good profits selling the Disc Records of

THE LANGUAGE PHONE METHOD

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This system has been truly called The Dealer's Method, for it is so simple to handle and easy to sell. Special training for salesmen is not necessary. It is sold like the music records.

Our national advertising has popularized the trade-mark "Man at Phone" (see cut) which brings customers of the better class to your store.

Dealers Get the Easy Business While the Field Is New—Write for our proposition NOW while the opportunity is here

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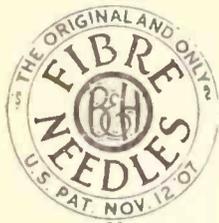


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The Language Phone Method, 992 Putnam Bldg. 2 West 45th St., New York



No Shortage of B. & H. Fibre Needles

¶ We are prepared to fill any and all orders on short notice.

¶ The fibre needles we are now offering are superior to any we have yet manufactured.

¶ REMEMBER we are the only manufacturers of fibre needles in America and our product is covered by U. S. Letters Patent.

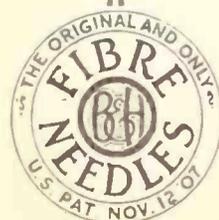
Send for sample of our popular package
50 needles — retail price 25 cents

USUAL DISCOUNTS

B. & H. Fibre Mfg. Co.

33 and 35 W. KINZIE STREET

CHICAGO, ILL.



WITH THE TRADE IN MONTREAL

Talking Machine Men Prepared for Unusual Business—Berliner Gramophone Co. Makes Second Wage Advance in Year—New Concerns Enter the Field—Edison Diamond Disc Phonograph for Government House

MONTREAL, QUE., December 4.—The members of the talking machine trade in this section have about completed preparations to take care of the enormous holiday business, which is already well under way. There is still the cry of a machine shortage, but even with this handicap, the trade is inclined to be unusually optimistic.

As an indication of the prosperous conditions existing and of the generosity of some talking machine manufacturers, it is announced that the Berliner Gramophone Co., Ltd., has given their employes their second voluntary increase in wages this year. The latest advance is accompanied by a reduction in working hours in the pressing plant, and the men in the future will work eight and one-half hours instead of nine hours per day, and get more wages for the shorter time.

Recent recordings by the Berliner Gramophone Co. include two double-sided records by the band of the First Regiment Grenadier Guards of Canada, four selections being "Laurentin March," "When Your Boy Comes Back to You," "Land of the Maple," and "Here's to Tommy." There are also two selections by Jos. Saucier, popular Montreal baritone, "Calm as the Night" and "Until."

Eight new luxuriously furnished sound-proof demonstration rooms have been installed in the phonograph department of Layton Bros.

The Canadian Graphophone Co., Columbia distributors for the Province of Quebec, report a good call for Lazaro records. There is also a strong demand for records by Elzear Hamel, the favorite French-Canadian comedian. The latter records have been featured by large advertisements in the Montreal French Daily.

Layton Bros. recently made a particularly striking window display with the famous dancing ragtime Rastus as the center of attraction. The complicated steps of the little dancer kept the sidewalk in front of the store crowded throughout the day.

The Canadian Graphophone Co. are doing a nice trade in Columbia electric machines and in foreign records.

The Government House, Ottawa, now has a new Edison Diamond Disc phonograph. The sale was made by R. S. Williams & Sons Co., Ltd., Toronto, which received the following letter from the Comptroller:

"I am commanded by Field Marshal His Royal Highness the Duke of Connaught to inform you that he is very pleased with the Edison Diamond Disc phonograph which you supplied to Government House. You are entitled to use the word, 'Patronized by H. R. H. the Duke of Connaught,' if you wish to do so."

The D. H. Hogg Co., 496 St. Catherine street, East, has taken on the complete Columbia line with a large stock of records, and will feature the same extensively.

The Berlin Phonograph Co., Ltd., has been incorporated with a capital stock of \$20,000, to manufacture, buy, sell, import and export the Art-O-Phone talking machine. They will open a store at 153 St. Catherine street, East.

J. A. Hurteau, Ltd., report a fair business in Pathé and Sonora machines. They make a specialty of Pathé records imported direct from Paris.

NEW METHOD OF LISTING RECORDS

The Emerson Phonograph Co., New York, presents a new style of listing records on their December bulletin. Instead of the stereotyped manner of listing, the company arranges its December records by units so that a customer when reading the bulletin will feel inclined to order half a dozen records instead of single selections, as they all combine to make up a pleasing program.

TELLING PEOPLE HE SELLS VICTORS

Wm. J. MacFarlane, of Canandaigua, N. Y., Loses No Opportunity to Call Attention to the Line He Handles—A Recent Instance

Wm. J. MacFarlane sells Victor Victrolas and records in Canandaigua, N. Y., and anybody in the city who doesn't know it must be suffering either from blindness or deafness.

An idea of the method Mr. MacFarlane uses



Wm. J. MacFarlane's Auto Display

to attract attention is afforded by the accompanying illustration which shows his automobile suitably decorated, and which took part in the business boosting "auto run," and in which 125 other local business men were entered.

In talking of the parade Mr. MacFarlane said: "Besides the general advertising and glad hand given me at every stop, I distributed over 1,000 sets of Victrola advertising." This sort of energy turns the dealer into a merchant.

EXHIBITS EDISON FILM

R. C. Bollinger Music Co. Secures Some Good Publicity Through Use of Motion Picture Film in Local Theatre

MCALISTER, OKLA., December 5.—The R. C. Bollinger Music Co. recently secured some very profitable advertising through exhibiting the motion picture film, "The Voice of the Violin" at the Busby Theatre here. The film deals with the Edison laboratories at Orange, N. J., and in addition to the interesting story it tells, detailed scenes of the Edison plant are shown. During the showing of the film, S. B. Mosher, manager of the Bollinger store, entertained the audience with a number of high-class musical selections on the Edison Diamond Disc phonograph, demonstrating its various good qualities.

ATTRACTING WIDE ATTENTION

"Noset" Start and Stop Being Adopted for Use by Manufacturers—Energetic Advertising Campaign Being Prepared for Dealers

"We have received splendid results from our advertisement in The Talking Machine World," said an officer of the Condon Autostop Co., New York, manufacturer of the "Noset" automatic start and stop. "Members of the trade, more especially manufacturers, have all agreed that 'Noset' is an accessory which meets all the requirements of the public. In fact one manufacturer compares it to the self starter of the automobile. So essential and so great was the demand by the automobile owner for the device which would start his automobile automatically and conveniently that it was supplied by various independent manufacturers as an accessory to those who had purchased machines, making it in a measure a modern equipment of their automobile. The automobile manufacturers, anxious to offer refinements to the

public, soon included the starting device as part of their regular equipment; and it has been predicted that the 'Noset' will be similarly recognized.

"One point that has not been made clear to the dealers is the fact that some laboratory models of various inventors have been shown to the trade but only demonstrated in the inventor's presence. One reason is that they have not created a versatile device to perform regardless of back tracking. If perchance the operator of the instrument accidentally swings the sound box to and fro before placing the needles on the record, 'Noset' only performs its duty when the record is finished. 'Noset' starts and stops without attention all standard makes of records, including the ten cent varieties."

Mr. Condon states that the energies of the company's advertising department will be at the services of the trade, and already considerable printed matter is under way and in the mail. Every co-operation will be offered the dealer to develop a profitable market for the "Noset."

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

Operaphone Records



TO those whose support has contributed to the unparalleled popularity of Operaphone Records and to those whose support we hope to enlist for our mutual benefit, we extend—

Sincerest Good Wishes for a Pleasant Holiday Season and a New Year of Unalloyed Prosperity

OPERAPHONE

::

200 FIFTH AVENUE
NEW YORK CITY

Holiday

Greetings

**TO THE
TALKING MACHINE TRADE**

Let Your New Year Resolution Be

1917—Bigger - Better - Busier—1917

We can help you **NOW** in this resolve by
planning for you a new Unico Department



Cohen & Hughes, Inc. A UNICO DEPARTMENT IN THE STYLE ADAM Washington, D. C.

Our Experience in Developing Hundreds of Money-Making
Departments is at your service

IF YOU WANT

Maximum Efficiency
in
Minimum Space

A Distinctive
yet
Practical Department

Satisfying Service
at
Reasonable Cost

Send us a rough draft of your space and we will solve your problem

The **Unico** System will be your **Ultimate Selection**

WHY NOT NOW?

THE UNIT CONSTRUCTION COMPANY

Literature upon request

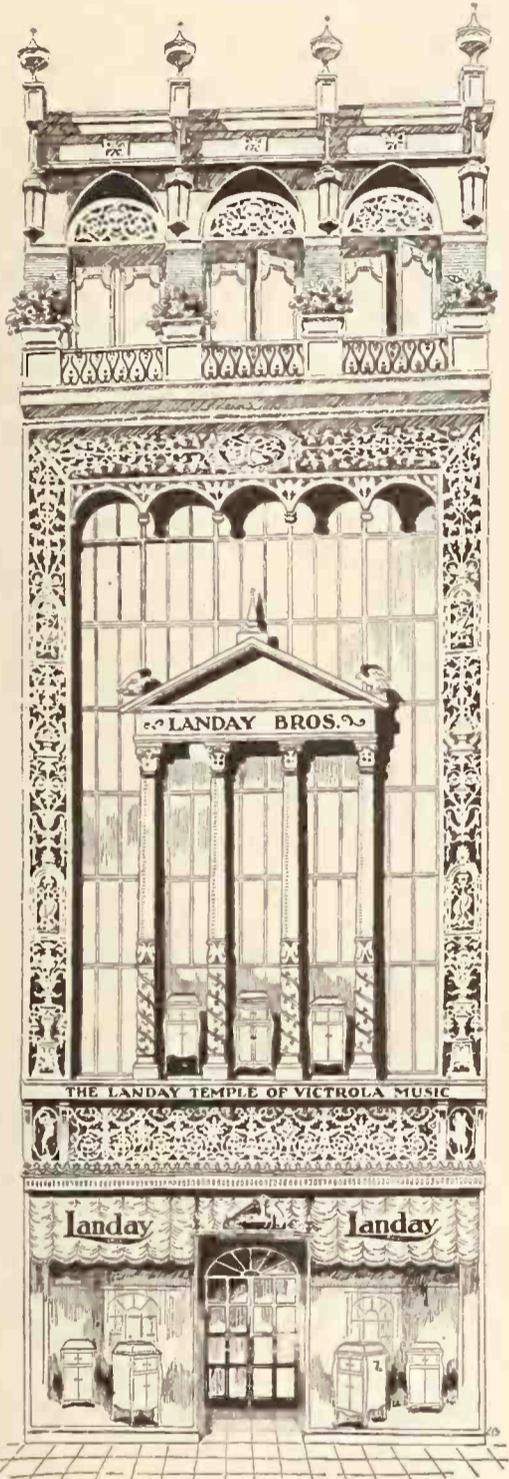
121-131 SO. 31st ST., PHILADELPHIA, U. S. A.

Write to-day

NEW "TEMPLE OF VICTROLA MUSIC"

Landay Bros. Formally Open Elaborate New Establishment on West Forty-second Street—Something of the Interior Equipment

Landay Bros., Victor distributors, held the formal opening of their new "Temple of Victrola Music" last Monday. This building, which is located at 23 West Forty-second street, is considered by many as the finest retail establishment in the local talking machine trade.



Landay Bros. New "Temple of Victrola Music" The new "Landay Temple of Victrola Music" has been in course of completion for the past two years, and Landay Bros. left no stone unturned to make this building a monument to

the remarkable achievements of the Victor products, and a permanent reminder of the progress and prestige of the House of Landay.

This new building is the "brain child" of Max Landay, president of Landay Bros., who has personally supervised every detail incidental to its construction and equipment. As Mr. Landay is one of the veterans of the Victor industry it is hardly necessary to state that there is absolutely nothing omitted in the new Landay building which can possibly add to the comfort and convenience of the Landay patrons.

Architecturally the new Landay building is of the fifteenth century Italian period, effective and appropriate to a degree when one considers its purpose and association. Landay Bros. occupy the entire five stories in this "Temple of Victrola Music," and the "home" idea is carried out on all of the floors.

On the fifth floor is a small recital hall, and in this room, Landay Bros. are planning to have the head of their educational department conduct Victrola recitals and assist public school teachers in selecting appropriate records for their pupils.

Every floor is furnished artistically, the main thought having been to provide an atmosphere of refinement in keeping with the musical standing of the Victrola. Each floor is complete in itself, the patrons being able to select their Victrolas and Victor records with maximum convenience and comfort.

It has been the ambition of Landay Bros. to establish a "Temple of Victrola Music" ever since they became distributors for the Victor Co. sixteen years ago, and they feel that they now have a home of music which well fulfills this ambition.

Landay Bros. now have four Victrola establishments in New York City, all of which are located in the best retail districts and are thoroughly commensurate with the worldwide fame of the Victor products. These stores are located at 23 West Forty-second street, 563 Fifth avenue, 427 Fifth avenue and 27 West Thirty-fourth street.

MANOPHONE MICHIGAN DISTRIBUTOR

Clough & Warren Co. Appointed by James Manoil Co.—James Manoil Makes Western Trip—Factory Rushed to Capacity

James Manoil president of the James Manoil Co., Newburgh, N. Y., recently made an extensive business trip through the West, where he visited many of the larger cities and found the popularity of the Manophone steadily increasing.

One of the most recent moves of the company has been the appointment of the Clough & Warren Co. of Adrian and Detroit, Mich., as sole distributors and selling agents of the Manophone for the State of Michigan.

Reports from the factory in Newburgh show that the national advertising campaign, now being carried on by the company is bringing forth such results that an increase in the facilities of the plant is contemplated in the near future.

IMPORTANCE OF SERVICE IN SELLING

Service to the Customer, Beyond Simply Taking His Money, One of the Fundamentals of Successful Salesmanship—Keeping Promises

The great majority of salesmen believe that service is one of the fundamentals of the profession. There are others, however, who believe by selling the customer something they are giving him all the service to which he is entitled. In other words, they don't appreciate the purchasing aspect of the word service, but divide the word into its component parts such as "serve," meaning to give something, and "ice," meaning the manner in which it is given.

Service is the backbone of every business and covers a good deal of ground. If you promise delivery of goods for 10 o'clock and don't get them there till 12 o'clock, that is not service. Yet how frequently it is the case that this takes place. Delivery should not be promised unless there is a fair certainty of the promise being kept, and if some circumstance arises to prevent it being kept, the customer should be notified. If this policy is not followed, one cannot hope to make permanent customers.

There are many little services, such as opening the door for a customer who is coming in or going out—giving them a chair while waiting—selling stamps willingly—and so on, that don't cost you a cent, but get you dollars.

Display is also a part of service. For instance, if a customer comes in for records, if that line is well displayed it helps her to do her purchasing. People come into the store with a definite purpose, and that is to buy goods. Make it easy and convenient for them to do so.

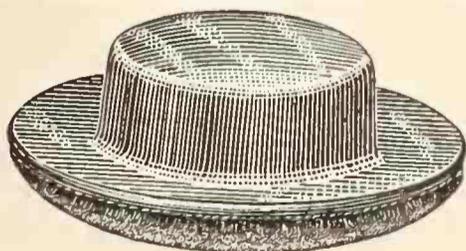
Answer the telephone quickly and efficiently. When the bell rings, bear in mind that there is a customer waiting at the other end, and answer as soon as possible. Don't waste time saying "Hello!" Give the name of the firm at once.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to lose.

Small export orders are easy to secure; they come unsolicited. An ever increasing volume of foreign orders can only be had by a man who knows foreign trade conditions, banking, shipping, national customs, credits and how to sell and hold the business. He must be an expert talking machine man, who knows every part, can repair and teach the use and sale of his lines.

Ten years a manufacturers' export agent and five years in the laboratory, factory and sales end of the talking machine business. That is my experience and that is why I shall represent for export a limited number of non-competing manufacturers of machines, records, parts and accessories. If you are a manufacturer seeking export trade, write me for details. Now is the time to start and start right; opportunities abroad were never better.

I. L. COCHRANE
24 Stone Street New York



STANDARD CLEANER
Price 50 cents, list

"SIMPLEX" CLEANER
Price 15 cents, list

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

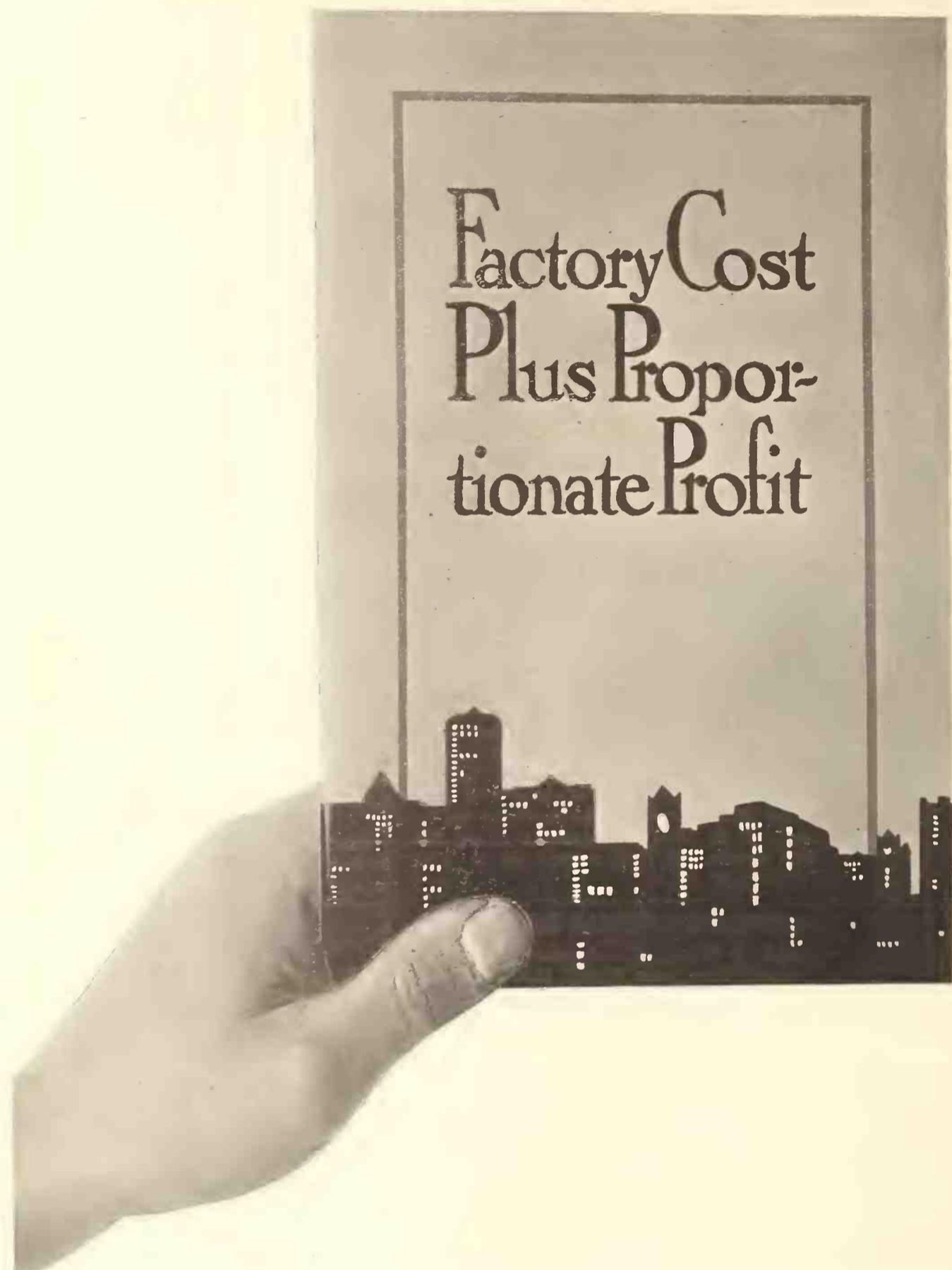
KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

"STANDARD"
"SIMPLEX"
RECORD
CLEANERS



Factory Cost
Plus Propor-
tionate Profit

THIS BULLETIN

Explains Our Method of Working

It explains how we act as your auxiliary factory—how you can use any one of our departments or all—for a day, a week, or a month. It explains the service we render you and what you pay us for that service.

Write for your copy today

DeCAMP & SLOAN, Inc.

Works, 420 Ogden Street, Newark, N. J.

New York Office, 141 Broadway

REVISION OF EDISON TERRITORY

Changes Announced by Thomas A. Edison, Inc., Increase the Efficiency of the Service Rendered Dealers by Technical Men

A revision of the territory, to which the field supervisors and mechanical instructors of Thomas A. Edison, Inc., are assigned, has been announced at the offices of the company at Orange, N. J. The changes have been made in order to increase the efficiency of the large staff of sales and technical experts who are employed to assist Edison dealers in solving any merchandising or mechanical problems that may arise in their business. Every zone in the United States now is afforded the services of these thoroughly trained and highly competent experts, and the work has been extended into Canada by the appointment of both a supervisor and a mechanical instructor who will make a preliminary survey of this vast territory before the final appointment of additional men.

The supervisors are equipped with the best and latest Edison information along various lines. They are kept in close touch with the Edison laboratory and are aware of every development that may be interesting or valuable to Edison dealers. The mechanical instructors all are graduates of the special laboratory course in mechanics, and there is no problem relating to the mechanism of the New Edison that they are not capable of solving. The new territorial assignments of these field workers are as follows:

Supervisor, H. R. Skelton; mechanical instructor, E. Trautwein. Zones: Boston, New Haven, Albany, Syracuse.

Supervisor, C. S. Gardner; mechanical instructor, J. C. Knipper. Zones: New York, Pittsburgh, Williamsport, Philadelphia.

Supervisor, J. J. Callahan; mechanical instructor, J. Finlayson. Zones: Cleveland, Detroit, Chicago, Indianapolis.

Supervisor, L. A. Zollner; mechanical instructor, A. E. Schiller. Zones: Des Moines, Sioux City, Milwaukee, Minneapolis.

Supervisor, C. R. Lee; mechanical instructor, E. E. Bedford. Zones: Atlanta, Richmond, Cincinnati.

Supervisor, A. P. Burns; mechanical instructor, J. McCluskey. Zones: New Orleans, Dallas, El Paso.

Supervisor, C. W. Burgess; mechanical instructor, D. Lawson. Zones: St. Louis, Kansas City, Omaha, Denver, Ogden, Helena.

Supervisor, H. L. Marshall; mechanical instructor, G. A. Cummings. Zones: Los Angeles, San Francisco, Portland, Seattle, Spokane and the territory which the Kent Piano Co., Vancouver, B. C., is working.

Supervisor, Newman Johnston; mechanical instructor, J. B. D. Gambee. Mr. Johnston, recently appointed, is the first supervisor to go into Canada. His present territory is the entire Dominion outside of British Columbia (which Supervisor Marshall is handling), and it is his intention to apply himself at first at Eastern Canada, beginning with the Toronto jobbing point, and successively covering Montreal and St. Johns. After that he will take up Winnipeg and Calgary.

MISS VIVIAN DODIN ARRIVES

A. H. Dodin, Well Known Repair Man, Gets Fine Thanksgiving Present

Andrew H. Dodin, president of the Talking Machine Repair & Sales Co., got a brand new present on Thanksgiving Day despite the high price of turkey. The present was made by Mrs. Dodin in the form of a lusty little daughter. Her name is Vivian. As this is Mr. Dodin's first child he finds it difficult to keep the full allotment of buttons on his coat and vest owing to chest expansion.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

SERVICE DEPARTMENT PLEASURES

New Feature Inaugurated by Otto Heineman Phonograph Supply Co. Warmly Commended

ELYRIA, O., December 8.—The new service department recently inaugurated by the Otto Heineman Phonograph Supply Co., has already proven its practical value, and the company has received numerous letters from its patrons, warmly commending this move and stating that they will be glad to avail them-



Paul Wood

selves of the services offered by this department when the occasion requires.

Paul Wood, who is at the head of this special service department, is a man of wide experience in the phonograph field, having been master-mechanic at the Heineman factory for sometime past. He is thoroughly conversant with every phase of motor, tone arm and sound box manufacture, and is therefore in a position to render valuable co-operation to the phonograph manufacturers using the Heineman prod-



"Standard" Service Pays

The "come-back" to the Standard Service of the past is this new 4-story and basement building, 119-121 Ninth Street.

"Exclusively Victor Wholesale"

Standard Talking Machine Co.

J. C. ROUSH, President.

Pittsburgh, Pa.

uct. Mr. Wood will visit different sections of the country calling upon the manufacturers and assisting them in any possible way that will add to the efficiency of their manufacturing activities.

THE COLUMBIA LINE IN SYDNEY

"Paling's" to Handle This Line in Sydney—Very Prominent in the Music Trade Field

H. A. Parker & Co., of Sydney, Australia, distributor for the Columbia Graphophone Co., New York, closed an important deal recently, whereby the well-known music house of "Paling's," Sydney, will handle the complete Columbia line, and feature it extensively.

Paling's is recognized throughout the piano industry as the highest grade piano house in Australia, and their acknowledgment of the musical qualities, and sales possibilities of the Columbia line is a valuable tribute to these products. H. A. Parker & Co. states that the Columbia line is now represented throughout Australia and New Zealand in every high-grade piano house without exception.

Messrs. Parker & Hunt, comprising the heads of H. A. Parker & Co., are now in New York, conferring with the executive departments of the Columbia Co. anent the coming year's activities.

ENTERS EXPORT FIELD

I. L. Cochrane, well known in the talking machine trade, has entered the export business, and is planning to concentrate his activities on developing export trade for non-competing manufacturers of machines, motors, cabinets, accessories, etc.

Mr. Cochrane was for years a manufacturers' export agent prior to entering the talking machine business and he is therefore conversant with the possibilities of this field. He is planning to visit several of the South American countries in the near future, and his wide export acquaintanceship will doubtless enable him to establish valuable connections.

Standard Service

Increases Your Victor Record Business—Mr. Dealer

Standard Dealers fill 100% of their inquiries—ask us how. Standard Service not only gives advance dope on records, but furnishes as well selling schemes that sell the goods; makes your shop the Victor center for your community—let us show you how.

Use "Standard" to make Victor salesmen of your clerks.

Our Larger Quarters

will mean increased selling service for you, larger immediately available stock, and better equipment to act as your consulting sales manager.

Are



Model "17"
Solophone

You Getting *Deliveries*?



OR ARE you getting promises? Or perhaps not even promises. The holiday season finds dealers everywhere unable to meet the demand for phonographs of the quality kind. Even promised deliveries are not made on time. And everywhere the merchant's business is hampered.

Realizing this situation fully, the Solophone Company has made full preparation to meet it. We are ready to ship Solophones in any number—at any time. We positively guarantee prompt shipments.

When you add this advantage to the many advantages which are built into the Solophone, do you not realize that the Solophone agency is something you have got to consider seriously if you want to be doing things in the phonograph game.

For the Solophone is not "just another phonograph."

You need to know all about the Solophone "Curtain Test" which places the Solophone in the highest class, and which sells the Solophone—without argument.

You need to know about our special co-operative dealers' advertising arrangements.

It is not too late by any means to speed up your holiday business now. Write or wire us today for full information about the Solophone.

The New Solophone *The MASTER PHONOGRAPH*

THE SOLOPHONE CO.

Makers of the New Solophone, the "Master Phonograph"

Distributors for the Pathé Pathéphone and Pathé European and American Double Disc Records

NEW YORK OFFICES:
Hallet & Davis Bldg.
18 East 42nd Street

FACTORY AND HOME OFFICE:
306 Sussex Street
Harrison, N. J.

CHICAGO OFFICES:
17 N. Wabash Ave.
Chicago, Ill.

CORLEY CO. HOLDS FORMAL OPENING

Vast Crowds Inspect Enlarged Quarters of That Company in Richmond—Elaborate Program of Entertainment Provided

RICHMOND, VA., December 4.—One of the most noteworthy and successful affairs in musical circles in this city was the formal opening November 25 of the recently enlarged quarters of the Corley Co., "The House That Made Richmond Musical." The quarters of the company on Broad street, between Second and Third, runs clear through to Race street, and the size of the premises indicates the success that has attended the company's efforts.

Elaborate preparations had been made for the opening, and they all worked out successfully. There were a great number of successful Victrola recitals each featuring a prominent artist and held in a separate sound-proof booth. The auditorium on the second floor was set aside for dancing, and concerts, featuring both vocal and instrumental music, were given on the main floor and in the basement. Victrolas provided music for the dancing, and the concerts were given by Kaufman's Orchestra and later by Kessnich's Orchestra.

The store was artistically decorated throughout with palms, chrysanthemums and American beauties. The floral dressing set off the whole interior scheme in a manner most pleasing to the eyes and the senses of the visitors, and many lingered feasting on the beauty of the scene.

The first public appearance of the woman's quartet, Richmond's newest musical organization, last night scored an immediate success. The quartet, composed of Mrs. Camelida Wilkes, Miss Lucy Gwathmey, Mrs. Hamilton Smith and Mrs. George W. Bethel, sang several popular numbers.

Over all presided John G. Corley, the man who built the first music house on Broad street, in 1888, and who little more than a

CONCERTS HELP PATHE SALES

W. A. McNaughton Co. Using That Form of Publicity Very Effectively in Muncie, Ind.

MUNCIE, IND., December 9.—The value of a concert hall to stimulate the sale of phonographs and records has long been recognized by successful phonograph dealers, and there is no doubt but that many phonograph merchants owe their success to the publicity secured by that means.

The W. A. McNaughton Co., of this city, and one of the best-known retail establishments in this section of the State, has been utilizing their concert hall to excellent advantage in behalf of its Pathé department. Recitals are given at frequent intervals in their auditorium, and oftentimes concerts are given under the auspices of local societies. Harry E. Paris, manager of the Pathé department, is a talented musician, and his knowledge

quarter of a century later was the first man to extend his place of business through the block, giving a Grace street entrance.

As Mr. Corley then foresaw Broad street as Richmond's greatest shopping avenue, he now sees in Grace street the future "Fifth avenue" shopping district of Richmond. Mr. Corley was assisted by his large staff of sales people.

Among men prominent in the piano trade here from a distance to attend were George J. Dowling, of Chicago, president of the Cable Company, and A. M. Wright, of Boston, vice-president of the Mason & Hamlin Co. Both con-

and experience has been an invaluable factor in the success of the different Pathephone concerts.

The W. A. McNaughton Co. has been using extensive advertising in the local newspapers to feature the Pathé line, and this publicity has been prepared along definite lines, whereby the



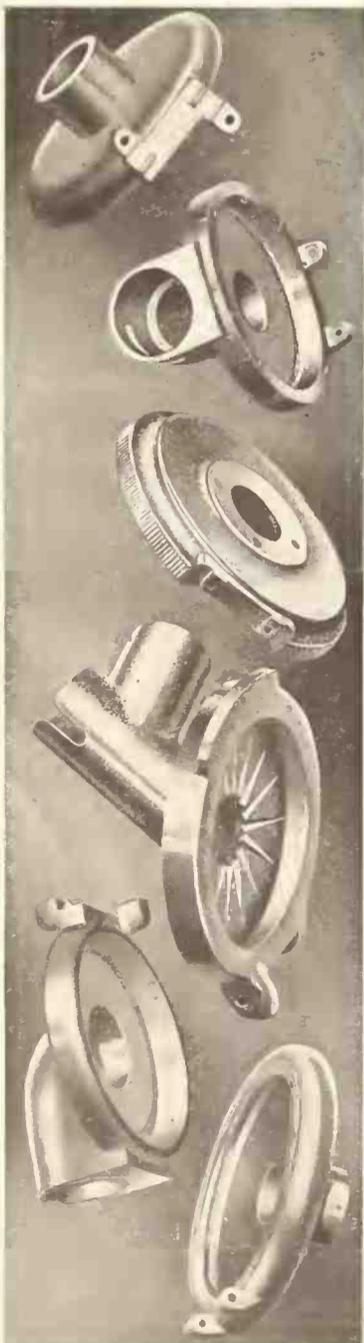
Stage of W. A. McNaughton Co.'s Recital Hall

musical qualities of the Pathephone and Pathé disc are presented effectively and consistently. This advertising campaign coupled with the activities in its concert hall has enabled the McNaughton Co. to build up splendid Pathé business, which is steadily increasing.

gratulated Mr. Corley on the splendid success he has achieved and on the handsomely appointed house he now possesses.

In addition to handling the Mason & Hamlin and Cable Company's lines of pianos and players the Corley Co. also stands as one of the leading distributors of Victor talking machines and records having under the direction of Frank Corley built up a tremendous business.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.



Standard in the Phonograph World

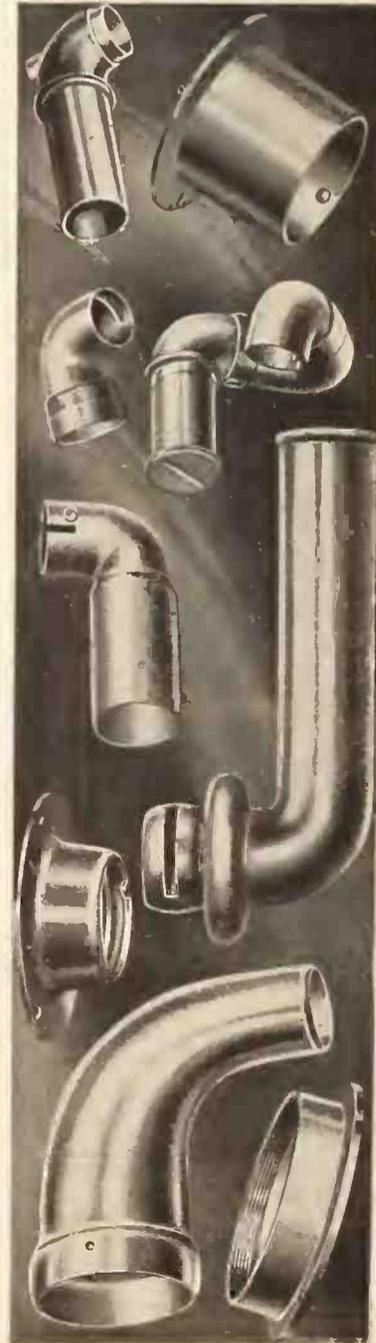
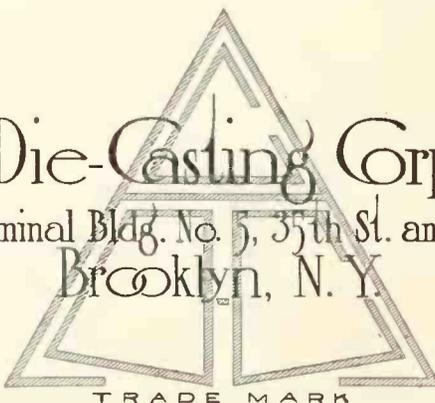
Acme Die Castings

Aluminum or White Metal Alloys

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

Your first order will convince you of the superiority of Acme Die Castings and Acme Service. One is as important as the other. We give both.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
Brooklyn, N. Y.



A PARTICULARLY EFFECTIVE CHRISTMAS WINDOW DISPLAY USED BY VICTOR DEALERS

A large part of the interest that has been aroused in the products of the Victor Talking Machine Co., has been due in no small measure to the effectiveness of the special window displays, prepared by the advertising department of that company for the use of its dealers. The displays for the most part have been of the sort that could be arranged with a minimum of expense and a maximum of effectiveness. By receiving suggestions and a layout from the factory, the dealer has been able not only to save time and thought necessary to arrange his own displays, but has had at his command the work of experts in that line.

A particularly effective display that is at present seen in the show windows of Victor dealers throughout the country is that illustrated herewith, and designed for the present Christmas time. The display not only emphasizes the spirit of Christmas, with evergreen and holly in profusion, but also presents the featuring of various popular models of Victrolas, so that the display and its object are linked closely together.

The letters "Merry Christmas" at the top are of Japanese frieze fastened to Victor records



The Victor Christmas Display in Position

with ropes also of Japanese frieze leading from each letter, into the sound chamber of the Victrola XVI. The arch made of holly and evergreen lends the finishing seasonable touch.

The most interesting feature of the display is the ease with which it was assembled, ac-

ording to a diagram furnished by the company. The frame work for the arch, and to hold the two rows of letters at the top, was of light batten firmly braced at the bottom, and which could be built up very easily by anyone capable of handling a hammer and nails.

COLUMBIA MANAGERS CONFER

Met Last Week at Headquarters and Later Visit Company's Factories at Bridgeport

All of the district managers of the Columbia Graphophone Co., assembled last week at the company's executive offices in the Woolworth Building, New York, for one of their regular conferences with the officers and manufacturing heads. A number of the store managers were also on hand, including R. J. Whelan, Cincinnati; Ben L. Brown, Louisville; Irby W. Reid, St. Louis, and others.

After spending some time at the executive offices, the district managers and the department heads visited the company's factories at

Bridgeport, Conn., where discussions were held and plans outlined for 1917. The officers of the company, department heads, visiting managers and factory heads gathered for an informal dinner at which a number of impromptu though timely addresses added to the zest of the occasion.

ANNOUNCE NEW DIAPHRAGM

A new diaphragm, named the Paddack diaphragm, has just been placed on the market by Paddack Diaphragm, Inc., New York. This diaphragm, which is the invention of S. D. Paddack, is made of a special patented composition that was subject to severe tests before being offered to the trade. Quite a number of

manufacturers have been using this diaphragm the past six months and are well pleased with the results they have secured. The company has made arrangements whereby it can manufacture the Paddack diaphragm in large quantities, and attractive literature has been prepared featuring the diaphragm's distinctive features.

A permit has been granted for the erection of a new steel frame, testing booth building as an addition to the plant of the American Graphophone Co.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

A Theatre Stage

Holiday Greetings

is designed and located so that an actor may perform to the satisfaction of everybody in the house.

Toledo is ideally situated. It enables a Victor jobber to perform delivery service to the satisfaction of every dealer in Ohio and the neighboring states.

The Victor jobber who has this vantage point for delivering Victor records offers a service characterized by "First of all—RELIABILITY."

THE WHITNEY & CURRIER CO.

VICTOR Distributors

TOLEDO, OHIO

NEW FACTORY APPOINTMENTS

H. A. Budlong and R. R. Mead Both Promoted at American Graphophone Co. Plant

BRIDGEPORT, CONN., December 8.—C. A. Hanson, general manager of the American Graphophone Co.'s plant, made this week two important appointments. Herbert A. Budlong, who has been assistant general factory manager for sometime past, has been promoted to the post of manager of cabinet manufacture.

R. R. Mead, who has been general superintendent at the factory, has been appointed assistant general factory manager, succeeding Mr. Budlong. Mr. Mead has been in line for promotion, and is one of the most popular members of the factory force.

R. F. Crudginton has been appointed general superintendent of machine manufacture at the American Graphophone Co.'s factory. Mr. Crudginton is well qualified for his new position, having held similar important positions in other large factories.

"PROFESSIONAL" PATHEPHONE

Retailing at \$125, Announced by Pathé Frères Co. in Newspapers This Week—Advertising Lists Pathé Dealers

The Pathé Frères Phonograph Co., New York, carried in the newspapers this week an attractive full page advertisement that announced the new "Professional" model Pathephone, retailing at \$125. This advertisement also presented the photographs of Lucien Muratore, the world famous tenor and Jacques Thibaud, the eminent violinist, who are both under exclusive contract with the Pathé Frères Co.

The text of the advertisement called attention to some of the Pathé records made by these famous Pathé artists, and also briefly described some of the exclusive features of the Pathephone which have been such important factors in the splendid success of this line.

Another section of the advertisement called

JAMES FRAZEE'S "CRYSTAL EDGE" MICA DIAPHRAGMS

Manufactured and for Sale by
THE PHONOGRAPH APPLIANCE CO., New Brighton, S. I., N. Y.

attention to a few other great Pathé artists, including Anna Fitzu, Didur, Ober, Cavaliere, Giorgini, de Cisneros, Urlus, Slezak and Thomas Egan.

At the bottom of this advertisement were listed the names of Pathé dealers in local territories, and this list furnished conclusive evidence of the wonderful progress which the Pathé line has made the past year. In every section of the city there are now located dealers who are carrying a complete line of Pathé phones and a representative library of Pathé records.

A NEW OPENING FOR THE DEALER

Language Phone Method of Teaching Languages Through the Medium of the Talking Machine Presents Opportunity to the Dealer

The Language Phone Method, specializing in language courses through the medium of the talking machine, reports that there is a growing interest on the part of retailers in the opportunities for additional profits offered by these courses, and especially the stimulated demand for instruction in languages used in South American countries, particularly Spanish.

The Language Phone Method utilizes Dr. Richard Rosenthal's Practical Linguistry for its courses, this method having proven most satisfactory in actual practice. The dealer soon

finds that the language students are quick to appreciate the desirability of studying by means of the talking machine, inasmuch as doubtful words and phrases may be repeated as frequently as desired without trying the patience of the instructor. The course includes eighteen double page records, or 36 lessons, a set of 10 text books, a conversational speaking and pronouncing manual and other helps.

The Language Phone Method assists the dealer in the selling end by advertising his language courses in the various magazines of national circulation and also provides him with suitable advertising matter for his store, thereby linking up his business with the national campaign.

DEATH OF EUGENE WIDMANN

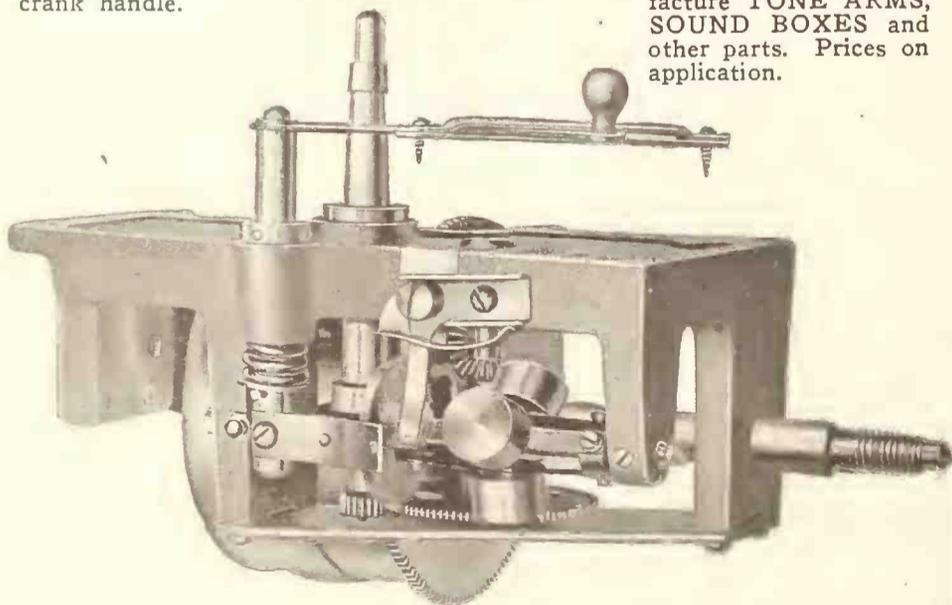
E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, is receiving the sympathy of his friends upon the death of his father, Eugene Widmann, which occurred recently. Mr. Widmann was seventy-four years of age at the time of his death, and had retired from business a number of years ago. The funeral services were held from his late home, 866 Park place, Brooklyn, N. Y.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

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 turntable governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

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



Meisselbach Motor Construction

Originality of design is a paramount feature of Meisselbach Motors. There has been no copying from others. There has been no lowering of quality standards.

To know about the Meisselbach gives you a new idea of motor construction; of noiselessness; of smoothness in operation, and of absolute tempo maintenance.

If your motor bears the name "Meisselbach" your motor troubles are over. Your dealers will be delighted.

Pioneers in the development of quality talking machine motors

A. F. Meisselbach & Bro.
Newark, N. J.



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

Mighty Good Store Advertising For Emerson Dealers

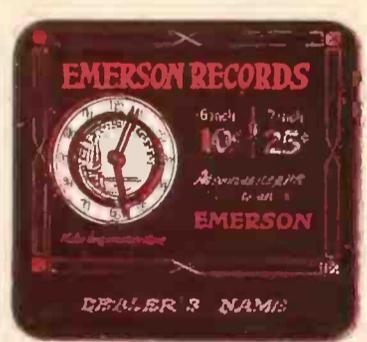


Emerson Records

25c Will Play on Any Machine 25c
(Attachment required on the Edison only)
7-INCH DOUBLE DISCS

- Timely Christmas Selections**
- 7100 O COME, ALL YE FAITHFUL (Adapted Fiddle) Christmas Hymn. Accompanied by Violin, Cello, Piano and Organ. Emerson Mixed Quartet
 - HARK! THE HERALD ANGELS SING (Wonderland) Christmas Hymn. Accompanied by Violin, Cello, Piano and Organ. Emerson Mixed Quartet
 - NIGHT BEFORE CHRISTMAS (Part I) (Morse) "A Visit From St. Nicholas" Recitation. Harry Humphrey
 - NIGHT BEFORE CHRISTMAS (Part II) (Morse) "A Visit From St. Nicholas" Recitation. Harry Humphrey
- Popular Songs of the Month**
- 788 THERE'S A LITTLE BIT OF BAD IN EVERY GOOD LITTLE GIRL (Clarke & Fisher) Baritone Solo. Accompanied by Violin, Cello and Piano. Morton Harney
 - SHE IS THE SUNSHINE OF VIRGINIA (Carroll) Tenor Solo. Orchestra Acc. Samuel Ash
 - ON THE SOUTH SEA ISLE (Van Tilam) Tenor Solo. Accompanied by Cello, Violin, Bell, Gaiter and Piano. Samuel Ash
 - COME ALONG TO CAROLINE (Olson) Comic Duet. Orchestra Acc. Collins & Harlan
 - LOVE IS A DANCE (Carroll) Tenor Solo. Orchestra Acc. Samuel Ash
 - DARLING, I LOVE YOU SO (Wassberg) Tenor Solo. Orchestra Acc. Samuel Ash
 - MY CASTLE IN THE AIR (Kern) Tenor Solo. Orchestra Acc. Samuel Ash
 - THROW ME A ROSE (Kalan) Tenor Solo. Orchestra Acc. Samuel Ash
 - HAWAIIAN SUNSHINE (Callert & Morgan) Tenor and Baritone Duet. Van & Schenk
 - THE WORLD IS HUNGRY FOR A LITTLE BIT OF LOVE (Tanner) Accompanied by Cello, Violin and Piano. Vernon Dalhart
 - MOTHER MACHREE (Olson Ball) Tenor Solo. Orchestra Acc. Henry Pinkney
 - CANT YOU HEAR ME CALLIN', CAROLINE? (Harris) Tenor Solo. Accompanied by Cello, Violin and Piano. Vernon Dalhart
- Popular Dance and Instrumental Selections**
- 795 HILL AND DALE FOX TROT (Lodge) Emerson Military Band
 - ANGEL'S SERENADE WALTZ (Bliss-Fialala) Emerson Military Band
 - 7105 SARI WALTZ (Kalan) Emerson Military Band
 - SPHINX WALTZ (Peters) Emerson Symphony Orchestra
 - LI KE, NO LI KE. Hawaiian Medley. Uddell and Carter Duet. Helena & Palahiko
 - 796 L'INFANTA MARCH (Gregory) Baritone Accompanied by Piano. Fred Van Epps
- Standard and Miscellaneous Selections**
- 799 ELEGE (Maurice) Baritone Solo. Orchestra Acc. De Fere
 - TORREADOR SONG FROM "CARMEN" (Bost) Baritone Solo. Orchestra Acc. De Fere
 - 7103 KAMENNOOSTROW (Rubinstein) "Rise Angeline" Emerson Symphony Orchestra
 - SOLVENE (Ivica) Emerson Symphony Orchestra
 - 794 WINKIN BLYNKEN AND NOD (Firth) Recitation. Sally Hamlin
 - RAGGEDY MAN (Riley) "Rhythms of Childhood" Recitation. Sally Hamlin
- Last Month's Selections**
- 781 I TURN BACK THE UNIVERSE AND GIVE MY LOVE TO YOU (Lodge) Emerson Military Band
 - 782 ILLINOIS WALTZ (Lodge) Emerson Military Band
 - 783 PRETTY BABY (Lodge) Emerson Military Band
 - 784 TENNESSEE BELLES (Lodge) Emerson Military Band
 - 785 AND THEY CALLED IT DIVINE (Lodge) Emerson Military Band
 - 786 PLAY FOR THE LADDER (Lodge) Emerson Military Band
 - 787 SHE IS MY GIRL (Lodge) Emerson Military Band
 - 788 COUGHING THE BARRAGE (Lodge) Emerson Military Band
 - 789 DANCE OF THE BOWLES (Lodge) Emerson Military Band
 - 790 SACHELOR DAYS (Lodge) Emerson Military Band
 - 791 STEE WITH THE OYE (Lodge) Emerson Military Band
 - 792 PARADE OF THE TEN SOLDIERS (Lodge) Emerson Military Band
 - 793 MARRIAGE BELLS (Lodge) Emerson Military Band
 - 794 CHURCH FLYING AND ORIENTAL DANCE (Lodge) Emerson Military Band
 - 795 SEPARATING TROOP (Lodge) Emerson Military Band
 - 796 THE GLOBE TROT (Lodge) Emerson Military Band
 - 797 A LITTLE PRINCE SOLE (Lodge) Emerson Military Band
 - 798 STONEY (Lodge) Emerson Military Band
 - 799 MEDITATION FROM "THREE" (Lodge) Emerson Military Band
 - 800 FANDANGO CHORUS (Lodge) Emerson Military Band
 - 801 HUMOROUS (Lodge) Emerson Military Band
 - 802 AYE MARRA (Lodge) Emerson Military Band

FOR SALE HERE FULL SIZE 13"x36"



Movie Clock Slide

Here is an excellent device for advertising your Emerson Records and your store through the medium of your movie theatres. Your exhibitors will be delighted to use this slide, because flashed on a screen at any moment, it gives the time and advertises your goods.

When you realize how anxious the exhibitors are to empty their theatres as often as possible, you will appreciate the reasons for the popularity of this slide among dealers and exhibitors. The slide is sent to all exhibitors at cost to us—50c. postpaid.

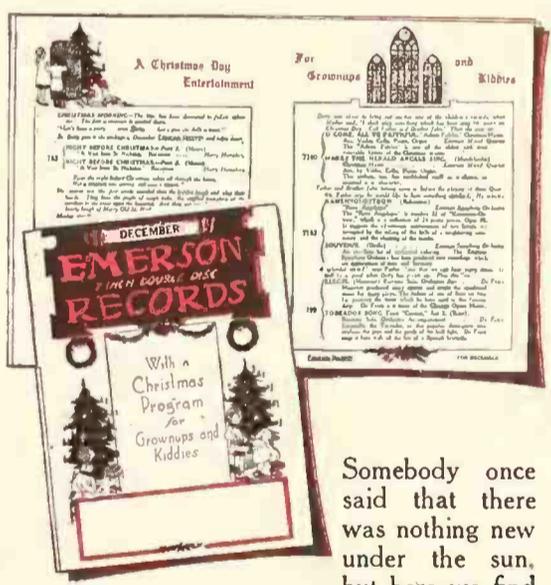
It is one thing to make products so completely good that manufacturer, dealer and ultimate consumer are perfectly satisfied. But modern merchandising calls for a more intimate linking of those factors that go into the selling of goods. The Emerson Phonograph Company makes the records and you sell them, Mr. Dealer. The Emerson Phonograph Company is anxious to do everything which will make it easier for you to sell Emerson Records when they are in your store.

You will find, therefore, a steadily increasing and ever more appealing kind of literature offered for your use in reaching your public on

Emerson Records 25c 7-inch Double Discs 25c

The Emerson Publicity Department is composed of men trained, first of all, in selling musical products and secondly in working with retail stores of all sizes and descriptions, in every part of the country. This Emerson Publicity Department we want you to call on. Not only do we want you to take the Bulletins, Hangers and other publicity material which we give you, but when you strike a proposition where you feel expert advice would be useful, write to us and we shall be mighty glad to co-operate with you. For instance, if some local event is about to take place, an event which you would like to tie up to your store in some way, send us the details and we will give you a series of individual suggestions made just to fit your own case. This is but another form of Emerson Service which is making the handling of Emerson Records so much more delightful and profitable.

Emerson Double Disc Records play three-fourths the time of a standard 10-inch record. They can be played on all but one positive feed machine, without extra attachments.



Somebody once said that there was nothing new under the sun, but here we find a completely new type of Record Bulletin. All the other companies have been telling their story in the same hackneyed way, but now when you offer Emerson Bulletins to your trade, you are giving out not only a list of records, but an appealing selling force. The December Record Bulletin speaks for itself, and you will find the January Bulletin just as different and much more appealing.

Attach this Coupon to your letterhead and mail it to us now →

Emerson Phonograph Company INCORPORATED
Dept. D—3 West 35th Street New York

Emerson Phonograph Company INC

DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once complete list of new Emerson Hits and full details of your proposition.

Name _____

City _____

State _____



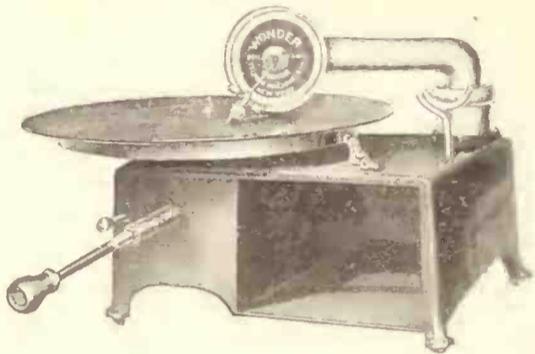
“WONDER”

THE SUPREME TALKING MACHINE VALUE

OUR TRADE MARK IS YOUR BOND

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WONDER XII \$5.00
Black Japanned Metal



WONDER I \$6.00
Mahogany



WONDER II \$7.50
Mahogany



WONDER III \$10.00
Mahogany



WONDER IV \$15.00
Oak or Mahogany



WONDER VII \$25.00
Mahogany

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

THE WONDER TALKING MACHINE COMPANY

113-119 Fourth Ave. (at 12th St.) Telephones: Stuyvesant, 1666, 1667, 1668 New York



“THE QUALITY STANDARD”



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

SEATTLE

ATLANTA



Main Springs For Phonograph Motors

HIGH GRADE MATERIAL

We can furnish from stock the following sizes :

1 in. x .022 x 11 ft. Motor, No. 0
29/32 in. x .023 x 11 ft. Motor, No. 1
.787 in. x .026 x 9 ft. Motor, No. 2

1 in. x .025 x 12 ft. Motor, No. 3
1 3/16 in. x .026 x 19 ft. Motor, No. 4
And others.

GIVE US YOUR ORDER IN TIME



Otto Heineman
President



RECORD ARTISTS IN VAUDEVILLE

Burr, Campbell, Collins, Harlan, Murray and Others Well-Known to Talking Machine Owners to Make Stage Tour—Should Have Good Results in Increasing Record Sales

An interesting announcement is made that a number of prominent artists who have been engaged in the making of talking machine records for the leading companies, have arranged to make a tour in vaudeville under the direction of Ira Hards.

The featured artist will be Harry McLaskey, known to talking machine owners as Henry

Burr. Others who will tour are: Albert Campbell, Arthur Collins, Byron G. Harlan, Billy Murray, John H. Meyers, Vess L. Ossman (banjoist), and Theodore Morse (pianist).

For the making of records the above work singly and also, with The Victor Talking Machine Co., in the following combinations: Meyer, Burr and Campbell as the Sterling Trio and Meyer, Collins, Burr and Campbell as the Peerless Quartet. A well-known monologist will also be included in the program. The character of the act has not yet been decided upon.

Judging from the demand for records that follows the appearance of the famous opera

stars in various sections of the country, the tour of these makers of the more popular records should prove of particular interest to talking machine dealers, and they should take full advantage of the opportunity to make advertising capital out of the appearance of the record makers in their respective cities.

"DIAMOND POINTS" ONE YEAR OLD

House Organ Issued by Thos. A. Edison, Inc., in Interests of New Edison Diamond Disc Phonographs and Re-Creations a Big Success

"Diamond Points," the house organ issued by Thos. A. Edison, Inc., in the interest of new Edison dealers, which made its first appearance last December, has now rounded out a most successful first year with the November issue that shows real progress. Much of the success of the little magazine has been due to the fact that dealers were quick to realize that it wasn't only interesting and entertaining, but that it was a valuable adjunct to the sales promotion work of the Edison organization. "Diamond Points" also played a most important part in spreading the propaganda of the Edison Re-creation of music, and the now famous tone test, in connection with the new Edison.

It has consistently emphasized to the dealers the advantage of keeping before the public the fact that the new Edison actually re-creates music, and has kept the dealers in close touch with the latest merchandising principles originated in connection with the new Edison line.

One of the features of "Diamond Points" and its special appeal is the section devoted each month to the Edison artists, and in which is found an abundance of information regarding the artists and their work, which serves to aid the dealer materially in talking intelligently about the Edison Re-creations.

To Edward C. Boykin, who has been the editor of "Diamond Points" since its inception, is due much of the credit for the success of the periodical.

SUCCESSFUL YEAR FOR COLUMBIA CO., NORFOLK, VA.

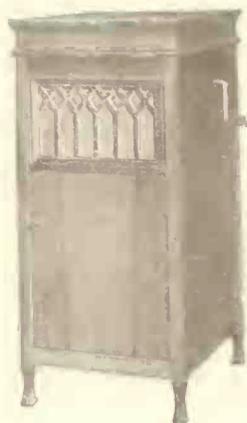
NORFOLK, VA., October 4.—The Columbia Co., Inc., 311 Granby street, this city, local repre-

sentative for the Columbia Grafonolas and records, recently celebrated the first anniversary of the establishment of its business.

The officers of the Columbia Co., T. J. Carey and D. W. Causey, took over the business a year ago, when it was anything but promising, but the injection of new ideas and plenty of energy had the effect of turning the tide. The company carries a large stock of machines and records in addition to building up a large general trade and has installed Grafonolas in a number of schools in this vicinity. The company also handles a line of sheet music. The occasion of the company's anniversary was marked by laudatory articles in the local newspapers.



Where the Columbia Co., Inc., Holds Forth in Norfolk, Va.



STYLE I
\$100.00
Oak or Mahogany



STYLE 3/4
\$75.00
Oak or Mahogany

The Sign
of a
Starr Store



STYLE II
\$125.00
Oak or Mahogany

STARR

What it means and what it has
to the piano trade is the same



STYLE III
\$150.00
Walnut, Oak or Mahogany

Starr Phonograph

The completeness of Starr knowledge, the exactness of Starr genius and the broadness of Starr experience, have been embodied in and given to Starr Phonographs and Records a degree of excellence heretofore attained in



STYLE IV
\$175.00
Walnut, Oak or Mahogany

THE STARR PI

RICHMOND

DISTRI

M. L. McGINNIS & CO.
Minneapolis, Minn.

THE MELVILLE CLARK PIANO CO.
Chicago, Ill.

THE STARR SALES CO.
Philadelphia, Pa.

W. H. CA
Shelbyvil
REPRESENTATIV

Where
Starr Service
is Guaranteed



STYLE V
\$200.00
Walnut, Oak or Mahogany



STYLE VI
"William and Mary"
\$250.00
Oak or Walnut

RRR

meant for over half a century
to the dealer today who sells

hs and Records

no talking machine and accessories offered
today.

Starr factory facilities, Starr sales system
and Starr distributing methods have never
before been so perfected.

ANO COMPANY

INDIANA

UTORS

THE STARR PHONOGRAPH SALES CO.
New York, N. Y.

THE STARR PHONOGRAPH CO.
Pittsburgh, Pa.

WELL

Ky.

EVERYWHERE

C. B. PARKER
New York, N. Y. and San Juan, Porto Rico



STYLE VII
"Jacobean"
\$250.00
Oak or Walnut



STYLE VIII
"ADAM"
\$300.00
Mahogany



STYLE IX
"Sheraton"
\$300.00
Mahogany



We are perpetually advertising comparisons—and we have no apology for it. On the contrary it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record list. Try it—month by month, record by record.

(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

FACTORY STAFF CELEBRATES

Otto Heineman Phonograph Supply Co., Recognize by Banquet Big Shipment of Motors

ELYRIA, O., December 4.—To properly celebrate its record-breaking day, November 9,



Otto Heineman Phonograph Supply Co. Factory Staff Celebrate when 3,429 motors were shipped from the Heineman factory, the members of the factory staff of the Otto Heineman Phonograph Supply Co. gathered for an informal banquet last week at the Hotel Andwur.

Among those present at the dinner were all

the factory executives, department heads and foremen, every one of whom had been an individual factor in the remarkable shipping total which was achieved on November 9. Good-fellowship and good-cheer were the predominating notes at this banquet, and judging from the enthusiastic addresses of the factory heads,

3,429 will not remain as the record figure for any material length of time.

There is a spirit of co-operation at the Heineman factory, which has contributed in an important measure to the success of the company, and the amazing totals of the monthly outputs. Every member of the Heineman manufacturing staff

take a keen interest in the company's activities, and under the able guidance of W. C. Strong, one of the foremost factory heads in the industry, the Heineman factory has progressed with astonishing rapidity the past six months.

come to the firm almost daily, but they are not sufficient to take care of the business. Mr. Weber will shortly make a trip through various parts of Pennsylvania and hopes to be able to pacify some of his customers. Frank Lawrence, assistant manager, returned from New York after making a study of the record system at the Victor plants and general offices. The firm will be handling records and machine distributing in their new building within a few days.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, is not at all pleased with the situation in which his firm finds itself at this time. He says that they have not been able to get machines and that his firm will be out of pocket thousands of dollars as a result. The record situation Mr. Roberts said is much better now than it was at this same time last year.

A. J. Heath, manager of the Columbia Graphophone Co., said the business done during the past month is beyond description. "There appears to be no stopping to business," said Mr. Heath, "we have a force at work day and night looking after shipments and they don't appear able to catch up. Business in Washington is fine and continues to show satisfactory improvements. The Lazaro records are having a big run and conditions generally could not be much better."

P. W. Peck is sending in some fine orders from his territory in the South. W. L. Eckardt, district manager, called at local headquarters during the week. Fred Dennison, Pacific coast manager, and formerly in charge here, spent several days in Baltimore during the week visiting old friends.

The National Piano Co., Pathé distributors, is doing a big business but Jesse Rosenstein says that he is unable to get enough machines by a big margin. The lower-priced machines, he says, are impossible to get.

H. R. Eisenbrandt Sons, Inc., Victor distributors, are having a heavy demand for machines and the house is fairly well supplied.

SHIPMENTS WANTED IN BALTIMORE

Talking Machine Dealers in That City Look to the Factories With Longing Eyes as Christmas Approaches—The Record Situation

BALTIMORE, MD., December 5.—As the last month of the year 1916 opens for business, the talking machine dealers and distributors are in anything but a pleasant frame of mind due to the fear that they will not be able to get machines to supply the demands of their customers. Unless the manufacturers ship in large consignments of machines after the tenth of the month some of the distributors will surely suffer a loss.

Records have come in large shipments and this is what has helped to prevent many of the firms from falling behind in their sales. Large quantities of newspaper advertising have been done by all of the companies and by individual firms throughout the city. The ads have been attractive and business done has proven there is still a big opportunity in this ever widening field.

Cohen & Hughes are now in position, according to Howard Weber, in charge of their office department, to improve shipments over their past for in their new building they have increased facilities for handling the record business especially. Shipments of machines have

A section containing a list of records with columns for record number, title, and price. It includes a small illustration of a record box at the bottom left.

A large advertisement for BEE CROFT featuring a central illustration of a bee. The text lists products such as Record Delivery Envelopes, Long Cabinets, Record Stock Envelopes, Bagshaw Needles, Perfection Record Holders, Peerless Locking Plates, and Catalog Supplement Envelopes. It also includes the slogan 'Samples and prices on application' and the address 'CLEMMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA'.

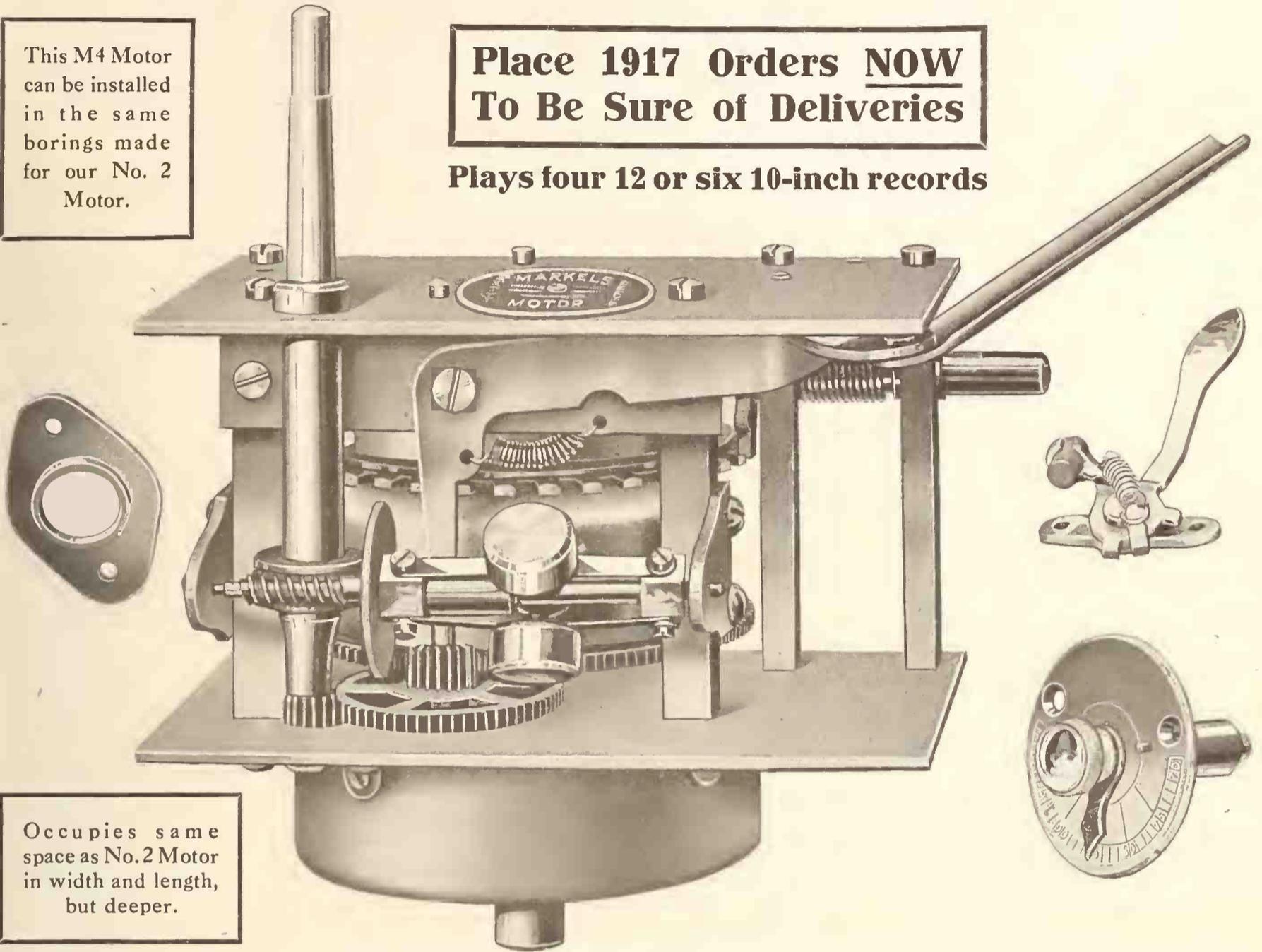
TRIPLE SPRING MOTOR

Leonard Markels Motor No. M4

This M4 Motor can be installed in the same borings made for our No. 2 Motor.

Place 1917 Orders **NOW**
To Be Sure of Deliveries

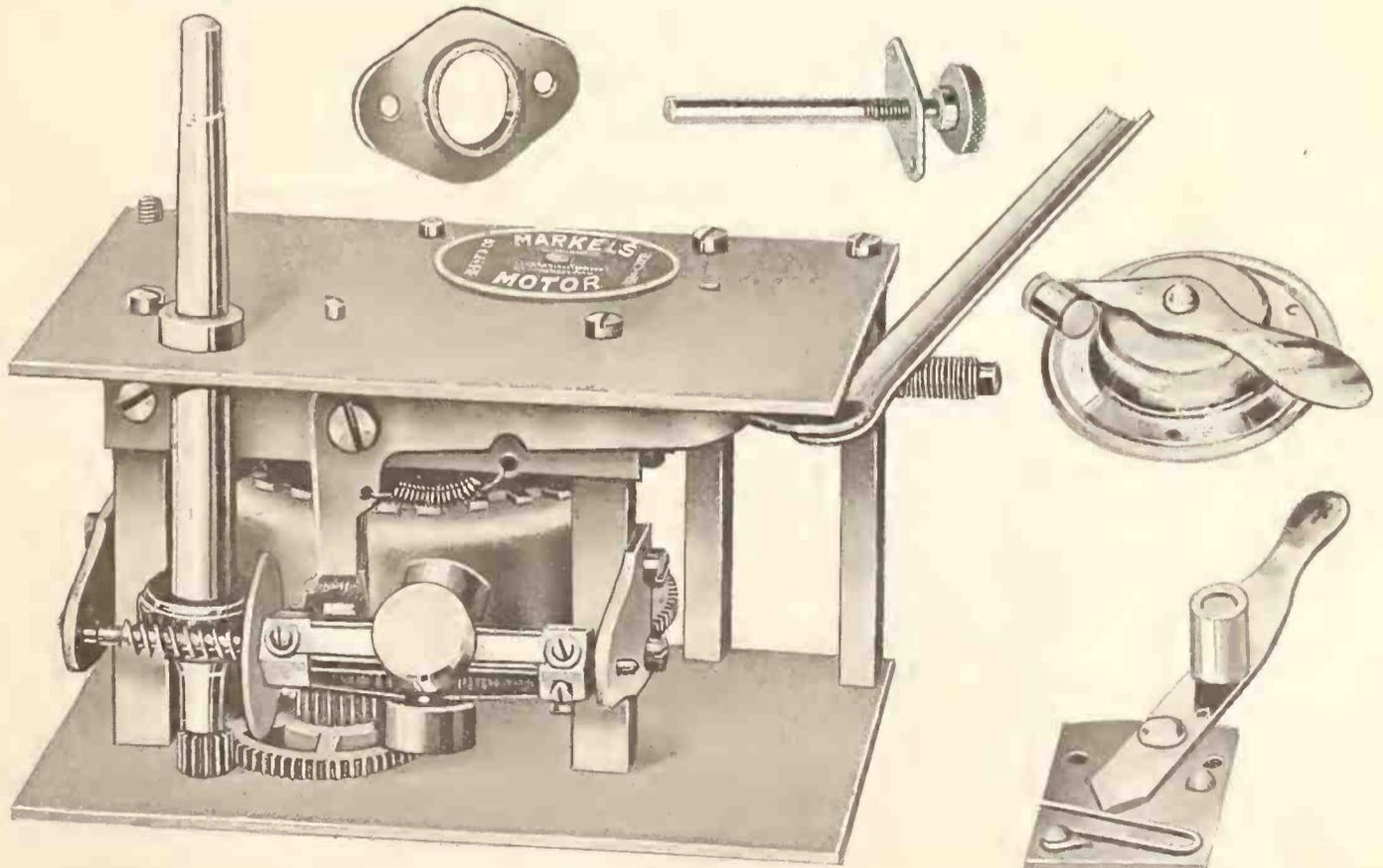
Plays four 12 or six 10-inch records



Occupies same space as No. 2 Motor in width and length, but deeper.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays two records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12-inch. Quantity prices on application.



LEONARD MARKELS

165 William Street, New York



The man who buys a Columbia Grafonola is permanently satisfied—and that's the basis of an easily handled and continuously profitable record 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

NEW CABINET PLANT FOR EDISON

Thos. A. Edison, Inc., Secure Control of Wisconsin Seating Co., New London, Wis., and Will Increase Output of Cabinets

NEW LONDON, WIS., December 4.—The ownership and control of the Wisconsin Seating Co., this city, has been taken over by Thos. A. Edison, Inc., arrangements to that end having been made by Chas. Edison of this city recently.

Following the fire at the Edison plant in December, 1914, which destroyed the cabinet plants it was found necessary for the company to have their cabinets manufactured by outside concerns, among these being the Wisconsin Seating Co., which is particularly located and equipped for the manufacture of cabinets. In view of this fact, arrangements were completed whereby the Edison interests take over the local plant on January 1, 1917.

This change in ownership will not result in any change of the factory personnel of the New London plant, and the present organization will devote its energies to the manufacture of an increasing output in order to supply more and more phonograph cabinets to the Edison Co. The new company will in all probability be known as the Wisconsin Cabinet & Panel Co., and among its officers will be included: Thomas A. Edison, president; his son, Chas. Edison, chairman of the board of directors; Frank L. Zaug, vice-president and general manager, and Stephen B. Mambert, vice-president and financial executive.

The increase in output referred to above will result in increasing the present force of 350 to the extent of 100 employes during the next two months. In this connection it is quite probable that instead of shipping the phonograph cabinets of certain types from New London to Orange for the installation of phonograph mechanisms, that it will be found advisable to ship the mechanisms from Orange to New London, for assembling here. If this plan is put into effect, it will mean still further increase in the force over and above the foregoing estimate.

TO DETERMINE TURNTABLE SPEED

Phantom-Meter Designed to Determine Exactly by Scientific Means When Machines Are Operating at Proper Speeds for Reproduction

One of the essentials of perfect talking machine reproduction is that the records be played at correct speed, not necessarily correct speed as indicated by the regulating dial, which is sometimes inaccurate, but the correct speed ascertained by some definite system.

An interesting device for enabling anyone who uses electric light in their homes to determine exactly just when a Victrola or Edison phonograph is running at the proper speed, has been placed on the market by the Phantom-Meter Co., Needham, Mass. The device consists of discs three and one-half inches in diameter, with two rows of spokes near the outer edge. The disc is placed over the turntable spindle, and on top of the record, under

the electric lamp, preferably a Mazda, supplied with alternating current of sixty cycles. The speed of the machine is altered until one of the spoke designs appears to be a continuous shadow-like line. When the outer circle assumes its appearance, it indicates that the turntable is running at seventy-eight revolutions a minute.

When the inner circle appears to be a continuous shadow line, the turntable is running at a speed of eighty revolutions a minute. The device is based upon interesting scientific principles.

"AMERICAN-COLUMBIA TONE ARM"

Title of New Publication Containing News of All Departments of American Graphophone Co. and Columbia Graphophone Co.

BRIDGEPORT, CONN., December 8.—The first issue of the American-Columbia Tone-Arm, the new organ of the factory, and all departments of the company, is now making its appearance. The first issue will be dated January and will be in booklet form. A greeting announcement as follows will occupy a conspicuous place on an opening page: "Greeting: The Tone-Arm—Literally a bit of drawn brass which conveys harmony, without which a Grafonola would be but a mute article of furniture; a disc record on an exaggerated suspender button. In this little magazine, its literary namesake, this hyphenated American-Columbia organ, the object will be to raise the quality, strengthen the tone, and reach out to every branch of the service, a helpful hand in an endeavor to establish a tie which will aid in binding all departments of the business into a consistent harmonious progressive whole."

The employees are awaiting expectantly the distribution of the magazine, and it is believed that the undertaking will be a success. It is expected that this magazine will keep the employes in touch with each other, and aid otherwise in stimulating interest among the workers whether at the Bridgeport producing plant, at the executive offices in New York, or at the various agencies scattered through the country as well as in Europe.

NEW DEPARTMENT IN FITCHBURG

A talking machine department has been installed in the Iver-Johnson Sporting Goods Store at Main and Putnam streets, Fitchburg, Mass., where a complete line of Edison Diamond Disc phonographs and records will be carried, under the supervision of Manager I. C. Farwell.

To the Trade and Our Honest Competitors:

We Wish You All a
Merry Christmas
and a

Happy and Prosperous New Year
1917

PRESTO SERVICE in 1917 will add many \$\$\$ to your bank balance. PRESTO means promptness plus profit. PRESTO PHONO PARTS are made in the best equipped plant in the East devoted to the manufacture of phono parts. Automatic machinery and high speed tools and dies guarantee to you quality in all departments of manufacture.

Tone Arms, Sound Boxes, Turntables, Needle Cups

Write today for samples and prices.

REMEMBER—The Presto Specialty Department plans and manufactures parts of individual design. Here capable engineers will gladly help you solve your part problems—be they scientific or mechanical. They will show you the Presto way to produce quality die castings and phono parts. TELL US YOUR NEEDS. DO IT TODAY.

PRESTO PHONO PARTS CORPORATION
102-104 Fifth Avenue, New York, N. Y.
Factory: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.



AND'S KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes,
Records, etc.

Write for samples and prices

296 Broadway, New York

NOSET

Automatic Start and STOP

Efficient—"NOSET" has only two working parts,—is wearproof —and nothing to get out of order. "NOSET" is located under the turntable,—sightless and noiseless —and does not impair the mechanism or injure the regulation and adjustment of any instrument.

Convenient—"NOSET" is built like a watch, and can be installed in a few minutes. It is designed to meet the requirements of old type phonographs as well as new. "NOSET" requires no adjustment or attention.

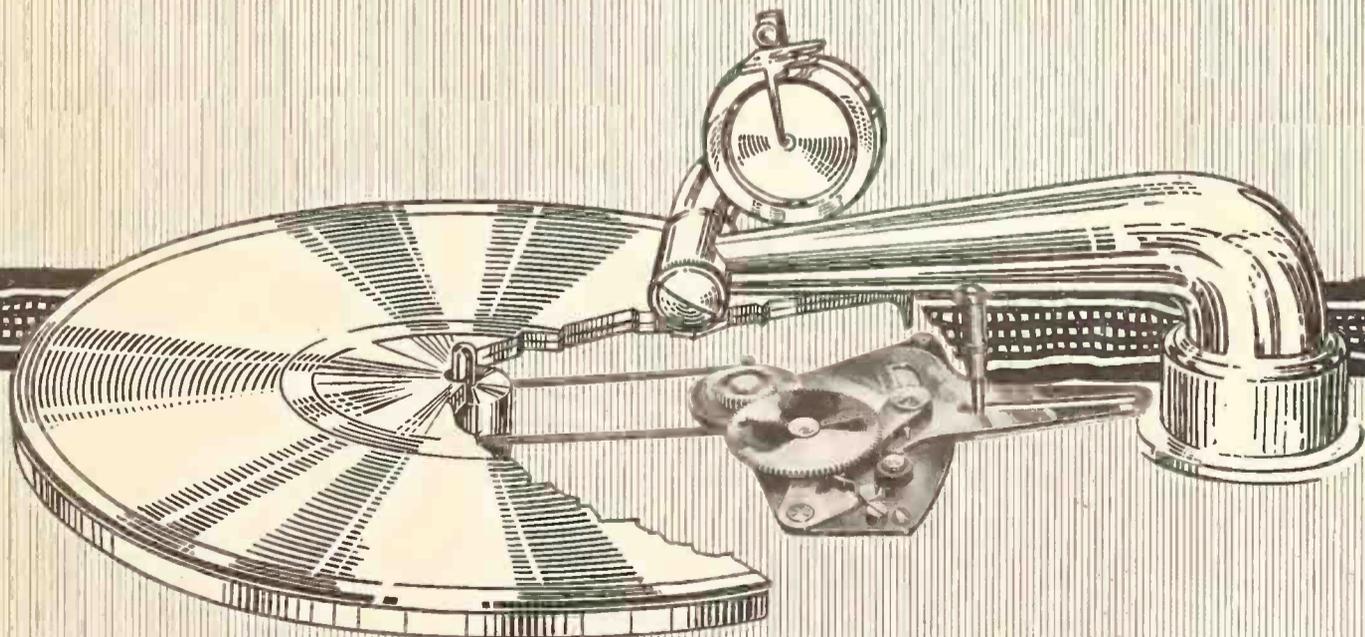
Automatic—"NOSET" starts the motor when the tone arm is swung into position for playing and stops the motor when the record is finished.

Manufacturers—Should NOW avail themselves of the opportunity offered in securing this device for their machines, particularly in view of the large orders already placed.

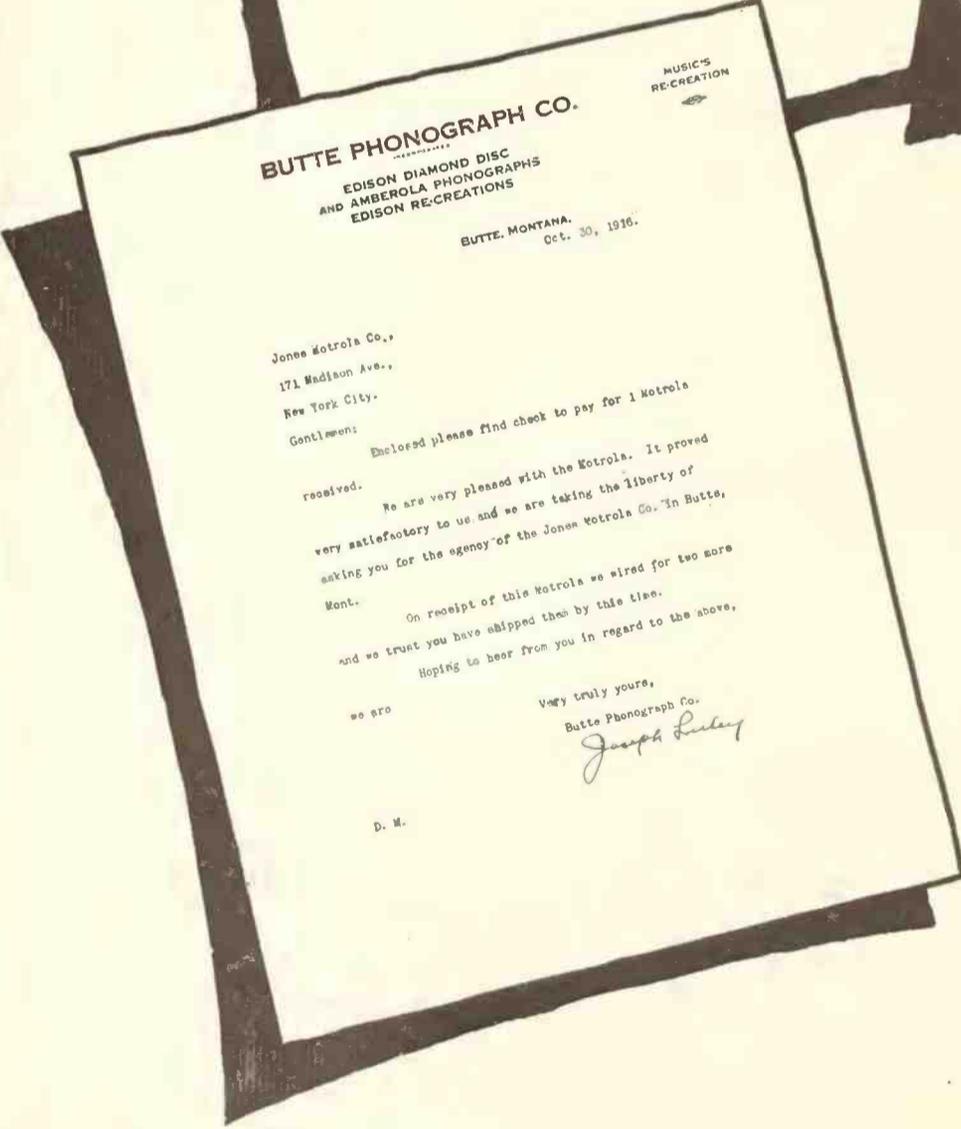
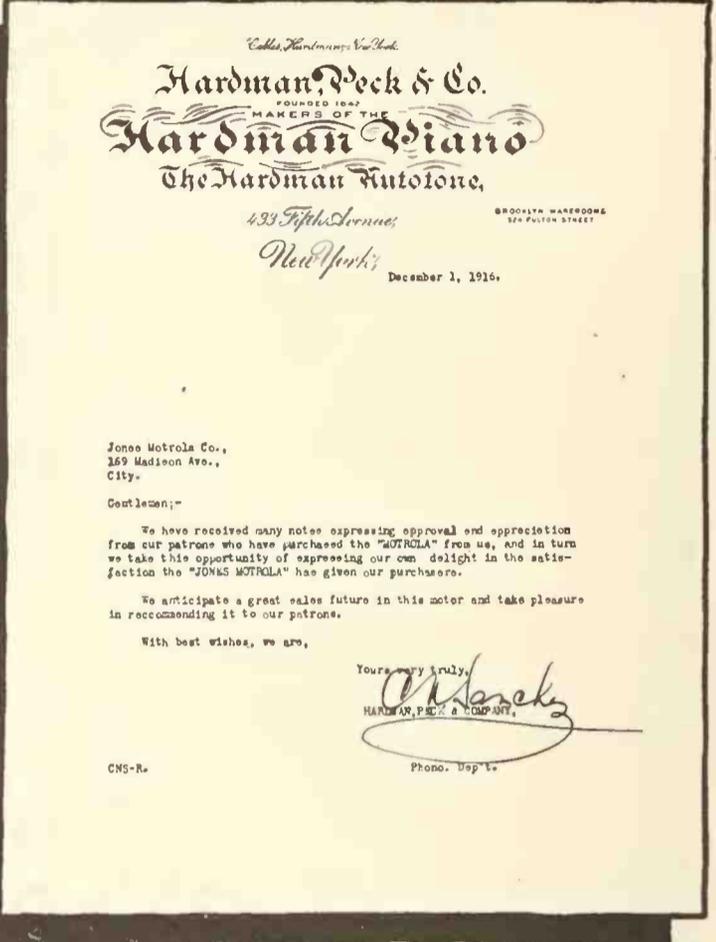
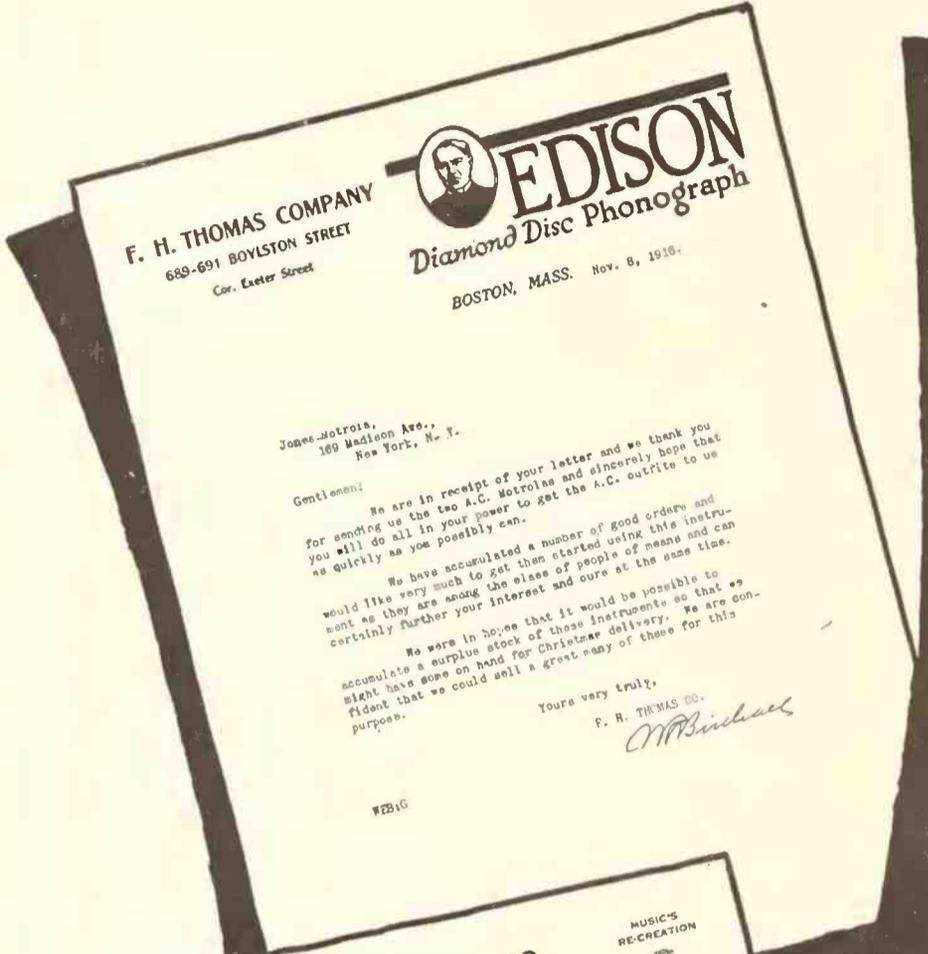
Guaranteed for life.

Price, \$3.50

Condon Autostop Company
47 West 42nd Street — New York



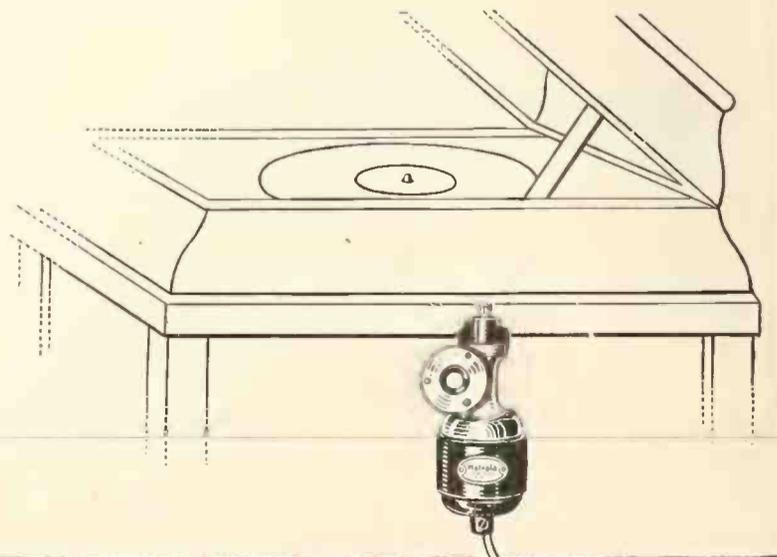
Bigger Christmas Profits for You— through the MOTROLA—Winds Your Talking Machine Automatically



THESE dealers are getting this extra profit---read their letters, telling how easy they find it to sell Motrolas.

Yet these letters are only three of the hundreds such that are in our files.

How about you? The Motrola is necessary to the complete enjoyment of the talking machine. Are you getting your share of the profits from its sale?



Write today for full details of the Motrola, Prices, etc., to
JONES-MOTROLA, INC.
171 Madison Avenue New York

ILSLEY'S Graphite Phono Spring Lubricant

Ilseley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

(Ask the manufacturer who uses it.)

Manufactured by
ILSLEY - DOUBLEDAY & CO.
Established 1853
229-231 Front Street New York, N. Y.

ANNOUNCE GOLD PLATED DIAPHRAGM

A. F. Meisselbach & Bro. to Include New Diaphragm in the Majority of Their Reproducers in the Future—Virtues Claimed for it—Heavy Demand for Motors During Year

A. F. Meisselbach & Bro., Newark, N. J., well-known manufacturers of motors, tone arms and sound boxes will shortly announce a new gold plated mica diaphragm which will probably be used in their sound boxes, where ordered in the near future. Meisselbach & Bro., although having built up a most satisfactory reputation for their product are constantly looking for new ideas which will tend towards improvement, and the gold plated diaphragm is the latest of these. It is declared to have a surprisingly pleasing effect on the quality of the reproduction.

Meisselbach & Bro. had an exceptional year in their motor department, and during the past few months have been hard pushed to supply the heavy demand in time for manufacturers to use the motors in machines designed for holiday trade. Numerous orders have been of necessity held over to next year for filling, and in view of this fact 1917 business will start off with a rush.

The company attributes the success of their motor to its simplicity, the leading feature being the fact that repairs may be made by loosening one screw take out the old spring box and insert a new one without disturbing any part of the mechanism. Another feature is that the turntable spring does not touch metal, but is provided with a felt collar or bushing saturated with lubricant thereby preventing friction.

PHONOGRAPHS, INC., IN ATLANTA

Handsome New Quarters for Edison Phonographs Located in Southern City

ATLANTA, GA., December 5.—A permanent home for the New Edison phonograph in this city has been provided by the establishment of The Phonographs, Inc., in a handsome two-story building at 182 Peachtree street. The new store has been handsomely decorated and furnished and conveniently arranged for the purpose of handling the phonograph business. One of the features is the large recital hall, where concerts will be given twice a week. W. L. F. Rosenblatt is president of The Phonographs, Inc., O. Simmons is vice-president, and C. Boggs, treasurer.

SUIT OVER FIRE INSURANCE

Gately-Haire Co. Wins in Lower Court, and Case Is Now Before Appellate Division

The Appellate Division, Third Department, is expected to hand down a decision shortly in the suit brought by the Gately-Haire Co., Victor distributors of Albany, New York, against the Niagara & Pennsylvania State Fire Insurance Co. The lower court decided in favor of the Gately-Haire Co.

A fire in an adjacent building last January spread to the store of the Gately-Haire Co., and caused considerable damage. Insurance companies refused to pay, contending that the policies had been cancelled, but the Gately-Haire Co. maintained that as they had not surrendered their policies, they were still to be considered in force.

NEW VICTROLA XVII.

Just Introduced to the Trade, Is an Instrument of Exceptional Attractiveness

The Victor Talking Machine Co. this week sent out illustrations and descriptions of their new Victrola XVII, a very limited quantity of which will be shipped from the factory before Christmas. This instrument sells in mahogany or oak at \$250 and American walnut at \$300. These styles with electric motor cost \$50 more.

In this connection Louis F. Geissler, general manager of the company, says: "It was not our intention to announce this new type until we had accumulated sufficient stock to make substantial shipments to all distributors, but in face of the immense demand and consequent shortage, particularly of the Victrola XVI, we feel that this beautiful instrument with its graceful lines will be welcomed by our distributors and dealers and quickly sent out as fast as they are shown to the public."

The new Victrola XVII has swell front and sides, and is 46¾ inches high, 22½ inches wide and 24½ inches deep. It contains sixteen Victor record albums for 160 records; has twelve-inch gold plated turntable, gold plated exhibition sound-box, Victortapering tone arm and tapering "goose neck," sound-box tube, automatic brake, speed regulator and automatic indicator, nickel-plated extra heavy quadruple spring, spiral drive motor, which can be wound while playing.

RECORDS LANGUAGE OF MONKEYS

Prof. R. L. Garner Uses Talking Machine in Prosecution of His Work

In a speech made before the Rotary Club of New York last week, Prof. R. L. Garner announced that he had classified the language of the monkeys in seven groups of sound as against 120 groups of human speech, and spoke at length regarding his invention in obtaining talking machine records of the monkey language. Mr. Garner will shortly go to West Africa on an expedition for the Smithsonian Institute, and will use the talking machine extensively in his work.

The Artophone Record Co. will incorporate under the laws of Delaware with a capital stock of \$500,000 to manufacture talking machines and all other sound producing instruments. The incorporators are Herbert E. Latter, Norman P. Coffin and Clement M. Egner.

FACTORY SITE IN NEW YORK

Will erect suitable building on larger plot in Manhattan.

IDEAL FOR PIANO OR TALKING MACHINE FACTORY

Exceptional shipping facilities, only one block from Harlem River. Reached easily by subway, "L" and street cars. N. Y. C. R. R. passes property. Write for details to

LEO SALOMON
505 FIFTH AVENUE NEW YORK, N. Y.

GREAT EDUCATIONAL FACTOR

Is the "Cortinaphone"—Installed in Prominent Universities and Schools—Mandel Bros. Good Work—Dealers Interested

Mandel Bros., who operate one of the leading department stores of Chicago, are conducting successfully a school of languages aided by the "Cortinaphone." This is but another important link in the chain of dealers throughout the land that have appreciated the opportunities offered by carrying the "Cortinaphone."

Ralph Bradbury, of the Cortina Academy of Languages, 12 East Forty-sixth street, has recently returned from an extensive trip through the Eastern States, where besides calling on the dealers in the territory covered, a number of educational demonstrations were made in high schools and other institutions of learning. The "Cortinaphone" is now installed in Brown University, Hartford Theological Seminary and adopted by the committee of education in the city of Boston for use in the public schools throughout that city. In Providence fifty school teachers are using the "Cortinaphone" to study the language spoken in the homes of their foreign pupils. The educational advantages of the "Cortinaphone" are being appreciated more and more. The advantages of hearing the studied language spoken with the proper emphasis and inflections needs only a demonstration to convince.

The list of "Cortinaphone" dealers now numbers 200, distributed throughout the entire country from ocean to ocean, and from the Great Lakes to the Gulf.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568. Now is the time to get busy on this subject.

Christmas Cabinets

A Special Lot—AT QUICK CLEARANCE PRICES

Limited
Quantities

Order At
Once

FOR VICTROLA, 6
\$6.75

FOR VICTROLA, 8
\$7.00



Latest
Models

With
Record
Shelves

FOR VICTROLA, 9
Mahogany Golden, Fumed and
Weathered Oak
\$8.00

S. B. DAVEGA CO., 831 Broadway, New York

The Extraordinary Success of "The Mozart" in the Past Year is the Exact Measure of the Mozart Talking Machine Company's Success in Achieving its Purpose



STYLE A
"Mozart Special"
 Oak or Mahogany Finish
DIMENSIONS
 Height45½ inches
 Width17 inches
 Depth21 inches
Retail Price, \$55.00

STYLE B
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

STYLE C
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

An Unusual Phonograph "The Mozart"



STYLE H—Oak or Mahogany Finish
DIMENSIONS
 Height15 inches Width .. .19 inches Depth19½inches
Retail Price, \$35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at \$15.00, \$25.00, \$35.00, \$45.00, \$55.00 and \$100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory 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, MISSOURI

Barrientos, Lazaro, Parlow, Seagle, Chicago Symphony Orchestra, Lucy Gates, Godowsky—great artists' all and records by each in the January Columbia list. (Out December 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**



SUPPLY OF DOMESTIC ROTTEN STONE

O'Brien Trading Co. Appointed Selling Agents of the Penn-Keystone Co., Manufacturers of Rotten Stone, Who Are Working Large Deposit in Pennsylvania—Used for Records

The Keystone Minerals Co., 35 East Twenty-first street, are appointed the selling agents for the Penn-Keystone Co., manufacturers of high-grade rotten stone.

Up to the present year the manufacturers of records have been dependent upon imported rotten stone at high prices. Since January 1 of this year the Penn-Keystone Co. have been working a deposit in Lyoming County, Pa. This deposit, G. M. O'Brien, sales manager of the Keystone Minerals Co., stated, was the only deposit worked in the United States. Since the start the product has been adopted by some of the leading record manufacturers. Rotten stone is also used in the manufacture of hard rubber goods, and in the polishing of woods used in talking machine cabinets and pianos.

An especially fine grade is manufactured for the making of phonograph records. This grade is ground very fine, and runs what is technically known as 200 mesh. It is very soft and smooth, and must be floated on the air twice before it is finally placed on the market.

The Penn-Keystone Co. have found it necessary to double the capacity of their plant within the year, and they are now installing machinery that when completed will double the present capacity.

Manufacturers are saved the trouble of excessive delivery delays for this domestic concern is able to deliver quantities at very short

notice. The price of the domestic rotten stone is now far below the price of the imported stone.

CAROLA CO. BRINGS LAW SUIT

CLEVELAND, O., December 9.—The Carola Co., talking machine makers, have brought suit against the Van Dorn Iron Works Co., for \$67,750 in Common Pleas court here. It is alleged that the defendant failed to provide 10,000 metal cabinets as per contract. The petition requests \$30,000 for lost profits and the balance for advertising and other expenses. To complicate the matter, H. A. Rock, vice-president of the Van Dorn Co., has stated that this company was on the point of suing the Carola concern for not providing parts also as per contracts.

MANY ORDERS FOR NEW SPRING

Trade Mueh Interested in New Triple Spring Marketed by Leonard Markels

"The orders we have already received for our new No. M-4 triple spring motor have been far ahead of expectations," said Leonard Markels, 165 William street, New York, motor tone arm and sound box manufacturer, whose recent announcement of a new triple spring motor attracted the attention of the trade. We have closed orders for our new motor with some of the leading manufactures in the country, and at the present time negotiations are pending for unusually large contracts. In fact, we are suggesting to our patrons that they place their orders for 1917 well in advance of their actual requirements, so that they will not be disappointed in the receipt of their shipments.

"When the idea for our triple spring motor experimental laboratory working out every possible detail which could add to the efficiency of this motor, and taking into consideration every possible contingency that might arise when it was in use. I feel certain, therefore, that our M-4 motor can be offered by the manufacturers to their dealers with full assurance that it will give perfect satisfaction under all conditions.

"One of the problems that we solved was the production of a three-spring motor which could be used with the same borings as those made for our No. M-2 double spring motor. This was finally accomplished, and our triple spring motor occupies no more room in length and width than the No. 2 motor, the only difference being the depth.

"Many of the manufacturers have told us that the use of the No. M-4 motor in their machines furnishes their dealers with a valuable selling argument, as a machine that plays four twelve-inch or ten-inch records meets with a ready sale. I expect to soon receive my patents covering the distinctive points of my No. M-4 motor, and I also have a number of other new features in process of completion which will greatly interest the members of the talking machine industry."

BECOMES AEOLIAN-VOCALION AGENT

The Heraco Exchange, West Hoboken, N. J., announced in the newspapers this week that it had been appointed representative for the Aeolian-Vocalion in North Hudson County. The company is using large size space to make this announcement, and is planning an energetic campaign in behalf of this line.

A Merry Christmas and a Happy New Year

We esteem it a privilege to wish every member of the Victor trade a full measure of happiness and prosperity in 1917.

Every member of the G. T. Williams Co. organization is prepared to offer practical assistance to Victor dealers in making the next twelve months their banner year.

Let us show you what our service means.

G. T. Williams Co., Inc. VICTOR WHOLESALE EXCLUSIVELY 217 Duffield St., Brooklyn, N. Y.

PUBLISHER ADVERTISES RECORDS

Leo Feist, Inc., in National Advertising Calls Attention to the Fact That the Featured Numbers May Be Obtained Both on Talking Machine Records and Music Rolls

Advertising the other fellow's product is not a general practice, but Leo Feist, Inc., prominent music publisher, has marked a new departure in this connection by announcing in a new campaign of advertising in national magazines, that the five song hits of as many successful musical comedies may be obtained on talking machine records or player-piano music rolls, if the reader secures his music by those means. The featuring of the songs on rolls and records is worth considering, because it not only gives the average music store proprietor three opportunities for profiting by the advertising, but in aiding in the sale of records and rolls, it aids the popularity of the song, for the more often a song is heard the more likely it is to be purchased.

DOUBLE MANUFACTURING FACILITIES

Delpheon Co. Prepares to Take Prompt Care of Growing Demands of Dealers

BAY CITY, MICH., December 8.—"We are now making plans to double our manufacturing facilities in order to take care of our dealers," said R. W. Gresser, sales manager of the Delpheon Co. "We are not trying to take everything by storm, but are going about building up our business in a conservative way, making sure of every step we take. We feel that this is the best way, as we are able to fill all orders promptly, and give our dealers the right kind of service. We think that we are building on the right kind of a foundation—are building soundly for the benefit of our dealers as well as ourselves.

"The features that we have in our machines are making the 'Delpheon' very popular, and the holiday season is causing a big demand.

Van Veen Booths Satisfied SONORA



Van Veen Booths in New Sonora Warerooms, 279 Broadway, New York

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

**We Know They
Will Satisfy You**

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. Mail your requirements for prices and descriptive circulars.

**WE DESIGN and BUILD
COMPLETE INTERIORS**

Our record filing system, tone control, automatic stop, universal tone arm and balanced cover support are all proving excellent talking points. We are now working out a cabinet that will retail at \$75, and which will make our line pretty near complete, when it is considered that we make each model in mahogany, walnut, fumed and golden oak."

INCORPORATED

The Humantone Talking Machine Co., Brooklyn, N. Y., has been incorporated with capital stock of \$10,000, for the purpose of manufacturing and dealing in talking machines, phonographs, furniture novelties, etc. The incorporators are: I. Well, L. M. Joseph and J. Levinson.

The Bates Piano Co., Worcester, Mass., has taken the agency for the Starr phonograph in that city, and is carrying on a live advertising campaign.

FEATURING BARRIENTOS RECORDS

The advertising department of the Columbia Graphophone Co., New York, has just prepared an extensive campaign in behalf of the new Columbia records made by Marie Barrientos, the celebrated coloratura soprano, which promises to be one of the most interesting and far-reaching publicity campaigns which has ever been instituted for an individual artist. Practically every phase of advertising will be given attention in the Barrientos publicity, with the one idea of stimulating the sale of the Barrientos records throughout the country, and furnishing the Columbia dealers with practical, and valuable co-operation. Full-pages will be used in all of the leading national magazines, newspaper advertising, featuring Barrientos will be used in practically every city of any appreciable size, window-hangers, envelope enclosures, etc., are all included in this mammoth publicity plan.

PLACE YOUR ORDERS NOW

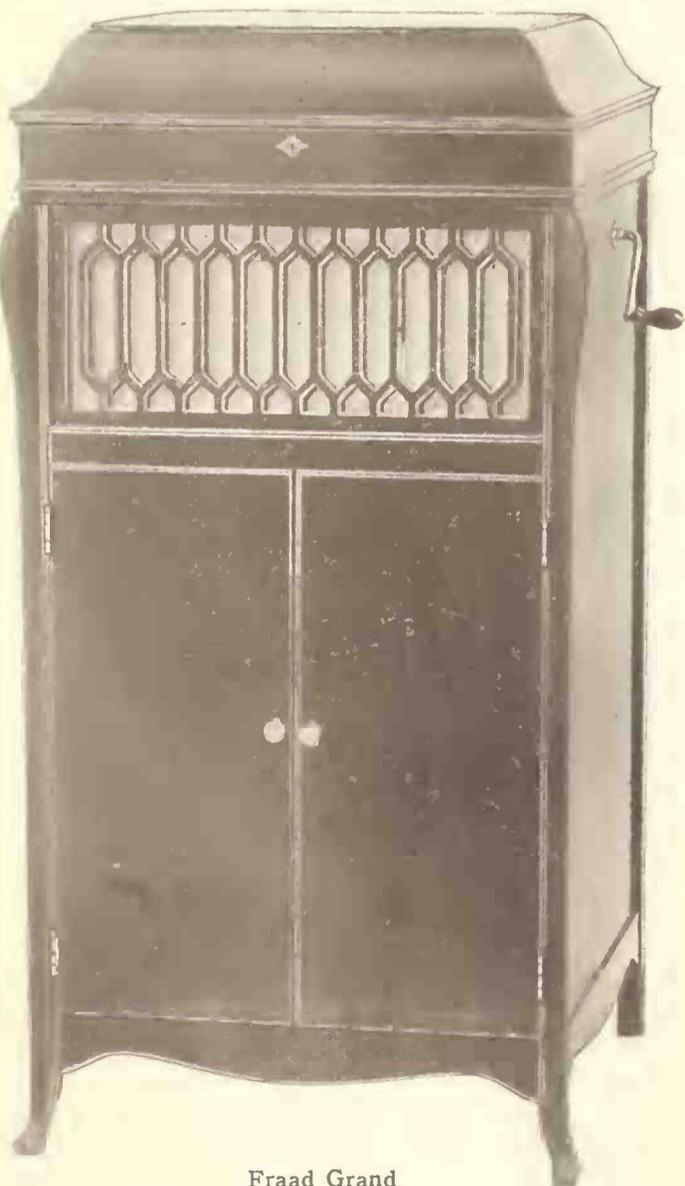
Our entire line of Talking Machines and Records is ready for immediate delivery. From \$10 to \$150. As a leader 3-A. Special.

Write for Catalog and Dealer's Prices

FRAAD TALKING MACHINE COMPANY, Inc.

Factory and Showrooms:

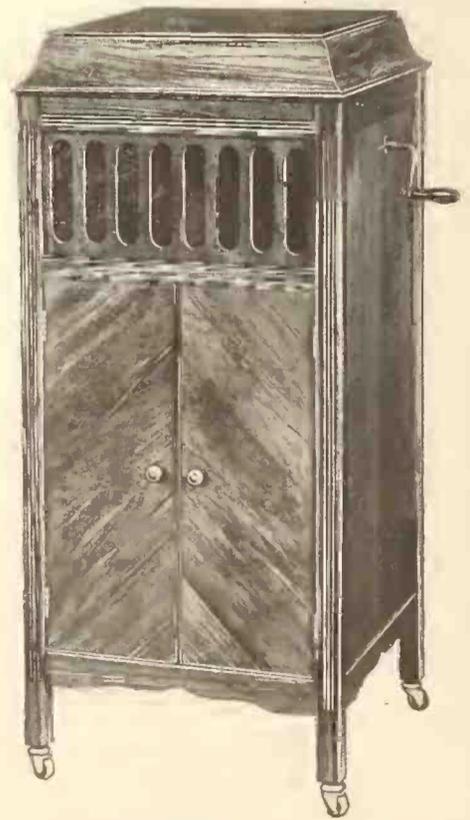
224 236 West 26th St., NEW YORK



Fraad Grand
Style 10



Style 9



Symphony Jr. A



*The pleasure of wishing you
A Merry Christmas and a Happy New Year*

is ours

*May the wish strengthen the ties of
friendly business*

Otto Heineman Phonograph Supply Co., Inc.

Otto Heineman
PRESIDENT



DECISION AGAINST PRICE-CUTTING

Columbia Graphophone Co. Wins Action Brought Against Tosi Music Co., Boston, for Violation of Contract—Defendant Settles

BOSTON, MASS., December 4.—One of the most important decisions affecting price-cutting was handed down recently in the U. S. District Court, District of Massachusetts, in the case of the Columbia Graphophone Co. vs. Tosi.

The defendant in this case, Harry Z. Tosi, doing business under the name of the Tosi Music Co. at 263 Hanover street, Boston, Mass., started in to slash prices on Columbia Italian records, advertising them both in the newspapers and in his windows at cut prices. He stated in effect that he had 15,000 records on hand which, when sold, could be replaced by 15,000 more at a reduced price in New York; that the goods he was selling was his, and that he was going to do as he pleased with them; that the plaintiffs were using an unpatented motor in their machines, and that he knew it was unnecessary for him to maintain prices.

Suit was accordingly entered in the name of both the American Graphophone Co. and the Columbia Graphophone Co. in the U. S. District Court, and a motion for preliminary injunction came on for hearing before Hon. Frederic Dodge, Circuit Judge, on November 21. In the course of the argument Elisha K. Camp, attorney for the Graphophone companies, raised the point that the defendant was estopped under his price maintenance contract from denying the validity of the patents under which Columbia records are manufactured, or raising any dispute or contest as to any of said patents, or the right of the American Graphophone Co. thereto, and the Court sustained the point and made a ruling to that effect.

The Court wrote no opinion, but ordered that a Writ of Injunction issue in accordance with the prayers of the bill, and accordingly a Writ of Injunction was issued under the seal of the said Court, enjoining and commanding the defendant, his servants, attorneys, clerks, agents, working men, associates, and assigns, and each and every one of them, "on pain of \$10,000 to be levied on your and each of your goods, chattels, lands and tenements, to our use," not to directly or indirectly infringe the patent monopoly rights of the plaintiffs through violating the price maintenance contract of May 18, 1916, or any part thereof, and particularly from directly or indirectly selling or offering for sale, or otherwise disposing of, any patented Columbia products at less than the official list prices thereof, until the further order of the Court.

Since the argument of the preliminary injunction, counsel for the defendant has been convinced that it would be useless to proceed further with the litigation, and he has just agreed to pay the costs to be taxed by the Clerk (approximately \$25 or \$30), and in addition, damages in the sum of \$50.

MAKING CONSTANT IMPROVEMENTS

The Universal Fixture Corporation, 131 West Twenty-third street, New York, are experiencing good business in their display fixtures for the showing of records. A new fixture of interest to the dealers is a new adaptation of the easel display frame for the monthly record lists. Instead of the easel this frame may now be suspended by chain.

The Phono Motor Manufacturing Co., Inc., Brooklyn, N. Y., has been incorporated with a capital stock of \$25,000 to manufacture and deal in motors, accessories and equipment for talking machines and musical instruments. The incorporators are L. B. Rogers, F. E. Beveridge and M. M. Roemer.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

UNHEALTHY FOR FAKE ADVERTISERS

Vigilance Bureau of Minneapolis Advertising Forum Takes Action Against Advertiser Who Used Wrong Name and Valuation in Copy

MINNEAPOLIS, MINN., December 9—The Vigilance Bureau of the Minneapolis Advertising Forum is still showing great activity in running down fraudulent advertising of talking machines, the latest case concerning an advertisement which read, "A Victrola. A nice \$50 size for \$18.50 cash." Three complaints were filed concerning this advertisement, each of which questioned whether the phonograph mentioned in this advertisement was a genuine Victrola.

Investigation showed that the machine in question was made by a concern other than the Victor Talking Machine Co., and bore the label of the real manufacturer on the lid. The advertiser was interviewed and informed of the violation of the state advertising law, and disclaimed responsibility for the copy. He, however, immediately cancelled the advertising order with the newspapers and stated that he would

use new copy with the name Victrola and the reference to the \$50 size eliminated

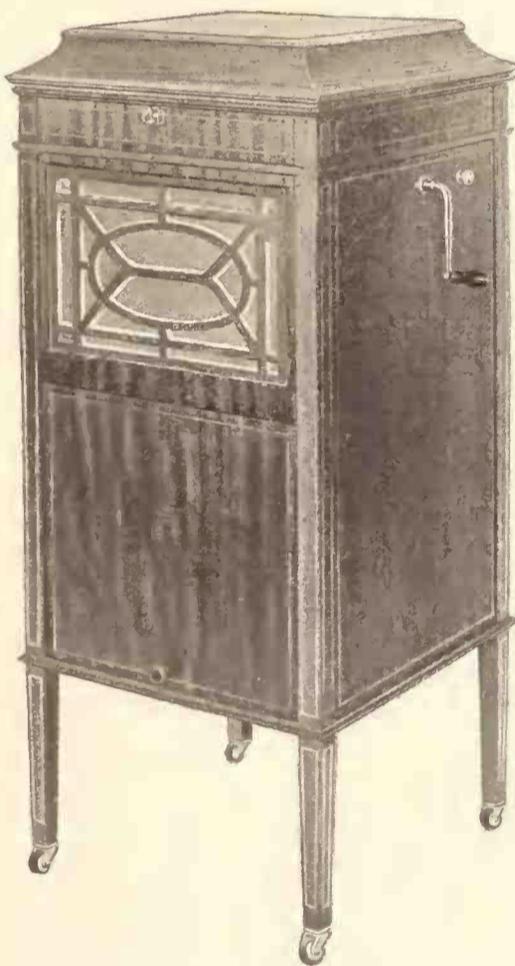
STRONG EDISON HOLIDAY ADS

Double-Page Spreads Used in Newspapers of Leading Cities Describing the New Edison and Re-Creation and Giving Lists of Dealers.

One of the attention-commanding features of the various talking machine campaigns carried on for the purpose of developing holiday business has been the strong double-page advertisements run in the daily papers of the principal cities of the country by Thos. A. Edison, Inc. One page, bearing the caption "Edison's Most Sublime Gift to Man," was devoted to a talk on the new Edison and its re-creation of music. Practically half the space was occupied by a large picture of Anna Case, the Metropolitan star, standing at the side of the new Edison as she does in her tone tests. The second page was devoted to lists of local dealers where the new Edison and the "Re-Creation" might be heard. The commanding character of the display should have good effect on Christmas trade.

An Endorsement from a Famous Tenor

Johannes Sembach, the celebrated Metropolitan Opera Tenor, owner of a National Bluebird machine, under date of December 5th, wrote as follows:



"I am exceedingly well pleased with your Bluebird Talking machine. The motor is wonderful, and there is none of the noise which is so disturbing in other machines I have heard.

"Again extending you my hearty thanks, I am,

"Very sincerely yours,

Johannes Sembach

One of the National Bluebird Models They are made in genuine mahogany and oak, and are beautiful in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the best made. All machines play all makes of disc records without an attachment.

There are four models retailing at \$50, \$85, \$150 and \$200, with liberal discounts to dealers.

We can ship orders for the holiday season if you write or wire TODAY

NATIONAL TALKING MACHINE COMPANY
118 East 28th Street
NEW YORK CITY

Pathé

Trade Mark Reg. U. S. Pat. Off.



An Irresistible The Pathé the Pat

"The WORLD'S Record"

THE name Pathé inevitably brings with it the thought of world wide dominance. *More* laurels have lately been added to the Pathé crown. Behold their latest achievement!

"Professional" Model No. 125

Originally built for one of Pathé's principal artists, this instrument suited him so well that we decided to duplicate it in our regular line.

We place model No. 125 in dealers hands, confident in the knowledge that it is a masterpiece.

Not only is it a well built, handsomely constructed instrument, but it also has all the acoustic excellence of phonographs selling at twice its price.

Its unusually large sound chamber amplifies to an extraordinary degree every delicate shading of tone, each detail, each little trick of the artist's interpretation—*nothing is lost,*

A New Sales Outlet

For this reason Pathephone No. 125 is of unequalled value to the student of music.

The pupil in vocal culture can study the marvelous quality of Muratore's beautiful voice.

Jacques Thibaud's virtuosity will be of invaluable assistance, even to those who have played the violin for years.

This new professional model with its unusual acoustic properties enables the student who has reached a certain point, and who has greater ideals in view, to obtain an advantage secured in no other way.

He can at his own convenience play over and over again Pathé records by the world's great singers and instrumentalists, until he has analyzed the talent and technique which has established such artists' fame and success.

Dealers who know the advantages of specialization are going to sell Pathephone No. 125 not only to the general public but to professional people who will use it in their studios to assist their hours of instruction.

We can make prompt delivery on orders for model No. 125 received before January 30th, 1917.

If you have not yet stocked this model, place your order NOW! Join Pathé for Profit, Prestige and Progress.



Jacques Thibaud
Master Virtuoso
Plays exclusively for Pathé

PATHÉ FRÈRES PHONOGRAPH CO.

29 WEST 38th STREET

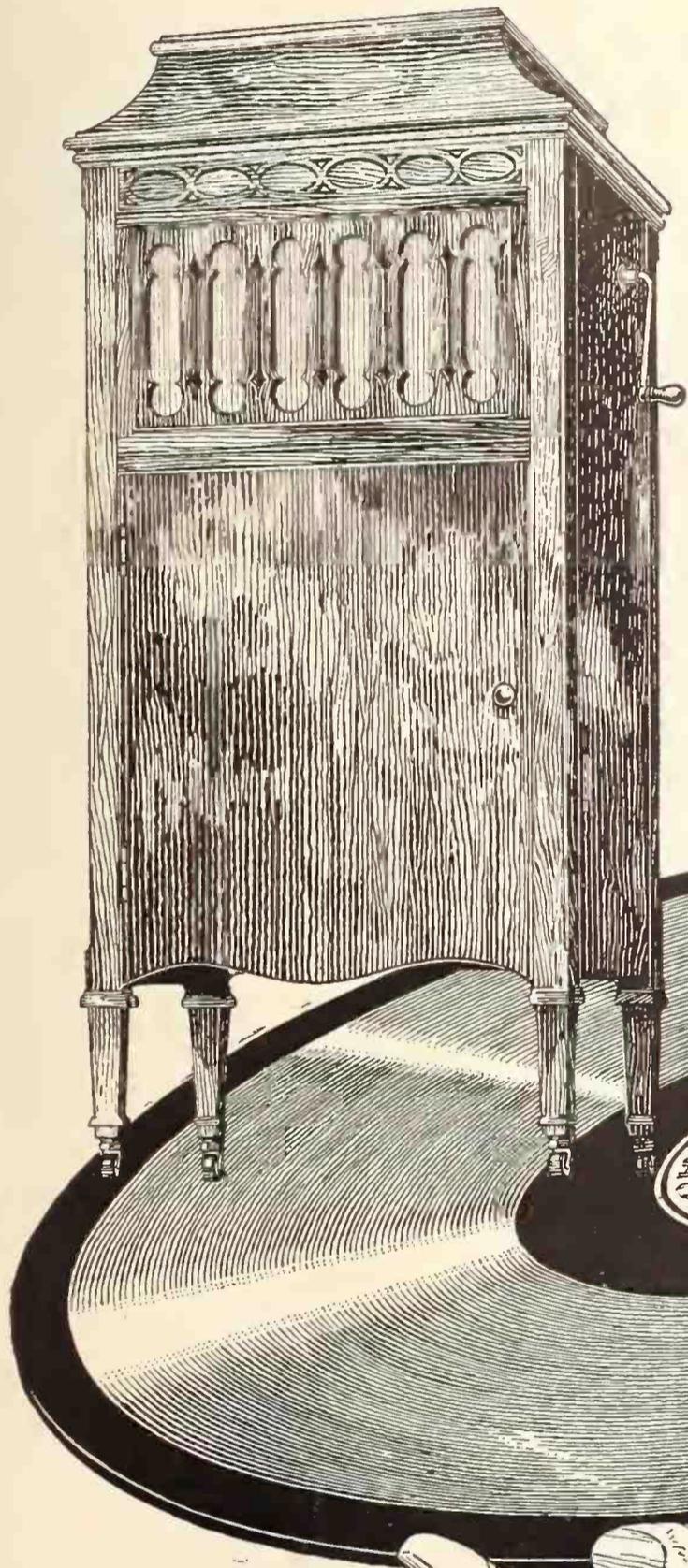
NEW YORK CITY

PATHÉ FRÈRES PHONOGRAPH CO. OF CANADA, Ltd., 6 Clifford Street, Toronto, Canada

the Combination Record Plus Phonograph



Muratore
Exclusive Pathe Artist
in Romeo et Juliet
World's Greatest
Lyric Tenor



Pathephone No. 125
In Mahogany, Golden or
Fumed Oak. Perfect tone
control device. Equipped
to play all makes of disc
records. Special long run-
ning motor. **\$125.00**





No. 496 [Vertical Interior]
For Columbia "Favorite"

Height, 30 in. Width, 19 in. Depth, 22 in.
Holds 144 records.
Mahogany. Quartered Oak.
Average weight, crated, 65 pounds.
[When felt interior is desired, order No. 496K.]

Cabinet Profits Pay the Rent

*This Is Particularly True
At This Time of the Year*

Now is the time to cash on cabinets. If you haven't fortified yourself for the demand write to Cabinet headquarters. If it is Cabinets for Talking Machine Records you want we can give you what you want.

Our attractive book tells the story and our up-to-date stock sheet shows you what we can ship in time for Holiday trade.

Do it now and address it—

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

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.]

CHANGE OF SPEED IN MOTORS

In my article for July, 1916, I wrote on the subject of Columbia double spring motors, and I will now continue my talk on the same type of motor, taking up the causes and remedies for that often-met-with trouble—the change of speed of the motor—and the consequent change of pitch in the voice or music being reproduced.

Taking it for granted that the graphiting and governor springs and balls have been attended to properly, as outlined in my July article, I will take up in sequence the several troubles in the motor, any of which might be the cause of the change in speed.

The lack of oil on the shafts of the two intermediate gears sometimes causes either one or the other to run hard and in some cases bind so tight as to almost prevent motor from running—take out gear check washers—remove gears from shafts—drive shafts out of casting with proper sized punch—take emery cloth and clean shafts so that gears will work perfectly free—replace shafts in casting—oil—replace gears and gear check washers—and trouble No. 1 is well taken care of.

The fibre gear on the Turntable Spindle gear (in the old style only) may be loose or its teeth may be mashed or worn badly—look to these points and either tighten the old gear, put in a new fibre, or a new gear. In setting this gear in relation to the main driving gear be positive that the turntable spindle check collar is close enough to casting to prevent bevel teeth of spindle gear becoming disengaged from the bevel teeth on the main driving gear.

The hole in the fixed governor bearing may have become so large through wear that the spindle has too much side play—put in a new bearing. The spiral cut on spindle may be worn, very little wear at this point will cause noise—put in a new spindle. In placing governor into position allow quite some end play by adjusting fixed bearing, and adjust spindle cut to fibre gear by means of the movable governor bearing, at the same time getting this bearing into such a position that it will bring both governor-bearing holes into perfect alignment, thus insuring an easy starting motor. The two little felt pads on the governor swivel often cause trouble. Their constant pressure against the governor friction disc tends to harden the bearing surface of the belt, and in most cases oiling will not effect a cure. Take a very sharp knife and (back of the hard spot) cut off about a sixteenth of an inch of the belt, then cut a cross slot in surface of pad and soak well with oil; this will in most every case do away with the noise and variation of speed which the hard spot in the belt causes.

With the turntable in position so that it does not rub against anything, there cannot possibly be found any other causes for change of speed in this type of motor.

Fixing the Diaphragm

A. H. Dodin, care Talking Machine World:

Will you kindly advise me if in adjusting the diaphragms and sound boxes of the usual types, the rubber washers or gaskets should be so placed as to allow the edge of the diaphragm some play, or, whether they should be set solid against the diaphragm surface.

I have put new gaskets in one or two reproducers, but don't seem to be able to secure the original quality of tone, there being an inclination to blast.

W. D. B.

ANSWER—Mica should in all cases be cemented

to one gasket in such a position that will prevent its edge from touching sound-box ring, and gaskets should always be of such size that when back or clamp ring is placed in position, enough pressure will be exerted against mica to hold it securely in position.

A. H. DODIN.

When the Needle Skids

Editor Talking Machine World:

On my machine, which is a standard make, I find that unless I stop the motor as soon as a number is finished, the needle frequently slips across the center of the record, and sometimes across the grooves on the other side. This slipping has ruined several records.

Would you advise me if the trouble is with the construction of the record or represents some mechanical defect.

G. N. S.

ANSWER—Your trouble is no doubt in the record. The majority of records now sold have at the end of the cut an annular grooves which prevents needles from running across label.

A. H. DODIN.

The
Delpheon



Model C

"The Phonograph with an Individuality"

It has more features than any other—all selling points.

It is made by a firm that is conservative—that will take just enough business to care for its output and no more—one that fills all orders promptly—one that is building for the future.

It is establishing a reputation for quality through its many superiorities that is causing a sure and steady growth—a growth that is sound.

Delpheon dealers are given the right kind of assistance and co-operation.

The convenient record filing cabinet and the tone control by which you actually "play" each selection "through the silken cord" sell the instrument for you.

Where can you find one better?

The Delpheon Company

BAY CITY 810-812 BOUTELL PLACE MICHIGAN

TRADE IN EXCELLENT SHAPE ON THE PACIFIC COAST

Demand for Talking Machines Is Strong, and Stocks Are Fairly Satisfactory—New Association Officers Elected—New Stores and Changes—What Various Concerns Report

SAN FRANCISCO, CAL., November 28.—In these days of soaring prices it is gratifying to know that in talking machines the prices have not materially changed, and that even better values than formerly can be obtained by the public desirous of making the home homelike by the addition of talking machine merchandise. The past month in the trade has been exceedingly healthy as far as the demand is concerned, and conditions in shipping appear to be improving somewhat. There is a shortage of stock with many dealers, but most of the larger concerns are well provided for the holidays. Sufficient stocks of both machines of all styles and records are here to warrant full scope in the advertising departments. Business is such that



Victor Window Display of Hall Bros., Inc.

there is no special need for elaborate recitals and public demonstrations of any kind. The natural growth keeps pace with the ability of the dealers to supply goods in most quarters. The only feature in the trade that is different from the past is that there is a pretty steady drifting away from the exclusive talking machine shop idea, both in the department stores and the regular music houses. The best concerns now seem to prefer carrying several makes of machines, as well as all standard records.

Association Has Fine Banquet and Meeting

A most successful banquet and meeting of the San Francisco Talking Machine Dealers' Association was held last month, when the officers for the ensuing year were elected. This was the annual meeting of the aggressive body, and the number present embodied almost the entire membership. James J. Black, manager of the talking machine department of the Wiley B. Allen Co., was elected the new president, amid cheers and acclamations of accord; Charles Mauzy, of the Byron Mauzy talking machine departments, vice-president, and A. W. White, manager of the Emporium talking machine department, was chosen the secretary-treasurer. This meeting was made specially attractive by the splendid musical program provided. Among those who participated were: Harry Vegar, who did things on the piano, and Ray MacDonald and Robert Canning, who demonstrated to what heights of beauty the human voice can attain even in the commercial world. A number of informal speeches were delivered on topics of intimate interest, and it was agreed among the dealers present that a minimum price on old machines should be maintained. The usual spirit of harmony prevailed, and said harmony was in no small measure due to the gastronomic diplomacy of Billy Morton, chairman of the "Good of the Order" committee, who arranged the banquet. He was voted a tribute of thanks.

A. W. White, manager of the Emporium talking machine department, has a good supply of machines and records for the holidays, having begun to anticipate his holiday needs as early as May.

A Growing Department

The talking machine department of Hale's Department Store has been growing steadily since it was first established, and the volume of business for the present month shows a big increase over last year at this time. The department has been enlarged once, and several more fine demonstrating rooms are to be added shortly. Victor machines are handled exclusively. Edwin Humphreys, manager of the department, says the largest demand is on the higher-priced machines.

Pathephone Shop Closed

The Pathephone Shop, 322 Post street, has been discontinued. This shop has been under the management of Louis S. Blackly for some months, but the venture was not a success. The location was against the business, and the exclusive line imposed too great a restriction on the enterprise in this particular field. The stock of the shop was sold by Mr. Blackly to O. N. Kruschke, who has a talking machine business in Berkeley. Mr. Kruschke will conduct a jobbing business also in the California territory.

F. B. Travers, manager of the Phonograph Shop, 109 Stockton street, says business in the new stand is flourishing, and that they are in splendid shape on deliveries. They have ample supplies of every model and finish. Business on Columbia machines is good, and the show window showing the process of manufacturing Columbia goods has just been installed. This is the same exhibit which the Columbia Co. had at the Exposition last year.

Visits Sonora Factory

F. M. Steers, president of the Western Sonora Co., has just been visiting the factory in New York, and has succeeded in getting a carload of \$100 machines for the San Francisco Christmas trade.

The Emporium of Music at Reno, Nev., is the latest Coast music concern to take on the Sonora line. This firm already handles the Victor line.

Mrs. Aline M. Baker, who formerly was with the San Francisco Edison Shop, but who for the past few months, has been in Portland, has now returned to the Edison Shop here. The Edison Shop is in pretty fair shape for the holiday trade. Records have been coming in better this month than last.

An Effective Window Display

A particularly effective local window display was recently made by Hall Bros., Inc., who arranged the window of their store at Market and Fifth streets as a drawing room with figures representing the famous Victor artists entering the room just as they do in the magazine advertisements. The idea was that of Edward Humphrey, manager of the department, and is illustrated herewith.

New Demonstrating Room for Mauzy

The latest new demonstrating room in the Byron Mauzy talking machine department is hung with old rose draperies and furnished with comfortable wicker furniture. The room is as

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

cozy as a home living room. Charles Mauzy says the talking machine business is picking up fast in response to the progressive advertising done by the firm. They now run ads in the newspapers, on the billboards and in the street cars all at the same time.

Fred A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., is at present on a trip to the factory in the East trying to hasten the delivery of Columbia merchandise to the Coast.

Columbia Co. Auditor a Visitor

F. S. Binger, of the auditing department of the Columbia, has been visiting in San Francisco for two weeks. He had already been in the Northwest, and from here went to Los Angeles. This was Mr. Binger's first visit to San Francisco, and as usual in such cases, the gay old city by the Golden Gate paralyzed him with delight. He expressed the fond hope, as so many have done before, of sometime making this city his permanent abode.

Kahn Bros., of Oakland, Cal., who have an exclusive Columbia department, which is under the management of W. C. Henry, held a three days' special term sale last week, and in those three days did more business than for any single month up to that time. It is estimated that less than 5 per cent. of reverts result from easy-term sales on the Coast.

New Department Manager

The manager of the Columbia department in the Eastern Outfitting Co. on Market street, is A. R. Timanus, formerly of the talking machine department of the Hauschildt Music Co.

Hockett & Bristol, well-known piano dealers of Fresno, Cal., have taken the Columbia line. They also handle the Edison line.

F. F. Dawson, of the executive office of the Columbia Co., who has now returned East, put in new Columbia agencies on his recent trip at the following cities and towns: Petaluma, Arcata, Porterville, San Jose, Lindsey, Hanford, Tulare, Merced and a few others.

The Jackson Furniture Co., of Oakland, which firm has been handling the Columbia line on a limited scale, now have stocked the complete catalog.

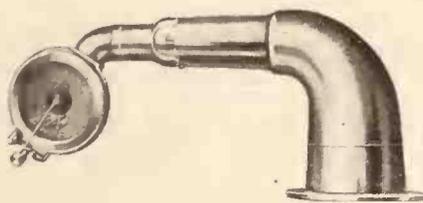
Awaiting New Victrola Style

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says they are eagerly looking forward to the new Victrola style XVII, to sell for \$250. None of these machines have yet arrived in San Francisco. He says the local store is not short on any line, and can take care of the holiday trade without difficulty this year.

Mr. Louder, manager of the talking machine department of the Portland store of the Wiley B. Allen Co., is preparing for an aggressive holiday campaign in the North.

Here is the TONE-ARM You Have Been Looking For!

Let Us Figure NOW On Your 1917 Tone-Arm Requirements



No. 1 Universal Tone Arm

No. 1 Universal Tone-Arm, made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send \$2.00 for Sample. Money refunded if not satisfactory.

QUANTITY PRICES ON REQUEST. IMMEDIATE DELIVERIES.

No. 2 (Patented) Ball Bearing Tone-Arm NOW READY. Write for Details

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

A LOGICAL COMBINATION



November 27, 1916.

To Our Patrons:

Right in this little booklet containing a list of Victor records for December there is wrapped up a whole lot of GENUINE PLEASURE FOR YOU.

At this time of the year when the majority of us have a good many long evenings at home, we are only too glad to have an amiable friend come in to wind up each day with a bit of pleasantry.

The Victor Company seem to have realized that that friend is not always to be had, and they have come to your rescue with the December records.

A tip-top record is No. 64622, "THE SUNSHINE OF YOUR SMILE" by John McCormack.

Record No. 18167 is a truly funny song, "O'BRIEN IS TRYIN' TO LEARN TO TALK HAWAIIAN".

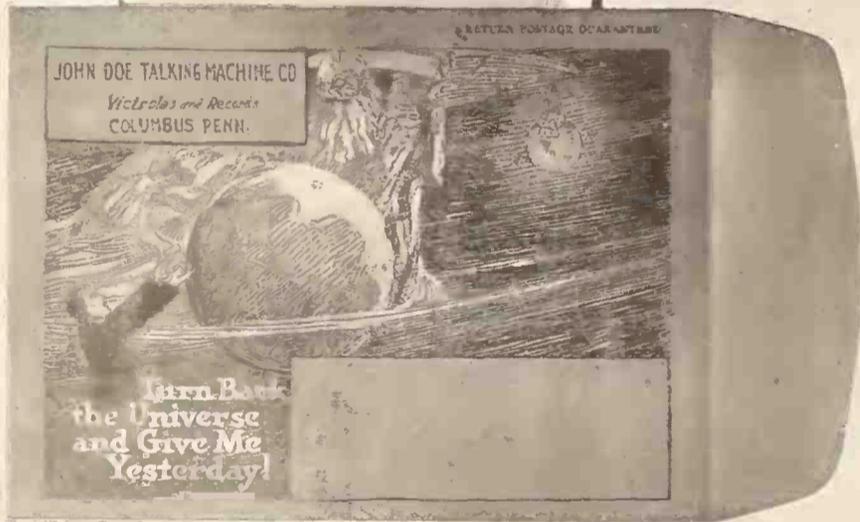
The Trinity Choir sing two beautiful old Christmas Hymns, record No. 35594.

Then there are many others in which we know YOU would delight; but we would rather PLAY them for you than tell you about them.

Come in at your convenience, you are always welcome.

Yours very truly,

JOHN DOE TALKING MACHINE CO.



TO INCREASE YOUR RECORD BUSINESS

These Three { Monthly Envelope
Customers Special Letter
Victor Monthly Record Supplement

MAKE A WINNING COMBINATION FOR YOU

WRITE FOR PRICES ON THIS SERVICE

CHICAGO TALKING MACHINE COMPANY

Wholesale only - - - 12 No. Michigan Ave. Chicago

FROM OUR CHICAGO HEADQUARTERS

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

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

CHICAGO, ILL., December 9.—If anyone in the Chicago and Western trade entertained hopes of a less acute shortage in machines this year than last they have been keenly disappointed. In spite of the number of new machines on the market with an aggregate output reaching really important totals, the demand for the product of the older companies has been undoubtedly far greater than ever in the history of the trade, and in spite of tremendously increased factory facilities, the disparity between demand and supply is wider than in any previous year.

Dealers have been present on the market in unusual numbers the past few weeks clamoring for goods, and the jobbers have been driven to desperation to even partially satisfy them and convince them that every effort was being made and had been made to do justice to everyone.

"Here's the situation," said one man. "There is not a dealer of enterprise and standing who has not received much larger shipments this year than last. But the fact is that business has been so much better than last that they have not been able to accumulate stock. They ordered more liberally and earlier, much earlier, many of them, and received an unusual amount of goods during the Summer and early Fall. But the goods didn't stay in the stores. Everyone has done an immense year's business, and even if, in spite of all the efforts of manufacturers and jobbers, there is still a deficiency this fall, there should be a philosophical attempt to be satisfied with the increased volume of business and profit. Let everyone consider the facts and be grateful conditions are so favorable. It's manifestly better to have more business than you can care for than to go over the holiday season with large instead of depleted stocks.

Every distributor lays stress on the wonderful record business which is being done and the manner in which the dealers have responded to the advice of manufacturers and jobbers to specialize on this branch of their business and thus counteract in a measure the machine shortage.

While the big holiday rush with the local retail departments and stores starts in another week, the trade since the first of November has been exceptionally good and showing a heavy increase over last year, according to reports

all along the line. Newspaper advertising and window cards in the loop stores have advised the public to anticipate the usual before-Christmas shortage, and within the past fortnight there has been an unusual number of sales of talking machines and records for delivery just before the holiday.

Changes at Geo. P. Bent Store

Sweeping changes in the retail talking machine department of the Geo. P. Bent Co., followed the retirement of Otto Y. Schnering last week from the general management of the Geo. P. Bent retail department and the return to control by G. Harry Bent, son of George P. Bent, who had been in charge of the retail destinies of the company until two years ago, when he retired to become the Coast representative of the Cheney Talking Machine Co.

Mr. Schnering has formed a new company to engage in the brokerage of food stuffs, and with him will be associated Edwin V. Zeddies and William Bickel, members of the retail department, who have been closely associated with him in the piano business.

"I shall conduct the business under the policies which obtained when I was here previously, and that is about all I can say regarding the future," said Mr. Bent to The World. "Harry C. Meek, who was formerly retail manager here and who later was identified with Pathé interests, will again take charge. Victor talking machines and records will be handled exclusively."

Kennedy Now Handles Manophone

M. J. Kennedy, manager of the Chicago division of the Jesse French & Sons Piano Co., informs The World that they have taken on the Manophone line of talking machines, manufactured by the James Manoil Co. of New York. "The Manoil Co. is prosecuting a very extensive campaign in a number of National magazines," said Mr. Kennedy, "and we expect to do a considerable volume of business with the new addition to our other lines. We have the representation in Illinois and surrounding territory and have already opened several new accounts."

Six Best Sellers

The six best Victor sellers this month included "The Sunshine of Your Smile," sung by John McCormack; "Killarney" and "Kathleen Mavourneen"; "Pretty Baby" and "There's a

Little Bit of Bad in Every Good Little Girl," "My Lonely Lola Lo" and "My Own Iona"; "Give Me All of You" and "Pretty Baby," "Angels from the Realms of Glory" and "Oh, Little Town of Bethlehem."

The Columbia best sellers were: "Rigoletto," sung by Lazaro; "Hark! the Herald Angels Sing" and "Oh! Come All Ye Faithful"; "Oh! Holy Night" and "Star of Bethlehem"; "Oh, How She Could Yacki Hacki Wicki Wacki Woo" and "You Were Made to Order for Me"; "The Golden Cobwebs" and "The Gingerbread Boy," and "1812 Overture," Parts 1 and 2.

The six best sellers in the Pathé library this month included "Tales of Hoffman"; "Hark! The Herald Angels Sing," and "While Shepherds Watched Their Flocks by Night"; "Mother Machree" and "Has Sorrow the Young Days Shaded"; "Down in Dreamy Honolulu Town" and "On the Beach at Waikiki"; "United States Boy Scouts' Official March" and "The High School Cadets" and "Bachelor Girl and Boy" and "And They Called it Dixieland."

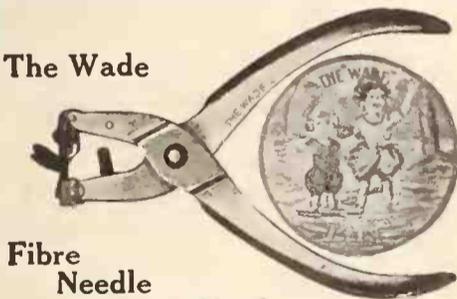
The Edison best sellers the past month have been: "Old Black Joe" and "Valse in E Flat"; "Lily and the Frog," and "Oh! How She Could Yacki Hacki Wicki Wacki Woo"; "Fair Hawaii," and "She Sang 'Aloha' to Me"; "Rock Me to Sleep, Mother," and "When You and I Were Young, Maggie"; "Baby, Swing High, Swing Low," and "Long, Long Ago," and "Annie Laurie" and "Old Folks at Home."

Edison Publicity Work

Two Edison artists, who have been widely heralded through the press of the Middle Western States in conjunction with their Edison recitals, have been doing considerable work in the territory surrounding Chicago during the past two weeks. On Monday evening, November 27, Miss Christine Miller, contralto, assisted by Arthur Walsh, violinist, gave an interesting tone-test recital before a large gathering in Orchestra Hall. Mlle. Alice Verlet, coloratura soprano, of the Parish Opera, who makes records for the Edison Co. exclusively, has appeared in several tone-test recitals with the Edison talking machine recently. On December 5 she sang at Gary, Ind., under the auspices of James A. Ward, the local Edison dealer. On December 6 Mlle. Verlet appeared in a similar performance at Nashville, Tenn., and on December 8, in South Bend, Ind., at the hall of the local dealer, A. H. Heller.

(Continued on page 75)

The Wade



Fibre
Needle
Cutter No. 1
Price \$1.50

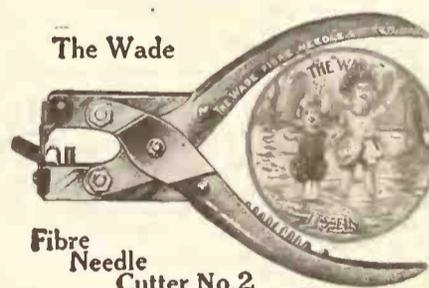
Wade & Wade Products

FOR THE

Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

The Wade



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.

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.

It is made of the finest Swedish tool steel by expert mechanics.

There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

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

Whenever you need

VICTOR RECORDS

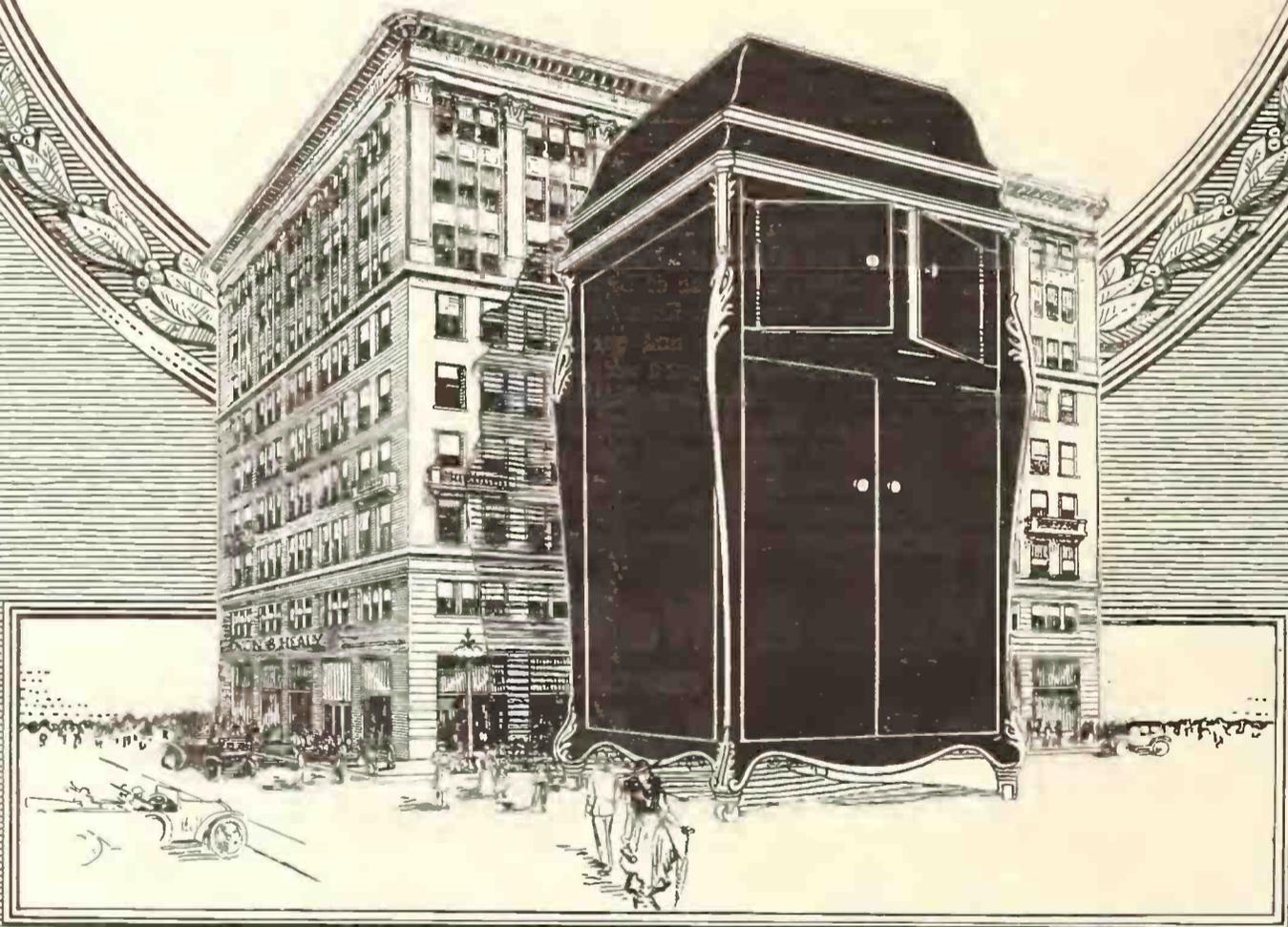
Victrolas or Accessories

think of

LYON & HEALY

Victor Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

C. E. Goodwin, general manager of the Phonograph Co., Edison distributors in the Chicago zone, returned recently from a trip to the various Edison jobbing centers. He reports an altogether unprecedented demand for Edison machines and records.

Hebert to Design Vitnola Cabinets

The Vitnola Talking Machine Co. announces that it has obtained the services of Maurice Hebert, one of the leading international designers, and that Mr. Hebert is now at work upon the creation of some exquisite new case designs for that company.

Mr. Hebert is well-known throughout Europe

upon the steel king's mansion Mr. Hebert designed or selected everything from the building to the silverware, draperies and porcelains.

It is the object of the Vitnola Talking Machine Co. to manufacture several beautiful models of high-grade cabinet phonographs under the personal and direct supervision of Mr. Hebert. Although he is being paid a large sum for his services, still it is not the financial result which he desires, but it is the love of his art which is the incentive to make the Vitnola models his masterpieces.

Phonographs being designed and built by Mr. Hebert for the Vitnola Co. are to be listed at prices ranging from \$250 to \$1,000 each. Some of the favored few who have seen the preliminary work of Mr. Hebert and his assistants have declared these to be genuine works of art.

"Many orders have already been placed for these Vitnolas by some of our dealers and by many of the leading citizens of Chicago," said one of the officials of the company, "and those who have seen the specimens of Mr. Hebert's art, say that a large volume of business will be done on these new models."

Maurice Hebert is a nephew of the distinguished French painter of that name.

Demand for Empire Model "B"

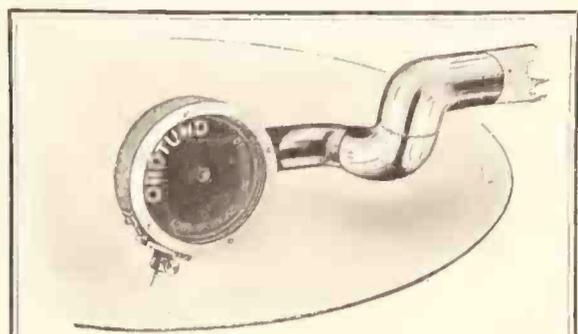
John H. Steinmetz, president of the Empire Talking Machine Co., reports a great demand for their model "B," which retails for \$100. This style has been improved, and its attractiveness greatly increased. The Empire Co. is finding business good beyond expectation.

Emerson Records Selling Good

F. W. Clement, manager of the Chicago office of the Emerson Phonograph Co. of New York, reports an excellent Western business in the company's records. "December will probably witness an increase over the great sales of the past month," he states. "The Christmas selections have been selling very well. The best of these have been the "Night Before Christmas," "Raggedy Man," "On the South Sea Isle," "Turn Back the Universe and Give Me Yesterday" and "Pretty Baby."

Talking Machine Shop in Big Holiday Business

George B. Davidson, of the Talking Machine Shop, which opened up at 234 South Wabash avenue a short time ago, is doing a remarkable business for a firm that has so recently made a change of quarters. The demand for Victrolas is so great that the company is finding great difficulty in securing machines for cus-



THE most important part of a talking machine is the sound producer. Other parts, which convey the sound waves, must be scientifically correct. But remember! the reproducer or sound-box must have the finest workmanship to produce the delicate tones recorded on the record in a musical way.

The "Orotund"

sound reproducer will reproduce all tones uniformly. "It is built like a watch." The only sound-box on the market, having an invisible stylus bar. We reduce surface and scratching sounds by the special construction.

We manufacture "Orotund" sound reproducers, attachments, etc., for the high grade phonographs.

Diamond and Sapphire jewel points, also a high-class tone-arm.

Write for particulars

COMBINATION ATTACHMENT CO.

524 Republic Bldg.

CHICAGO, ILL.



Maurice Hebert

and America, and as a builder and designer of note, has created designs for many of the royal houses of Europe. His reputation in the architectural and interior decorating world is a very high one, and foreign sovereigns and members of the European nobility have deferred to his knowledge when it came to the matter of furnishings and decorations. Many American millionaires have enjoyed his services, and Mr. Hebert earned considerable reputation in this country for his work in designing and decorating the \$5,000,000 residence of Charles M. Schwab, the steel magnate, which stands on Riverside drive in New York City. In his work

tomers. A week or two before Christmas the Talking Machine Shop sent out specially selected lists of records for everyone in the family from the youngest to the oldest, and found the plan an excellent stimulant to record sales. The two Victor books, "The Book of the Opera" and "What We Hear in Music" have proved ready sellers. In the window of the Talking Machine Shop there appears this month a large painting of "Die Walkure." It has attracted much operatic record business, and the big local opera season has helped in this.

Attractive Window Displays

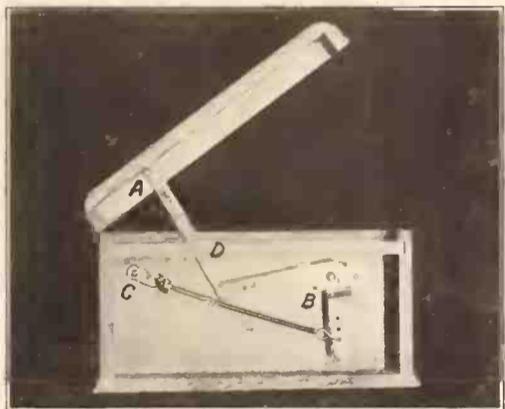
The retail talking machine trade has produced some exceptionally pleasing and effective window arrangements for the winter holiday season. All of the music houses are giving their talking machines a large share in the various window displays, and a mediocre window is becoming a rare sight.

Wurlitzer's has prepared a very artistic display in which talking machines occupy the chief interest. In one of their windows appear scenes in miniature of famous operas. There are eight of these: "Carmen," "Rigoletto," "Königskinder," "Magic Flute," "Faust," "Madam Butterfly" and "La Boheme." The miniature stage settings are illumined from the rear by differently colored electric lights that create a very pleasing and artistic effect. Between each of the scenes is placed a Victrola, and in the front of the window are placed the records that correspond to the operas depicted above. The window is trimmed with blue velvet cloth and white panelings. The remaining window of the store contains two high-grade Victrolas finished in Chinese and Japanese style, together with three harps of an old French pattern.

Lyon & Healy are devoting three of their spacious windows to talking machine displays. The principal window of the store looking out on Wabash avenue and Jackson boulevard contains a huge, beautifully trimmed Christmas

(Continued on page 77)

The Cover
Without a Catch



The Cover That
Needs No Catch

COMPETITION

is the life of business. Competition in 1917 will be keener than ever before in the history of the talking machine business.

The Phonograph Equipped with a

CHICAGO HINGED COVER SUPPORT AND BALANCE

will have the advantage of a distinctive quality feature and an unanswerable sales argument.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

144 S. Wabash Avenue, Chicago, Ill.

The BRUNSWICK

The Phonograph
Your Customers Want

This new phonograph, made by the Brunswick-Balke-Collender Co. of Chicago, is scoring a huge success wherever introduced. In Chicago all dealers are doing a capacity business. This is true of every city where the Brunswick is sold.

The superiority of the machine, the perfection of its tone production, the beauty of the Brunswick cabinet work, outstrips all competition.

The fact that it plays all records, both the Pathé and American, is another great selling feature.

Backed By Advertising

Back of this hundred per cent. perfect machine is a national advertising campaign appearing in leading periodicals. Double-page spread announcement ads in the Saturday Evening Post brought us a flood of inquiries both from dealers and consumers. This has been followed by page advertisements that will be continued indefinitely.

In addition we are conducting vigorous local campaigns in every territory where we have agents.

From \$30 to \$175

The Brunswick Phonograph is made in styles designed to sell at \$30 to \$175.

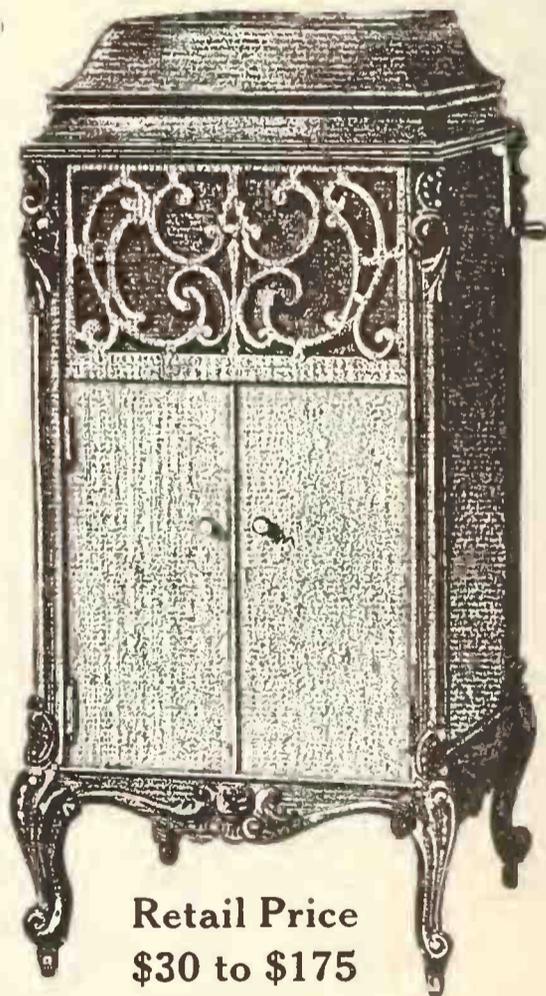
It is equipped with two sound boxes—one for playing Pathé records and another for other kinds—without extra charge.

There is a sapphire ball, jewel point and steel needles, 12-inch turn-table, automatic stop.

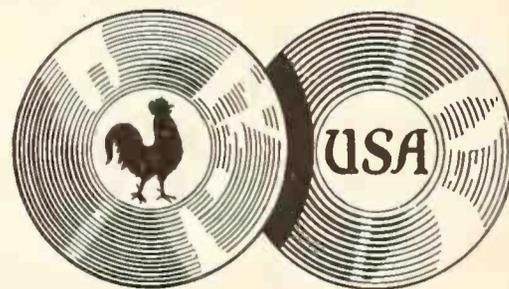
A special Brunswick feature is the tone modifier which operates through the "throat" of the machine. This alone distinguishes the Brunswick from all other machines.

The Brunswick has been christened "all phonographs in one," because it combines the best features of the best phonographs made. Added to these are special Brunswick features still more important. Then the dealer has the advantage of handling the wonderful Pathé records. This is the largest library of records in the world, containing great selections available through no other source.

Once one of your customers hears the Brunswick, a sale is sure to be made. Write for further information.



Retail Price
\$30 to \$175



The Brunswick-Balke-Collender Co.

Dept. 210 623-633 S. Wabash Ave., CHICAGO, ILL.



Model B
Price \$100
Mahogany
and Oak



—the Machine
that Plays
any Record

The buying public says it wants "the machine that plays any record," the machine that has every good point of any talking machine with none of the usual drawbacks.—That's the Empire, the machine of quicker sales—bigger profits. Seven sizes, made to retail at \$25.00 to \$200.00.

Get Our New Empire Catalog Showing Entire Line of Empires—and Empire Dealer Helps

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

427 S. WABASH AVENUE

Some valuable jobbing territory still available

CHICAGO, ILL.

—makes its own record

Oh no, not a playing Record—but an unbeatable record of immense sales and profits

for Empire Dealers

The Empire has won a place in thousands of homes and,—every Empire owner is a booster. That's why Empire sales have been increasing by leaps and bounds.

**GUARANTEED
CHRISTMAS
DELIVERIES**

There will be no disappointed Empire dealers. We're prepared to meet the heaviest kind of a demand. We guarantee deliveries for our Christmas trade.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

tree in what is supposed to be a family hall. Standing beneath the tree is a Victrola, amidst the other presents, and opposite this stands a child in a "nightie" who has just awakened to the realization that the family is the possessor of a Victrola. In large, white cardboard letters above the talking machine is written "The Gift." Two other L. & H. windows contain talking machine displays that are effective, although less striking. Two of the instruments in one of these windows are finished in a bright gold.

The Talking Machine Shop at 234 South Wabash avenue this month has a large painting of Wotan and Brunhilde of "Die Walküre" about five by seven feet in their window. On either side of this there is placed a Victrola, and in the front of the window are the records of the famous German opera. The window is trimmed in white with a gray rug. In the background clusters of red art lights add to the general artistic appearance.

The Grafonola Shop is this month featuring the historic early models of the Columbia Co. in their show window. To the left of the window appears the 1906 model with its small tin horn and cylindrical records; in the center is an old 1910 type with the large flower-shaped metal horn, and at the right is the present cabinet style of instrument. A large arrow stretches from the earliest to the latest machine. The arrangement well brings out the wonderful development of the talking machine in the past ten years.

Otto Heineman Makes Visit to Chicago

Otto Heineman, of the Otto Heineman Phonograph Supply Co., was in Chicago December 5 to 8. The factory heads of every branch of the company were gathered here December 7 for the purpose of discussing means by which the 1917 output can be increased, and for other purposes relating to the production end of the Heineman business. Mr. Heineman predicted that the coming year would witness an increase over the volume of phonographs sold during the past remarkable twelve months, notwithstanding the fact that munition markets are acquiring enormous quantities of everything that goes into the manufacture of talking machines. Mr. Heineman stated that his own business had advanced beyond all prece-

dent, and that he, personally, had obtained some very large contracts in the West.

Buys Grafonola Shop, Chicago

W. H. Wade, who about seven years ago was identified with Lyon & Healy as a department manager, and who has had much experience in the talking machine business, has acquired the Grafonola Shop, 14 North Michigan avenue, from the Columbia Graphophone Co., which has been conducting the store for the past three years.

In discussing the sale, H. A. Yerkes, district manager of the Columbia Co., said: "We have disposed of the Grafonola Shop because of our policy of interfering in no way with the retail business of Columbia dealers. We are very happy to have Mr. Wade take the business over, as we know he will conduct it along the high-grade lines that we have managed it in the past."

Mr. Wade announces that the organization will be continued intact, and no changes will be made in the personnel of the sales organization. For the past seven years Mr. Wade has devoted his time to the business of Becker & Wade, which conducts a series of cleaning and dyeing establishments in Chicago.

The business is being continued under the name of The Grafonola Shop, the Wade Talking Machine Co. proprietors, and some aggressive advertising is being done in the Chicago dailies.

The Morgan Music Co., Murphysboro, Ill., has added a new sales room to its store on Walnut street, where it will feature the Victor and Edison lines.

Praise Lyon & Healy Posters

Attention has been called from time to time in The World to the remarkable posters produced by Lyon & Healy, exploiting Victor goods, and which have not only been used to excellent effect on the billboards of Chicago, but have been furnished at low prices to Victor dealers and jobbers. The unusually artistic character and convincing force of these posters has attracted the attention of "The Poster," the monthly journal devoted exclusively to that type of advertising, and in its November issue an extended article is given devoted to Lyon & Healy and its poster advertising, which is highly commended. The famous poster, showing the complete line of Victrolas with Victor artists standing by them and which has been a familiar sight to Chicagoans as well as those in other cities where dealers have hastened to take advantage of it, is reproduced in colors. A cut is also presented of the latest Lyon & Healy effort, the "Victrola for Christmas" poster.

Extends "Orotund" Line

The Combination Attachment Co., 524 Republic building, this city, is experiencing a greatly increased demand for their "Orotund" patented sound box, one of the distinctive features of which is the invisible stylus bar, the special construction of which it is claimed re-

duces the surface scratching sounds to a minimum. The company is doing a large business with dealers on the "Orotund" sound box in connection with the attachments for adapting it for playing either hill and dale or lateral cut records and are also prepared to supply diamond and sapphire jeweled points. The "Orotund" has been adopted by a number of manufacturers with excellent results and the company is now extending its line of supplies, and are prepared to supply a high class tone arm of special construction that will interest manufacturers.

Brunswick Phonograph Progress

Although according to Martin Nystrom, manager of the phonograph department of the Brunswick-Balke-Collender Co., upwards of a hundred Brunswick phonographs are being shipped from the large plant at Dubuque daily, and the capacity is being continually increased, they will be crowded to the utmost to supply the demand for the holidays. A heavy increase in output, however, is being arranged for the future. Mr. Nystrom says that they will be able to commence shipments by December 20 on two new additions to the Brunswick line. These are table machines retailing at \$30 and \$50 respectively and will supplement the remarkable line of cabinet machines which range

(Continued on page 79)



MANUFACTURERS OF

**Turntable
Felts**

Our extensive stock and specially designed machinery enable us to offer you

**Quality-Service
Price**

We also want to quote you on

**Felt and Rubber
Bumpers**

May we submit estimates on your requirements?

THE WIDNEY CO.
316 S. Jefferson St. CHICAGO, ILL.

For REPAIR PARTS

OF ALL KINDS WRITE ME
at my new location

180 North Dearborn St.
CHICAGO

Repair parts bought and sold.
Expert Repairing a Specialty.

Charles Bryan



IN POSITION FOR LATERAL-CUT. PLAYS ALL DISC RECORDS

A PERFECTED Tone-Arm and Reproducer Means a PERFECT Machine—

AT LEAST FROM A TONAL STANDPOINT!

Formerly we bought our tone-arms and reproducers. Now our experts have completed their experiments and all of our machines are entirely equipped with our own—and at last we are satisfied.

This combination is so designed that whether in position for hill-and-dale or lateral cut the location of the needle is always the same.

We claim that this new invention provides 50 per cent additional volume and reduces surface scratch, besides leaving the wonderful tone-quality unimpaired. There are no screws to tighten, no threads to strip and there is no binding at the tone-arm base.

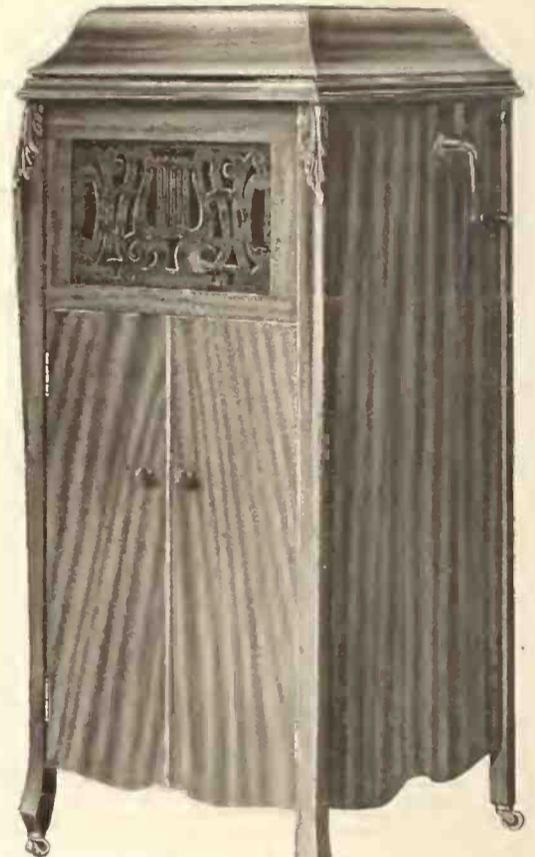
The Playerphone Automatic Stop is a REAL AUTOMATIC STOP. It is simple and positive and has been developed after years of careful experimentation. It is

beautifully finished and fits any of the higher class machines. A talking machine without a stop is sold under a handicap.

The Playerphone is nationally known and popular everywhere. The beauty of its cabinet work, the sweetness of its tone and its wonderful up-to-date advantages have sold thousands of the Playerphone. We have just started a national advertising campaign to popularize this wonderful talking machine. The first advertising started in the Saturday Evening Post on October 28.

On account of our very large output we can yet make holiday deliveries on numbers 175 and 125 in mahogany and on number 50 in both oak and mahogany. All Playerphone cabinets are made of the highest grade of oak and genuine mahogany, very finely finished.

Write your orders for holiday deliveries on above numbers and get in line for the agency for the Playerphone in your locality for the new year.



Model 125
Stands 50 in. high Price \$125

THIS NO. 125 IS THE BIGGEST TALKING MACHINE VALUE IN THE WORLD BAR NONE. THOSE WHO HAVE SEEN IT AGREE



Style 50
41½ inches high Price \$50

WE CAN MAKE A LIMITED NUMBER OF DELIVERIES OF THESE

Dealers who desire immediate shipment, but who are not commercially rated should send check with order.

THE Playerphone The QUALITY TALKING MACHINE

TALKING MACHINE COMPANY

21-23 So. Wabash Avenue
Chicago, Ill.



Style 175
Stands 54 in. high
Price \$175

All metal parts gold trimmed

WE CAN MAKE A LIMITED NUMBER OF DELIVERIES OF THESE



Style 75
Stands 45 in. high Price \$75



STYLE 100
Stands 48 in. high Price \$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

from \$70 to \$175. Mr. Nystrom promises that the new models will be a revelation in point of design and will constitute unusual value. Both will be equipped for playing hill and dale and lateral cut records.

Will H. Davenport, who has been sales manager of the Brunswick phonograph department since its inception, has gone on an extended trip to California, and A. J. Kendrick, who has been the Middle Western representative for the Brunswick line is now looking after the selling end. Kendrick reports some notable additions to the company's dealers within the past month.

The Weaver Piano Co., of Dallas, Tex., is opening an exclusive talking machine store to be known as the Brunswick Shop.

Stouthamer Bros., prominent jewelers of 767 Third street, Milwaukee, have rented the adjoining store which they will operate as an exclusive Brunswick Shop.

The Ideal Furniture Co., of Indianapolis, have opened an exclusive Brunswick department, as has also the Boston Store, of Joliet, Ill.

Among others who have recently added the Brunswick line are the Wallblon Furniture Co., of St. Paul, Minn.; M. J. Connell Co., of Butte, Mont.; Smith-Rice Piano Co., St. Louis, Mo., and Schober Bros., Waukesha, Wis., and Mandell Bros., Chicago.

Department Stores Doing Large Business

Without exception, the talking machine departments of Chicago's big stores report a volume of business exceeding that of any previous year. This is probably due to a great extent to the liberal advertising that these departments are getting in the daily papers.

Mandel Bros. have added the Brunswick to the Columbia, Mandel and Stewart lines of machines. They now also handle the Pathé records and have found sales excellent in both of the new acquisitions.

Manager R. A. Hicks, of Hillman's Department Store, reports an especially good business in higher class machines and records. The

\$100 model Grafonola is in great demand. Mr. Hicks makes a policy of having an attractive record on a machine every minute of the day to arrest the attention of possible buyers. As a great variety of selections are used the music never becomes monotonous to listeners. Mr. Hicks also pursues a policy of pushing the less known records in preference to the best sellers. This is an excellent plan as it not only popularizes a greater number of selections, but aids the record companies in meeting the demands of purchasers.

The Boston Store's talking machine department, managed by B. Cook, has recently added the Vanophone to their Victor line. The Vanophone, which they are selling for \$7.98, is proving a considerable success. Mr. Cook reports a good business in foreign musical selections.

Harry D. Schoenwald, manager of the Fair's talking machine section on the fifth floor, is enjoying a good holiday business. Their "Fair view" model which plays all lateral cut and hill and dale records is most in demand. This style sells for \$64.50. Their "Vista" universal tone arm model which sells for \$59.50 is also finding a ready sale. They have recently placed on special sale a small cabinet model at the price of \$15.00. This is about two and a half feet high, finished in mahogany.

Rothschild's department store, which made special preparations for the large business that was expected to come with the 1916 holidays, has found the demand for machines and records enormous, and although they now have on hand a larger supply than they have ever had before at this time of the year they expect to be among those who are already feeling the shortage of machines, before the first of the year. Manager Dvorak has increased the talking machine space and taken on an increased sales force. He states that the better grade of machines are having the best sales. Mandel Bros. to Give Free Language Courses

Mandel Bros. department store of this city has completed a contract with the Cortina Co.

by which they obtain the exclusive right to demonstrate and sell the Cortina language course records. L. L. Lewis, B.A., of the Cortina Academy of Languages, is in charge of a special department of the talking machine section which will extend a series of free lessons to whoever wishes to enter the classes. There will be sixty pupils in a class twice a day and each student will be enabled to receive one lesson a week. There will be no expense to pupils except the price of a text book which can be purchased at any book store. The plan is calculated to stimulate the sales of Cortina records by putting the right people in touch with the talking machine method of instruction. Mr. Lewis, however, states that the class lessons will have nothing whatever to do with the record method. He will instruct orally, and will hope to arouse a desire in the minds of his pupils to pursue the work at home by means of the Cortina records.

FlexiFile Co. Increases Capital

The FlexiFile Sales Co., of 335 S. La Salle street, this city, have increased their capital stock from \$75,000 to \$150,000 to take care of their rapidly increasing business. The company manufactures the FlexiFile disc record cabinet which incorporates the FlexiFile system owned exclusively by them and are also prepared to make arrangements with the talking machine manufacturers for FlexiFiling cabinet machines. The demand for the FlexiFile record cabinets has increased to such an extent that they are now preparing to manufacture them in New York as well as Chicago, in order to take care of the large business being done by the Eastern office, which is located at 395 Broadway, New York.

Dealers' Service Room Popular

The new dealers' service room, which the Chicago Talking Machine Co. opened last month, is proving wonderfully popular. Both local dealers and those visiting the city are taking advantage of the opportunity offered to

(Continued on page 81)

And the Tone DOES Come Right Out



Watching the Music Come Out

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.	Volume of tone controllable at will.
Plays <i>all</i> makes of records without extra attachments.	Best designed, best looking, best finished cases.

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.

That's what you will say, too, when you first hear *Magnola Tone*.

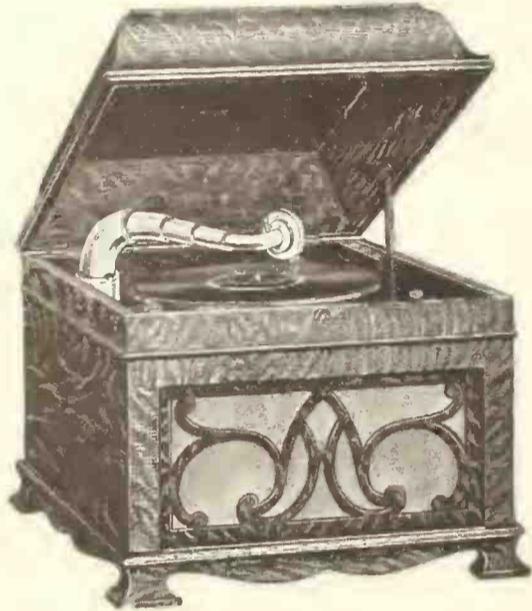
LET US TELL YOU ALL ABOUT
OUR DEALER PROPOSITION

Magnola Talking Machine Company
OTTO SCHULZ, President

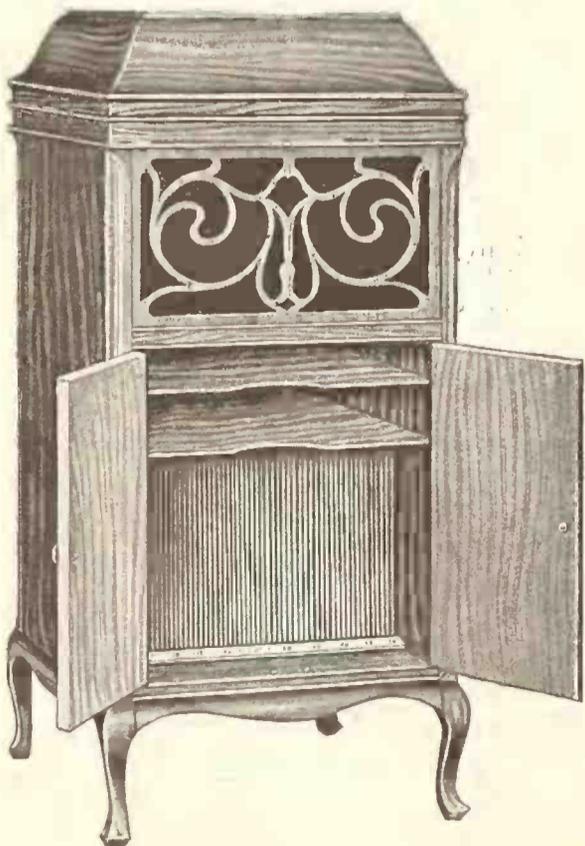
711 MILWAUKEE AVENUE, CHICAGO

NEARLY TWO THOUSAND MANDEL DEALERS

The Mandel No. 2 can be had in Mahogany, Golden Oak or Fumed Oak. It is 15½ inches high, 20 inches deep and 17 inches wide. This table model is a regular \$50 type of phonograph. Our List Price is \$35.



The Mandel No. 3 is made in Genuine Mahogany, Golden Oak or Fumed Oak. It is 48 inches high, 23 inches deep and 22 inches wide. This model is fully the equal of any other phonograph selling at \$150 to \$200. It possesses every desirable feature required in a phonograph. It plays all makes of disc records. Has fifty individual record compartments and two shelves for record albums. It is finished on all four sides. Retail price of the Mandel No. 3 is \$100.



who read our first announcement realized the enormous sales possibilities of the Mandel Phonograph and are cashing-in on the liveliest phonograph proposition ever presented to them.

Why? Because the Mandel is a high-grade phonograph, selling at a low price, netting over 100% profit to the dealer, and insuring everlasting satisfaction to the ultimate purchaser.

These facts are the basis for our wonderful progress. In less than six months we have made nearly *two thousand dealers*.

Every part of the Mandel phonograph is manufactured by us—not assembled—but built. Every single part is produced under our own supervision by experts in the art of phonograph construction.

Two big factories—one in Chicago and one in Benton Harbor, Mich., are busy supplying our dealers' demands. In our Chicago factory we make the motors, tone arms, sound boxes, and all of the other metal parts which enter into the assembling of the phonograph.

In our Benton Harbor factory we make the beautiful cabinets which have won the admiration of thousands of dealers and customers all over the country.

The Mandel Phonograph Plays Any Disc Record

Our combination reproducer, in a jiffy, is converted to play any style of disc record. This gives the owner of a Mandel phonograph a choice in the selection of records from the catalogs of the world's largest and best record manufacturers.

You Will Be the Judge

We positively claim that in tone quality, design and general appearance, the Mandel is fully the equal of any other phonograph selling at twice our price. A strong statement, you say. Yes, but we will let the burden of proof rest on us.

You 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.

This, in short, is our proposition. Write today for descriptive literature and our free trial offer.

MANDEL MANUFACTURING COMPANY, Inc.
501-511 S. Laflin St., Dept. H. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

inspect the various devices proffered by the Talking Machine Co. for systematizing the dealers' business. The splendid systems for efficiency in handling record stocks and in pushing record sales attract particular attention. There is hardly a minute in the day when G. P. Ellis, who has charge of the service and efficiency department, is not found in the service room going over matters with an earnest dealer.

Wireless Orders for Needle Cutters

S. O. Wade, of Wade & Wade, manufacturers of the Wade fibre needle cutter, states that so far the orders for their product for the holiday trade are far ahead of previous years. They have received a number of large orders by wire, and two orders from England by wireless. The Wade plant at 3807 Lake Park avenue, is working night and day to meet the demand, and they hope to be able to make shipments promptly right up to the last possible moment.

Columbia Increased Facilities

At the Chicago branch of the Columbia Co. the remarkable gains which have characterized every month this year are reported as still being in evidence. Although November of 1915 was one of the biggest months in the history of the branch, that of 1916 showed an increase of nearly 75 per cent., according to Manager C. F. Baer. Notwithstanding the heavily increased production there is still a shortage on a number of the styles, but the shipments of the large assembling and distributing plant on South Peoria street is expected to relieve this congestion to some extent, even before the close of the holiday season. The building has been completely equipped, and the first shipments of finished machines are expected to come forth in a few days. Among the new Columbia accounts which have been opened up in this territory in the last month are the Wabash avenue store of the house of Adam Schaaf, and the Meek Music Co., 1025 Wilson avenue,

Chicago; E. J. Kuhls Co., Janesville, Wis.; J. F. Gruenheck, Fond du Lac, Wis.; Frank T. Gillespie, St. Joseph, Mich.; J. A. Scalf, Greenview, Ill.; the Pine Street Furniture Co., Muskegon, Mich., and Siegel & Balkin, Grand Rapids, Mich.

H. A. Yerkes, district manager for the Columbia Co., returned last week from a trip to the East, where he was accompanied by E. H. Dalzell, of the Columbia Stores Co., Columbia distributors at Salt Lake City, Utah. Mr. Yerkes left on Thursday for a few days' trip to Omaha and Lincoln, Neb.

Victor Dealer Dies

Word was recently received in Chicago of the death by pneumonia of William J. Vose, long a Victor dealer at Appleton, Wis. The business will be continued by Mrs. Vose.

Republic Co. Organized

Papers have been filed with the Secretary of State at Springfield, for the incorporation of the Republic Phonograph Corp., a \$250,000 organization that has just been completed. The officers are Henry T. Schiff, president and general manager; Lee Cowan, vice-president, and J. Winter Burn, secretary and treasurer. Offices have been arranged for upon the second floor of the Railway Exchange Building, while extensive factory facilities have been arranged for at Rockford, Ill. Two lines have been decided upon so far. They are the "Virtuoso" and the Republic. President Schiff states that large contracts for the new lines have already been placed upon the strength of the design and performances of the first models. The new line will have, it is said, many distinctive features, including a tone-arm that is claimed to be decidedly superior and an automatic stop that never fails to hold.

Passow Bankruptcy Case

During the past month the hearings in the Passow & Sons bankruptcy case have been concerned almost entirely with the examination and cross-examination of expert witnesses employed

by the creditors for the placing of valuations upon a Passow real estate. There is a wide difference between the valuation of the contending parties. The principal witness to take the stand was Walter L. Mills, of this city, a real estate man; others who testified were Messrs. Kubelic, Van Vlissinger and Gray.

Adam Schaaf Takes on Columbia Line

In November Adam Schaaf closed a contract with the Columbia Co., and is now handling the Columbia machines and records in addition to the Edison line. When interviewed Mr. Schaaf stated that the new line had received a very encouraging reception by his customers and was selling very well. The daily concerts given by the concern to the public from 11 to 5 o'clock are proving a very attractive feature, and Mr. Schaaf plans after the first of the year to run a series of special entertainments, which will present noted artists to the public. The Schaaf concert hall is a large and well decorated room on their main floor.

Prospect of Enormous South American Business

An order for \$1,000,000 worth of American made pianos and talking machines, a large proportion of which will fall to Chicago manufacturers, is indicated in a statement made by an official of Baldwin Shipping Co., a Chicago export firm. The business is promised as a result of a \$750,000 order for furniture made in Chicago, Grand Rapids and Rockford, of which twenty-five carloads have already been shipped to New York for trans-shipment to Buenos Aires.

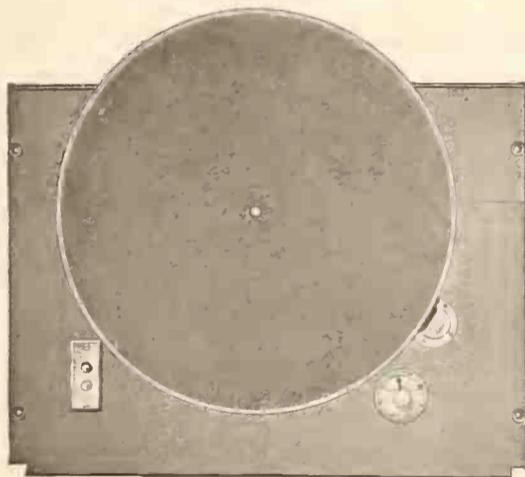
The order is the first big break from a monopoly which European manufacturers have held upon South American trade for many years. There is no doubt but that if properly cultivated, South American trade would prove an inestimable boon to the American music trade. The official of the Chicago export firm gave as his reasons for the lack of business with our neighboring continent, the fact that, many

(Continued on page 82)

THE
Quality
IS
INDISPUTABLE



THE
Price
IS
REMARKABLY LOW

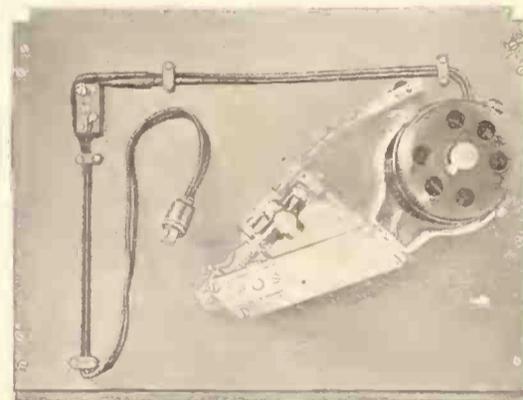


View From Top

PLAY-RITE

Universal Tone - Arms preserve the quality of the record and are superior to all others in ease of operation and durability.

Our motors have met with instantaneous favor wherever they have sold.



View From Bottom

Play-rite Electric Motors Mean SERVICE

Their simplicity is praised by experts.
They can be installed by ordinary workmen.
They eliminate all spring trouble.

Price, \$12.50

In quantity lots or one sample

They cost less than one cent a week to run.
They are guaranteed to run steady.
They will not burn out fuses.

Six reasons why you should investigate the **PLAY-RITE**

(State whether for use with direct or alternating current)

AMERICAN PHONO-PARTS COMPANY

208 So. Wabash Ave.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

times heretofore, unscrupulous American concerns have unloaded faulty merchandise upon the South American countries, our salesmen have failed to conform their manners and courtesies to the Southern temperament, our firms have demanded too short credit arrangements with nations that are far away, and the high shipping rate imposed upon Americans by the foreign bottoms that carry our merchandise.

Playerphone Using New Space

D. R. McKenzie, president of the Playerphone Talking Machine Co., has arranged for additional space in the building at 2123 South Wabash avenue, every foot of which is being made thorough use of because of the remarkable holiday business that the Playerphone Co. is enjoying.

"Our own tone-arm and reproducer is enjoying a tremendous degree of popularity," said Mr. McKenzie, "and our dealers are reporting that it forms one of their chief assets."

Personals and Visitors

Charles F. Weingar, of the Chicago Hinged Cover Support & Balance Co., has returned to Chicago after an absence of several weeks in the East. While there Mr. Weingar made arrangements for a decided increase in the company's Eastern business. Henry T. Young, also of the Chicago Hinged Cover Support & Balance Co., is in Pittsburgh, where he is arranging for increased delivery of steel and other materials.

Recent visiting dealers were L. C. Parker, of Gimbel Bros., Milwaukee, Wis.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; H. C. Whitman, Pearson Piano Co., Indianapolis, Ind.; E. K. Andrews, of the J. L. Hudson Co., Detroit, Mich., and J. Kuncel, of the J. Kuncel Co., Cedar Rapids, Ia.

George Graves and Mr. Charles, of Young & Chaffee, Grand Rapids, Mich.; Mr. Hoffman and George Walker, of the Herrick Piano Co., Grand Rapids, Mich.; George H. Eichholz, Milwaukee, Wis.; Mr. Gensch, of the Gensch-Smith

Co.; Mr. Hartenstein, of the E. C. Fisher Co., Battle Creek, Mich.; Charles E. Roat, of the Charles E. Roat Music Co., Battle Creek, Mich.; Theo J. Miller and Ray Miller, of T. J. Miller & Son, Dixon, Ill.; R. L. Berry, Springfield, Ill.; E. C. Gallup, Niles, Mich.; Walter E. Fox, Fond du Lac, Wis., and Herman Buchein, of the H. Buchein Co., Sheboygan, Wis.

Galli-Curci on the Victor

Local Victor dealers were highly elated this week when the announcement was made that Madam Galli-Curci, the Italian singer, which has created such a furor because of her work in the Chicago Grand Opera Co., had made arrangements to sing exclusively for the Victor Talking Machine Co.

Madam Galli-Curci's advent on the American operatic stage had not been greatly heralded except by her particular friends and Cleofonte Campanini, director of the Grand Opera Co. However, her first appearance resulted in such demonstrations as the usually phlegmatic American opera lovers do not generally indulge in, and columns of favorable criticism appeared in

every daily paper. Madam Galli-Curci has jumped immediately to the front rank of the world's sopranos and her meteoric rise is already reflected in the calls for records for her voice. Those that have so far been offered to the general public are 74499—"Caro Nome" from "Rigoletto," and 74500—"La Partida," both most satisfying records.

Kennedy Co. Successful With "Playerette."

The Kennedy Furniture Co., which operates a number of branch stores about the city is now handling the "Playerette" in addition to their line of Columbia machines and records. This is a very small metal model that sells retail for \$4.95. The company's new branch at 1968 Milwaukee avenue has had great success during the past month in its talking machine department.

Incorporated

It is reported that the Davis Phonograph Co., of Chicago, Ill., has been incorporated under the laws of the State of Delaware. The incorporators are Meyer Davis, Abraham Davis and Samuel Davis.

STATE STREET SHOP TO HANDLE COLUMBIA EXCLUSIVELY

CHICAGO, ILL., December 9.—The State Street Pathephone Shop, which occupies the busy northeast corner of State and Monroe streets, has changed its name to the "State Street Phonograph Co.," and will handle the Columbia line of machines and records exclusively according to an announcement made to The World today. Complete new stocks of Columbia machines and records have been installed, and on Monday morning formal announcement of the change will be advertised in the local dailies.

"It is our purpose to make this the greatest Columbia store in the World," said Harry K. O'Neill, "and I think we are located and equipped so as to make this quite possible. We are located on a corner which is passed by hundreds of thousands of people every day, but I doubt if

there is one in a hundred of those people who is not acquainted with Columbia machines and the great Columbia library, thanks to the Columbia Co.'s advertising. I know that there is something for everyone in the Columbia library, and it is the same way with machines. We start into the work of the holiday rush with the conviction that it will be the greatest ever. We are greatly indebted to the entire local Columbia organization, and particularly to H. A. Yerkes, C. F. Baer and C. R. Ely. All three of these gentlemen were of very great assistance to us in laying our plans.

The State Street Pathephone Shop was organized last Spring and capitalized at \$50,000. The officers are Arthur D. O'Neill, president and treasurer, and Harry K. O'Neill, vice-president

Greatest Value Ever Offered in a Big High-Grade Cabinet Phonograph

The Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price \$35.00

LIBERAL TRADE DISCOUNTS

The Ashland is absolutely guaranteed in every way.

Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

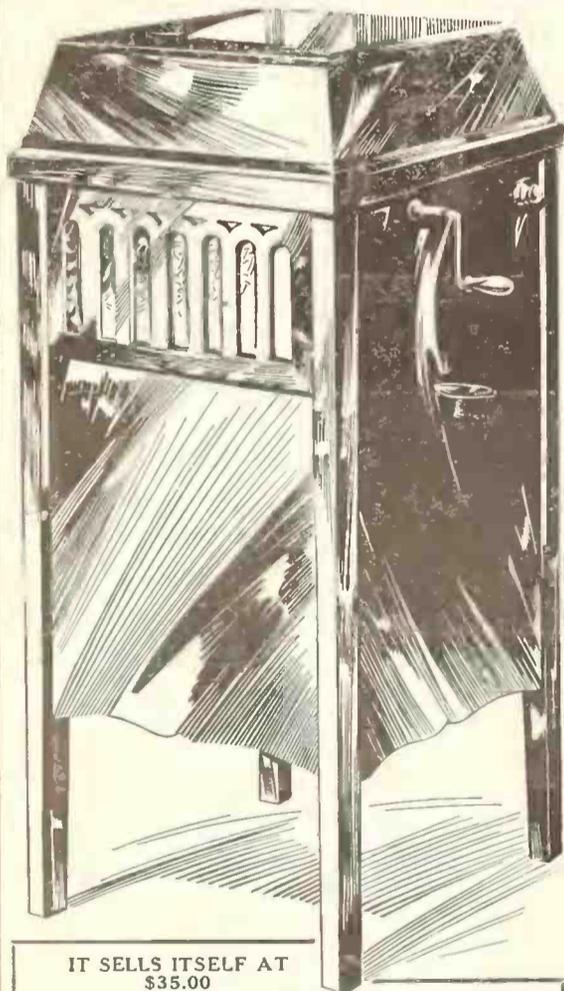
Wire us today, "I want the Ashland Agency". Send complete particulars. Only a few additional territories open at this time.

Ashland Manufacturing Co.

General Offices and Factory:
43rd and Hermitage Ave.

CHICAGO

Wholesale and Retail Salesrooms:
14 S. Wabash Avenue



IT SELLS ITSELF AT
\$35.00

A big cabinet machine, rich mahogany finish. Stands 35 inches high, 17½ inches deep and 15½ inches wide.
Storage room for three albums of records.
Tone regulator makes possible loud or soft playing.
Special device brings new needles into place without handling.
Speed easily regulated for fast or slow playing.
Sound box of same wood as piano sounding board. Gives rich, full volume of sound, reproduces delicate passages with great satisfaction.
Motor the same as used in many high priced machines. Has every essential feature found in highest priced machines.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 82)

and secretary. The O'Neills were among the organizers of the Pathé-Pathephone Co., the first of the Pathé distributing houses in the West. After disposing of their interests and taking a handsome profit, they startled the trade and set a record for high rentals in the local trade by securing the present location in the ground floor of the Mentor Building, at an annual rental of \$25,000.

CAPITAL NOW \$1,300,000

Merger of Chicago Ferrottype and Mandel Mfg. Co. Into Mandel Corporation a Move of Importance—The Parties Interested

CHICAGO, ILL., December 9.—The recent merger of the Chicago Ferrottype Co. and the Mandel Mfg. Co. into the Mandel Corporation, at a capitalization of \$1,300,000, represents one of the most striking successes in local commercial history.



Louis Mandel



M. B. Silverman

The growth and popularity of the Mandel phonograph has also been so rapid that a little sketch of the company's history is interesting.

Slightly less than ten years ago Manuel and Louis Mandel decided they saw an opportunity in the manufacture of cameras and photographic supplies, with particular reference to the "instantaneous" finish side of it. The fact that they were without funds did not deter them, and, borrowing a mere \$50, they started on their career. Hard work and the application of the most progressive ideas soon resulted in their success, and for some time past the Chicago Ferrottype Co. has been well known in all parts of the country. Since the company's entrance into the phonograph field almost 2,000 representatives have been secured. The ideal upon which the organization embarked in the phonograph industry was "to build the machine from the ground up." believing after ten years of manufacturing experience that no greater service could be offered to the dealer than the service which only the manufacturer of the machine in its entirety could give, and, as a result, the Mandel phonograph carries an "unwritten guarantee" upon every part.



Manuel Mandel

The new merger will enable the Mandel Co. to enlarge its manufacturing facilities and increase its output to a point where it can take care of all the phonograph business offered to it, and, although both of the large Mandel factories are going at full speed and running at 100 per cent. efficiency, the future will doubtless soon call for additional productive facilities.

Manuel Mandel and Louis Mandel, the principal officers of the corporation, are devoting their personal attention to the manufacturing organization, with the assistance of able and efficient department heads in their motor department, sound-box department, tone arm department and in their cabinet factory, and by keeping in close touch with every branch of the institution through their department heads, are maintaining the ideals upon which the business is founded.

M. B. Silverman, who has charge of the sales

department, has been associated with the Mandel organization since its inception, ten years ago. His aim is to keep in close touch with the men on the firing line and render to the dealer the best possible service that a sales and advertising department can give.

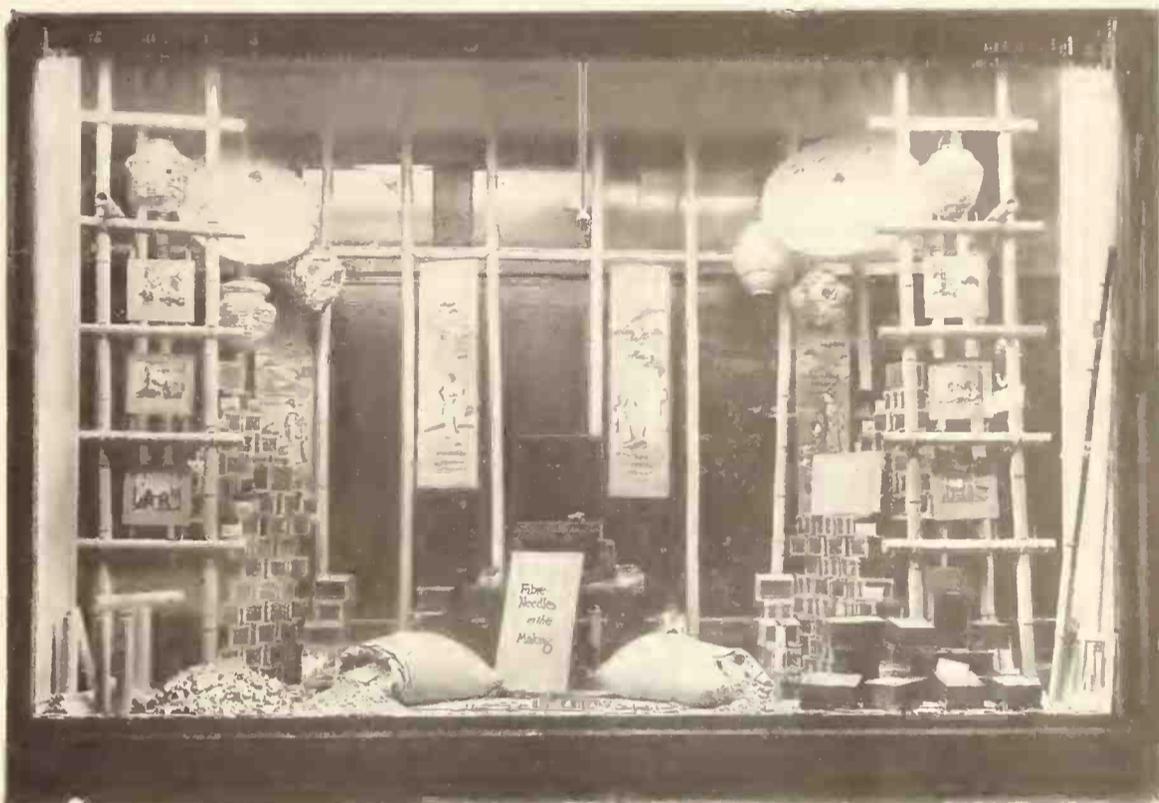
Dealers in the Mandel line have been persistent in their demand for additional models. The

Mandel Co. have been unable, on account of the large number of orders received, to attempt the manufacture of new models, but their designers have been busy and have recently submitted new designs for consideration after the present holiday demands have been fulfilled. There will be at least two new models added to the Mandel line next season.

MAKE AN EFFECTIVE DISPLAY OF FIBRE NEEDLES

CHICAGO, ILL., December 9.—Lyon & Healy, for the past two weeks, have had a most attractive display in one of their large windows on Wabash avenue of fibre needles in various

photographs taken at the factory of the B. & H. Fibre Manufacturing Co., in this city. Japanese lanterns, parasols and bric-a-brac were cleverly displayed throughout. The window



Lyon & Healy's Remarkable Fibre Needle Window Display

processes of manufacture from the crude bamboo pole to the finished product, as shown in the accompanying illustration. The display was rendered more interesting by a series of

gave an oriental and artistic aspect to the whole. The display attracted a large crowd who evinced a keen interest in the evolution of the fibre needle, etc.

M. L. BORRIS IN WINNIPEG

M. L. Borris, talking machine dealer and inventor, long connected with and well known in the New York trade, is now connected with the Malaton Talking Machine Co., Ltd., Winnipeg,

Man., as superintendent of their talking machine factory.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

Immediate Shipments

Mag-Ni-Phone



The Talking Machine that

"Speaks for Itself"

Send in your late Xmas orders by mail or wire. They will be filled the same day received. The retail price of the Mag-Ni-Phone is \$15.00.

Price to Dealers:

1 to 4 Machines	- - -	\$10.00 each
5 to 9	" - - -	9.50 "
10 or over	- - - -	9.00 "

F.O.B. FACTORY.

Terms:—2% cash 10 days, 30 days net. Packed in individual shipping cases weighing approximately 22 lbs. each.

The Mag-Ni-Phone is beautifully finished in genuine mahogany, all metal parts nickel-plated. Equipped with a worm driven motor of our own design—12 inch Turn Table. Tone Arm of suf-

ficient length to play 14 inch records and a genuine mica Sound Box.

The Mag-Ni-Phone plays all makes of standard disc records with such beauty of tone that it not only pleases the general public, but also gratifies the best musicians. One of the chief beauties of this home instrument is the fact that the listener is able to distinguish the individual character of each instrument of an entire orchestra. The Reproducer picks up each tone and over-tone and does not confuse the whole together.

Merchants not handling the Mag-Ni-Phone should write for our interesting proposition.

Charles W. Shonk Company

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.



Stewart Phonograph

\$ **6.50**

West of Rockies \$7.00
In Canada \$8.00

All Dealers Prepare For The Big Xmas Demand

The Stewart Phonograph is going into tens of thousands of homes this Christmas.

Nothing of its kind has ever made such a big, instantaneous hit.

It is just what the buying public has been hoping for and waiting for—a beautiful, practical phonograph at a price well within reach of everyone.

It is that one easy seller that every store needs at Christmas time. Everybody wants it. Your market is as large as the population of your vicinity.

A Stewart Phonograph on the counter, with someone to play it now and then, will sell hundreds for you.

It is the musical wonder of the age, and a beauty, too. It is finished in that rich verde green, the color so often used on high-grade clocks and costly vases.

The moderate price—\$6.50—makes it a value unheard of in a phonograph.

Since the announcement of the new and improved Stewart Phonograph in the Saturday Evening Post, October 14th, orders have literally poured in from dealers all over the country.

Stores of all kinds and all sizes are clamoring for Stewart Phonographs to supply

the Christmas demand. It doesn't matter what line you are in you can sell Stewart Phonographs. If people come into your store you can sell Stewart Phonographs.

Our big new phonograph plant is now working full swing—night and day. Our mechanical facilities and our manufacturing organization are unexcelled. Our daily production right now runs up into the thousands.

That, and that alone, enables us to build such a sterling, high-grade instrument to retail for so moderate a price as \$6.50.

The Stewart Phonograph makes an excellent premium proposition at Christmas time for any kind of a store. We can give you full information on how other dealers are using it as a premium. It's a great business getter.

The Stewart Phonograph plays records of any type, any make, any size or any price. Its universal reproducer, which makes this possible, is a most important advantage from a sales standpoint.

A newly designed tone arm and an improvement in the sound chamber have given the Stewart Phonograph a volume and quality of tone absolutely unsurpassed.

Another big improvement is the new motor, acknowledged to be the best in any popular priced phonograph. Its quietness and smoothness are astonishing. With a single winding it plays two ten-inch records.

There is a stop which works automatically on the tone arm, preventing the needle from swinging across the record when the piece is finished. This prevents gouging or destroying the record.

The time control, exclusive to the Stewart Phonograph, is another big sales feature. Merely by moving a little lever you get any time you want. It is instantaneous.

The demand for the Stewart Phonograph is already enormous. And it is growing.

You can readily see the unlimited market for such a wonderful instrument.

Now is the time for you to order your stock for Christmas. Do not delay.

Every day you lose now means money—big money—out of your pocket.

Remember, we are rushed with orders. We can give you prompt deliveries now, but later it will be "first come first served."

Act quickly—today. Wire or write us for our liberal dealer proposition.

Stewart Phonograph Corporation, 2866 N. Lincoln St., Chicago, U.S.A.

Our phenomenal increase over a very remarkable 1915 business has been very largely in records. Naturally, they are great records. And the prices are attractive. And the guarantee is good as gold. And plenty of the records are made by artists that record buyers want to hear and cannot hear anywhere else.

(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



ATTRACTIVE MAGNOLA STYLE

Contains Many Important Improvements Which Have Won the Praise of the Trade

CHICAGO, ILL., December 9.—The accompanying illustration of the Magnola, style Louis XVI, No. 150, show some very important improvements in the case construction of the Magnola Talking Machine, especially in the arrangement for filing and indexing records. The Magnola Talking Machine Co. has adopted a filing sys-



Magnola Louis XVI—Open Showing Vertical Filing System Doors for Records and Drop Panel Door in Open Position

tem for records which is virtually a vertical file, enabling a person to pick out any desired record without the necessity of fussing with albums. This also avoids delay in finding desired records.

The drop cabinet door is also a valuable improvement as it enables one to look right into the machine. This feature also enables the dealer to more fully demonstrate the advantages of the Magnola tone-reflecting system. It is a sort of prolongation of horn and projects tone waves. The drop door may be used as a shelf for records.

Features which have made the Magnola Talking Machine popular are the tone graduator, tone-reflecting system, Universal sound-box and balanced cover.

Since the completion of the two additional stories to their factory, the production of the Magnola Talking Machine Co. has become normal, and the outlook is for a good business during 1917.

"PAN AND HIS PIPES" PUBLISHED

New Volume Issued by Educational Department of Victor Co. Has List of Suitable Illustrative Records Following Stories for Children—An Interesting and Valuable Volume

A most interesting addition to the growing list of Victor literature is a beautiful little volume entitled: "Pan and His Pipes and Other Tales for Children," by Katherine Dunlap Cather, and published by the educational department of the Victor Talking Machine Co.

The little volume has a foreword by Frances Elliott Clark, director of the Victor Co.'s educational department. The stories include: "Pan and His Pipes," "The Tortoise That Gave the World Music," "The Holy Bird," "The Harp King Alfred Played," "Stephen, the Child Crusader," "When Knighthood Was in Flower," "The Violin Makers of Cremona," "A Star and a Song," "The Holy Grail," and "The Song of Hiawatha."

The text is well written and designed to be understandable and thoroughly interesting to the little ones. Each story is suitably illustrated. Perhaps the most interesting feature of "Pan and His Pipes" is the suggestive list of Victor records given after each story. The story of "Pan and His Pipes," for instance, is followed by a list of sixteen selections played on wood-wind instruments, descended from the Pipes of Pan. The story of the tortoise is followed by selections on instruments descended from the ancient lyre. Similarly the story of "The Violin Makers of Cremona" is followed by a list of selections by violin and cello, and the story of "Stephen, the Child Crusader," is accompanied by a list of songs and instrumental numbers, played on a variety of instruments such as the mandolin, guitar, etc., descended from the lute which was brought by the Crusaders from the East.

On the whole the volume is interesting not only for the character of the contents, but for the originality that has been displayed in its compilation, and it is safe to predict for it a wide use not only in the schoolroom, but in the private nursery and music room.

In commenting upon "Pan and His Pipes" Mrs. Frances E. Clark, director of the educational department of the Victor Co., said:

"The little book is the result of plans which we have had for two years or more to connect the well-known myths of the discovery of musical instruments with their present day descendants. Everybody knows the myth of the discovery of the membrane tortoise shell which gave us the lyre, but not one person in hundreds ever stopped to think whatever became of the lyre nor to realize that it was metamorphosed into the harp, the spinet, the harpsichord and the modern piano. The same interesting tracing of the pan pipes and the wood wind section of the orchestra and our pipe organ is interesting."

Mrs. Cather, who wrote the stories under Mrs. Clark's direction and plan, is a teacher of English in San Jose, Cal., and has written a number of stories for St. Nicholas and other magazines.

AGAIN MINING MICA IN RUSSIA

Operation of Old Deposits Brought About by the War and Consequent High Prices for That Product—Should Help Talking Machine Trade in Providing Mica for Diaphragms

The war in Europe has had at least one good effect, resulting in the rediscovery of mica in Russia. Before window glass was made Russia supplied the world with mica, and in 1681 was exporting nearly 10,000 kilograms of mica to other countries in Europe and also to America. As the glass industry grew, the demand for mica waned. The mining of it became unprofitable, and deposits were practically forgotten. Before the present war Russia was importing mica from Canada and India. To-day some of the mica beds have been rediscovered in the Mamsky Forest, which are now producing 6,000 kilograms of mica annually. Other deposits are being worked in the Ural Mountains, near Archangel, and also in Siberia.

The fact that the price of mica has risen from \$1.50 per pound to \$35 per pound has added interest to the work at this particular time.

The rediscovery of mica in Russia should interest the talking machine trade, inasmuch as supplies of mica of the quality necessary for diaphragms has been quite limited at times during the year.

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR
SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

ABOUT DEALER DIPLOMACY

Paul Hayden, of Columbia Co. Advertising Department, Pays Tribute in Verse

The difficulty of the talking machine dealer in catering to the great variety of tastes that one comes in contact with in the talking machine store, has been delightfully set forth in verse by Paul Hayden, of the advertising department of the Columbia Graphophone Co. Mr. Hayden's verse, which was published in the "Columbia Record" under the heading of "Dealer Diplomacy," reads as follows:

Irving Berlin and Beethoven,
Schumann, Von Tilzer, Bizet;
"Love Me at Twilight," Aida,
"At the End of a Perfect Day";
Casals and Marguerite Farrell,
Opera, dance—believe me
To handle the lot in a single shop
Is dealer diplomacy.

Drum, violin and piano,
Baritone, orchestra, bells,
Jolson and Kathleen Parlow
Unite in a "Medley of Reels,"
"Beautiful Isle of Somewhere,"
"On the Beach at Waikiki,"
To sell at all to each and all
Is dollar diplomacy!

CATERING TO SOUTHERN TRADE

Crescent Sales Co., New Orleans, Organized to Handle Accessories in That Section—Plan to Block Out Country in Territories

The Crescent Sales Co. has been recently formed for the purpose of catering to the Southern trade, especially in accessories. The headquarters will be at 228 Chartres street, New Orleans, La., and will be under the management of J. Henry Blache. This company for the present will be equipped with the Crescent machines, but will confine their activities entirely to the sale of parts and accessories. Dealers desiring the general line of machines will save time by getting in direct touch with the New York office of the Crescent Talking Machine Co., at 89 Chambers street.

The Crescent Sales Co. now have offices in Chicago and New Orleans. Inquiry shows that their policy is to block out the United States into selling territories. The Pacific Coast is the next territory they plan to cover with offices either in Denver or Ogden as the critical points. They are even now contemplating issuing to persons interested a general agency in one of these cities to handle not only machines but tone arms, sound boxes, etc., as well.

I AM THE TALKING MACHINE

The talking machine has, of course, inspired a great many thoughts of a literary sort. Among the latest is a piece of prose poetry by Charles E. Byrne, who is well and favorably known in music trade circles. It runs as follows:

I am the Talking Machine.

The jewels of Music are the treasures I bring you.

From my heart comes the tenderest lullaby—the sacred hymn—the melody of romance—the song of songs.

To the young I tell of happiness, of fondest longing, of hopes fulfilled and thrilling conquest.

To the old I give comfort and sweet contentment and golden hours, in which the memories of the past arise through the mists of enchantment.

The noblest impulses awaken at my call.

Inspiration, the passion to achieve and the thrill of Ambition are born of the dreams that my minstrelsy weaves.

I am the heart's desire—the faithful companion of all mankind. Castle and cabin resound with my singing.

My voice enthralles the ruler in the palace and delights the pioneer in the depths of the wilderness—for it is the voice of Friendship.

Children claim me as their comrade, because of the goodness and gladness and laughter I install in their hearts.

I am the herald of Enlightenment, I bear the torch of Learning and lead the way to Culture.

My message is Cheerfulness, Entertainment and Education.

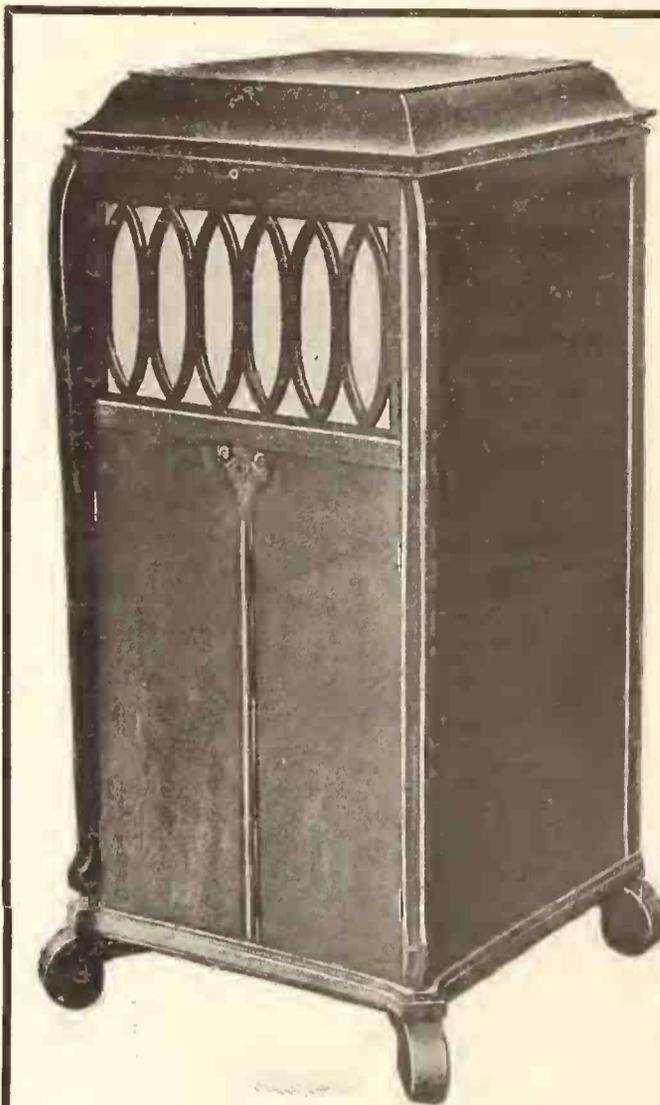
I am your obedient servant—The Talking Machine.

Copyright, C. E. Byrne.

VICTOR NUMERICAL RECORD LIST

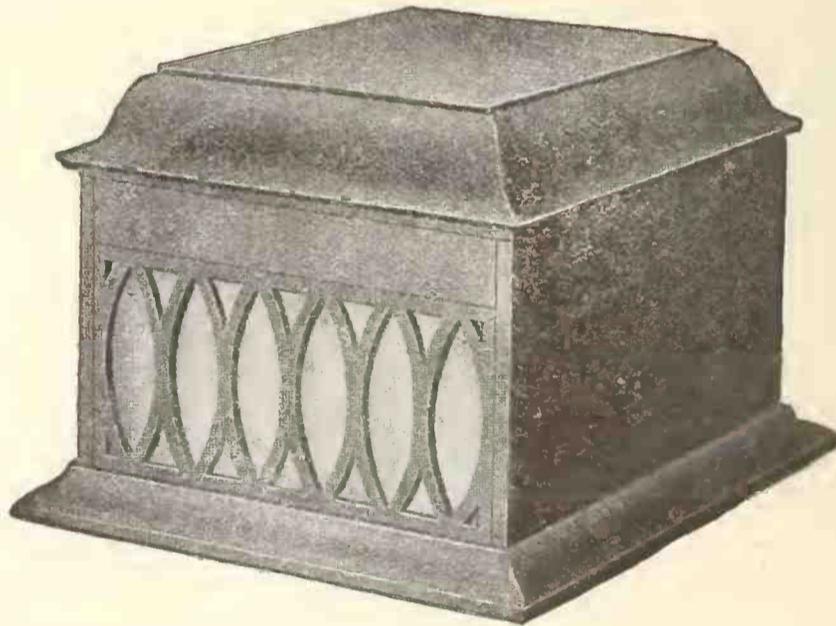
Newest Volume Lists All Records Up To and Including November Supplement

The Victor Talking Machine Co. has just sent out to the trade the numerical list of Victor records dated November, 1916, and including



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 inches Wide, and 23 inches Deep. Double Spring Wormgear Motor, 12-inch Turntable. Plays all makes of records without an attachment.



SAVOY—Style 25

Mahogany, Highest Grade Finish. Size 18½ inches Wide, 14 inches High and 22 inches Deep. Double Spring Wormgear Motor, 12-inch Turntable. Plays all makes of records without an attachment.

How do you Measure the Value of a Line of Machines?

Savoy machines embody all the qualities that your customers will ever demand.

The cabinet work is excellent.

Double spring-worm gear, *Swiss* motors absolutely guaranteed.

Savoy machines play all makes of records without extra attachments.

The *Savoy* line is complete; consisting of five models.

Immediate shipments guaranteed.

Write or wire for open territory.

Nanes Art Furniture Co.

Grand St. and East River, New York

all records up to and including the November supplement. The list makes up a volume of 228 pages and is so arranged and indexed as to facilitate the finding of any particular desired record.

The numerical list follows closely the issuance of the regular Victor catalog for use of machine owners, and with it has been sent out advance information regarding records to be omitted from the May, 1917 edition of the Victor record catalog, and for the information and convenience of dealers.

WORDS OF PRAISE FROM LAZARO

Famous Tenor Comments on the Fidelity of the Columbia Recordings of His Voice

The Columbia Graphophone Co., New York, is now featuring in its newspaper advertising the following letter written by Hipolito Lazaro, the famous Spanish tenor and Columbia artist, whose first Columbia records were announced recently:

"The Columbia records of my voice made in

your laboratory under my exclusive contract with you are truly wonderful in the fidelity of their reproduction. In justice to your company and the American public I make the statement that the only records that reflect my present ability as a singer and give a true reproduction of my art are the Columbia records I recently made.

"The records I sung for another company more than five years ago were made when my voice was immature and are unsatisfactory to me. Columbia records are the only perfect reproduction of my voice. Very truly yours (Signed), Hipolito Lazaro."

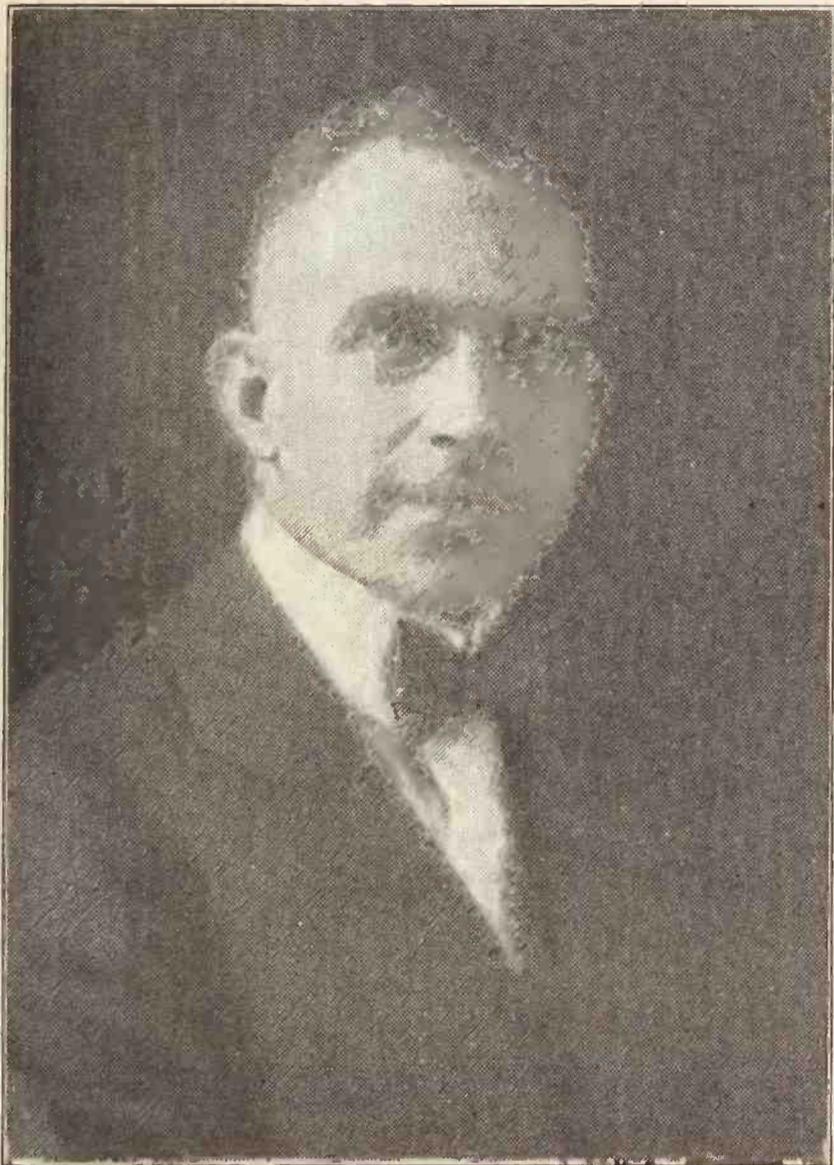
John Jay Ross has opened a very attractive talking machine store at 422 Geary street, San Francisco.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles.

THE COLLEGE MAN IN THE TRADE

Success of Roy J. Keith, of Chicago Talking Machine Co., and Other Men of Organization Proves the Value of College Training

Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, a college man himself, maintains that college men have at least as good chance in business life as the average beginner. In his New York organization there are five college men, each one of them have battled through a rough training siege—before even being allowed to demonstrate their sales



Roy J. Keith

ability. In the Chicago organization there are also five university men. Two of these men spent a good many months with the broom, hammer and nails in the shipping department before starting their cruise upwards through the various departments preparatory to selling goods.

One of the shining examples of successful college men in the talking machine business is Roy J. Keith, sales manager and a director of the Chicago Talking Machine Co. Mr. Keith graduated from that famous California University, founded by Senator Leland Stanford. Always a man active in college interests and athletics, president of the class of 1903, the year he graduated, and the leader of the musical clubs, it seemed quite natural upon his return to his home in Chicago his interests,

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
 ANDREW H. DODIN, President
 25 East 14th Street New York
 TELEPHONE, STUYVESANT 292

instead of following the profession in which he graduated—law—should have turned to a more active field.

About this time Arthur D. Geissler went to Chicago to take charge of the Chicago Talking Machine Co. Mr. Keith and Mr. Geissler were fraternity brothers in college. Mr. Keith, fascinated by the tales of wonderful successes and business possibilities of the Victor, begged to be permitted to forget his legal inclinations and to enter the talking machine business. That was eleven years ago, and Mr. Keith has certainly "made good."

He has always maintained that the chief asset in his success has been his ability to go into a dealer's store and actually advise with him on the smallest details of the business. He maintains that this is the day and age of efficiency playing the main part in the sale of Victor goods; that the day of the old slap-bang sure-shot-closer as a salesman has passed; that the young man with a knowledge of actual detail of the business, particularly the record end of the business—who can go into the dealer's store and take an actual inventory of the record stock—suggest cutting down here on certain numbers and adding there on others, and at the same time be able to make suggestions on various systems, sales letters, advertising campaigns and, above all, instilling in the dealer's mind not how little down can be accepted on a machine sale, but how large a first payment can be demanded and how cash sales and charge account sales may be made, is the type of salesman who will eventually win the business for his employer.

Mr. Keith very modestly claims that any success he may have made has been through the continued aid of Mr. Geissler and the co-operation of Daniel Creed, his partner in the management of the Chicago Talking Machine Co.

PETE'S VOICE IS BROKEN

He Grieves Over the Loss of the Record Containing an Original Song by Himself

Pete is sad and lonely. Likewise he is a pessimist, and not even the best efforts of his friend, Curator Raymond L. Ditmars, of the New York Zoological Park, serve to cheer him up. Pete is the best Hullock gibbon in the New York Zoo. Until about a year ago, he was very downcast and longed for companionship. Mr. Ditmars, after listening to Pete sing a mourning song every hour in the day, finally managed to get a talking machine record of the anthropoid ballad and entertained Pete by allowing him to listen to himself.

To the somewhat undeveloped mind of Pete the "canned" music brought the impression of his native climes. Pete was decidedly happy with the phonograph, learning to operate it and treating himself with the weird sounds. So much, however, did Pete use the record of his own voice that it began to show signs of wear, and last week it was broken.

Mr. Ditmars is now perplexed regarding how to replace the record. Pete, despite his disappointment at losing his companion's voice, has not yet become disconsolate enough to sing his mourning song again and is just sulking.

He shows no interest in the spectators or in his food.

In the hope that Pete will again feel moved to song, a phonograph has been placed in position prepared to make another record. The keepers have been instructed to start the machine when Pete begins tuning up.

R. H. Stowell, of Florence, Mass., recently opened a talking machine store on Center street, Northampton, where he is carrying a full line of Sonora and Columbia machines and records. He reports that prospects for a heavy holiday trade are unusually promising.

THE PATHEPHONE IN CONCERT

The Pathephone was strongly featured recently at a concert given by Jacob Doll & Sons' branch in Jersey City in connection with the opening celebration of Christmas Land in that city. The concert attracted an audience that packed the recital hall to capacity, and the records featured included those by Muratore, Grace Hoffman, Thomas Egan and Anna Fitziu.

ORDER NOW

to insure delivery

We are booking orders for

1917 Shipment



HIGHEST GRADE EVER MADE

"The Needle they come back for and pay the price, 10c."

- | | |
|-------------|-------------|
| Extra Loud | Finest Tone |
| Loud Tone | Opera |
| Full Tone | Half Tone |
| Medium Tone | Musical |
| Soft Tone | and others |

Samples and prices upon request

NEW YORK DISC NEEDLE CO.
 110 Worth Street
 NEW YORK

THE TRADE IN NEW YORK CITY AND VICINITY

A record-breaking holiday business is being closed by all members of the local talking-machine trade. This condition, while very gratifying, was not unexpected, as the sales of machines and records during the past few months established totals which augured a banner Christmas trade. This prosperity is general, the smaller dealer in the residential section securing just as large a share proportionately as the twenty-five booth departments in the leading department stores.

The shortage of machines has been embarrassing in many instances, although large shipments of the most sought for models are expected to reach the local market a few days before Christmas. The manufacturers have been handicapped by the lack of adequate shipping facilities, and recent rulings of the Interstate Commerce Commission in connection with the loading and unloading of cars have not helped the situation. The manufacturers, however, are to be congratulated upon their unceasing efforts to help their distributors and dealers in every possible way.

The record situation continues to give reason for optimism and good-cheer. The great majority of record orders being received by the distributors are being filled in their entirety, and it is pleasing to note that the better class of records, particularly the records made by famous singers are enjoying unusual popularity.

Remarkable Christmas Advertising

The past few weeks may be justly termed as an "advertising spree," on the part of the talking-machine manufacturers and dealers. Every local newspaper has carried talking-machine advertising that in volume and character is far beyond the publicity efforts of any previous year. Rotogravure pages in the leading newspapers, black and white pages featuring records by famous artists, other advertisements devoted to certain types of machines and pages listing the names of local dealers have all made their appearance the past month, and have acted as a powerful stimulus to machine and record sales in the local trade. From an advertising standpoint, this talking-machine publicity is entitled to commendation from every angle, as practically every advertisement used by the talking-machine fraternity bears the stamp of "quality and prestige." There is a noticeable

tendency on the part of the leading manufacturers and dealers to pay more attention to the musical and educational functions of the talking-machine, and this tendency is reflected in the artistic character of the 1916 holiday season advertising.

Prosperity of the Victor Trade

A visit to the local Victor distributors furnishes a remarkable tribute to the progress and activities of the Victor dealers in New York and adjacent territory, as every Victor wholesaler is working day and night to take care of the demands of his dealers. For the past year there has been a shortage of Victrolas in practically every type and finish, and with the advent of the holiday season, this scarcity has, of course, been more pronounced. The distributors, however, have left no stone unturned to get a sufficient supply of machines for the immediate needs of their dealers, and during the past week, particularly, good-sized shipments of Victrolas have been forwarded to Victor dealers in this territory. The call for Victor records has reached unheard of sales totals, and the Victor situation in New York at the present time furnishes conclusive proof of the co-operation and assistance which the Victor Co. is rendering to every member of its vast sales organization. Among the Victor distributors whose activities are indicated in the hustle and bustle of their establishments are the New York Talking Machine Co., Blackman Talking Machine Co., C. Bruno & Son, Inc., Silas E. Pearsall Co., Inc., G. T. Williams Co., American Talking Machine Co., and others.

Columbia Wholesale Activities

At the wholesale offices of the Columbia Graphophone Co., 83 Chambers street, New York, District Manager Bolton points to the loaded trucks as the best sign of the prosperity and activity of Columbia dealers. During the past few months, every Columbia Grafonola received from the factories has been shipped from the sidewalk the moment it was received at the Chambers street establishment, and in many instances shipments have been made direct from the railroad terminals. The Columbia Co. has materially increased its factory facilities the past few months, but even these extra facilities have not been sufficient to take care of the requirements of Columbia dealers.

The local advertising campaign sponsored by the Columbia Co. has produced innumerable Grafonola sales for the dealers, who are enthusiastic in their praises of the practical efficiency of this campaign. There has been a tremendous demand for the Columbia records made by Lazaro and Barrientos, and the latter artist's records, which were only announced a few weeks ago are apparently destined to achieve country-wide popularity.

Comparison Recitals Prove Successful

At the Edison Shop a number of comparison recitals have been held before capacity audiences. Miss Gladys Rice, well-known soprano and an Edison Diamond Disc artist, appeared recently at the Edison Shop auditorium, and gave an interesting comparison recital in conjunction with her Edison Diamond Disc records. The new Edison art models which are on display at the Edison Shop have been admired by music-lovers from all sections, and these models have been the center of attraction at the warehouses. A recent full-page advertisement in one of the Sunday newspaper presented a group photograph of these art models, and extended an invitation to the public to see these instruments whenever convenient.

New Pathé Dealers

The Pathé line has been making very gratifying progress in local territory the past few months, and a number of prominent stores have arranged to handle the Pathé line in their phonograph departments. Senior & Co., one of the leading uptown department stores, is one of the latest additions to the ranks of Pathé dealers, having opened attractive Pathé warehouses the past month. Pye & Co., a prominent Bronx furniture house, has been conducting an extensive advertising campaign in behalf of its Pathé line, which has been productive of excellent results. This advertising has featured both the Pathephone and Pathé discs.

Local Sonora Campaign

The real spirit of Christmas has been apparent in all of the publicity used by the Sonora Phonograph Corp. the past few weeks. A recent page in one of the Rotogravure sections illustrated every model in the Sonora line, interwoven with an artistic holly border. This advertising, which won the approval of the local trade, was thoroughly in keeping with Sonora quality, and listed the addresses of the Sonora retail establishments in New York, Boston and Philadelphia.

Active in Civic Affairs

The residents of Brightwaters, L. I., recently held quite a celebration in honor of the incorporation of Brightwaters as a village. J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, was a prominent factor in the successful culmination of these civic activities, and was congratulated on all hands upon the manner in which he handled this important project.

TRADE BRIEFLETS

The Haag Cabinet Co., of Wilmington, Del., has been incorporated for the purpose of manufacturing talking machines, cabinets, and records, with a capitalization of \$100,000.

The Ideal Music Co., 29 Market street, Poughkeepsie, N. Y., has just completed extensive alterations to its store, making it one of the finest Victor sales rooms in that section of the country.

J. Ed. Howe, of New Orleans, La., has recently been appointed local distributor for the Stewart Phonograph.

H. H. Houston, trustee for the Houston Phonograph Co., bankrupt, of Houston, Tex., has been authorized and directed to pay a final dividend of 6¼ per cent. on all claims against the estate.

Room 73

65 Nassau Street

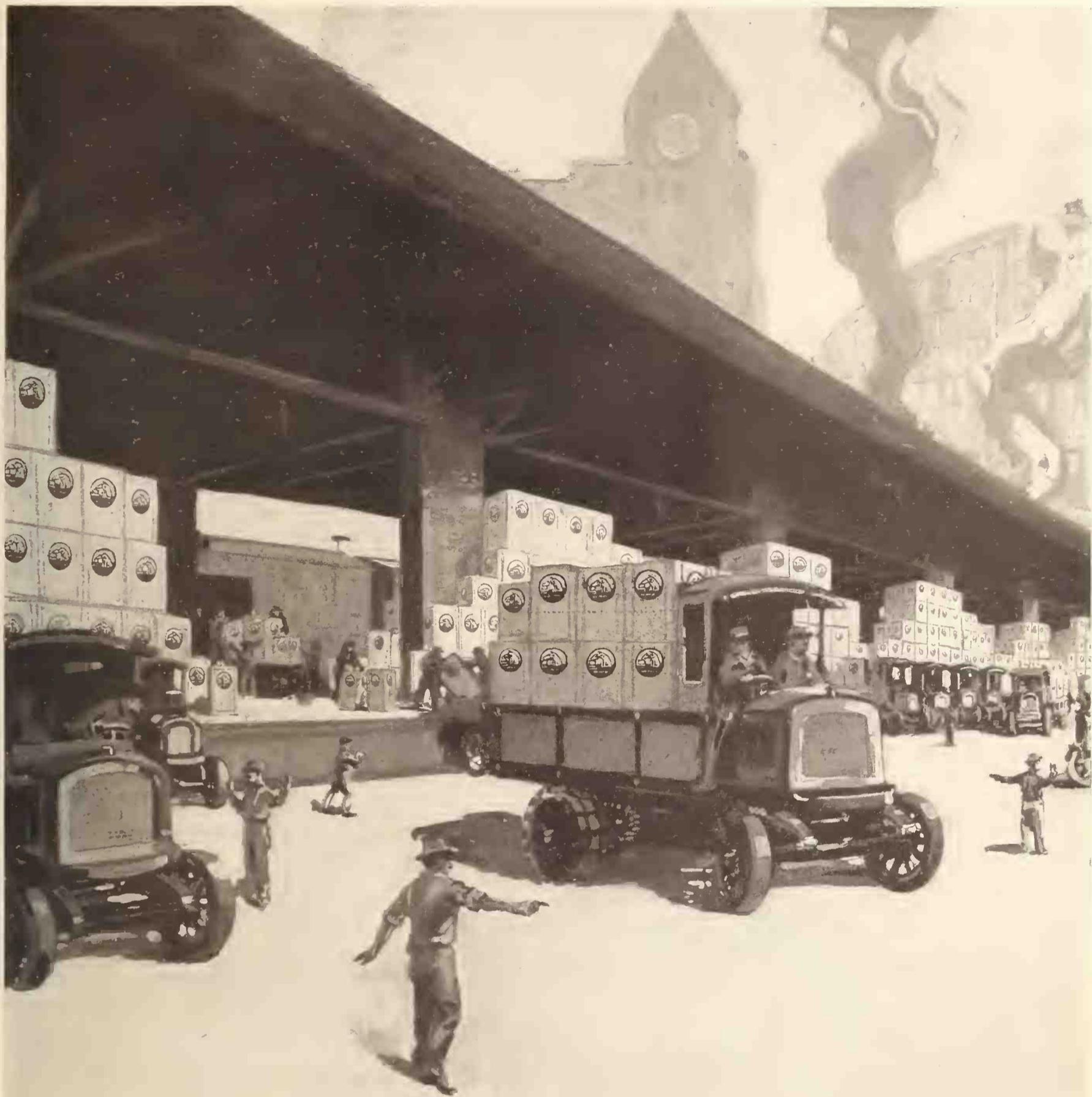
Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt



Seems like more machines than we know what to do with—doesn't it? You know there are not enough to even begin to take care of our orders, but there is always this one redeeming feature—every dollar's worth is allotted direct to you, Mr. Dealer.

New York Talking Machine Company

Exclusively Wholesale

119 West 40th Street

"AMBEROLA ANDY" THE LATEST

New Character Created to Bring Home to Edison Dealers Methods for Handling the Retail Trade—A Typical "Andy" Story

There is a new member of the large family of fictional commercial characters and including such well-known personages as the "Gold Dust Twins," "Phoebe Snow," "the Campbell Kids" and "Velvet Joe." He is "Amberola Andy," who was created for the purpose of impressing dealers in the New Edison Amberola with the underlying ideas of good Edison salesmanship. "Andy," who made his debut in the pages of the November number of the Phonograph Monthly issued by Thos. A. Edison, Inc., sells the Amberola in "Littleburg" and his experiences are designed to acquaint other dealers with how the work may be done most effectively. "Andy's" first experience is the conversion of the parson's wife to an appreciation of the possibilities of the Amberola and is told as follows:

"AMBEROLA ANDY"

He Converts the Parson's Wife

D'y know that a Amberola dealer, even in a little one-hoss place like Littleburg, hez a chance to get'a lot'a entertainment out'a his store and to do what might be called a good merchandisin' in a big place. I don't pat myself on the back much fur my dealin's, but once in a while I kind'a put a good one over, as the feller says. I kind'a enjoy figurin' out how to get people int'rested in Amberolas and Blue Amberols 'cause I knew that if I once gets 'em to see somethin' in the insterments or records that strikes 'em in the right way, I've as good ez made a sale. Y'h can't get a'quainted with a person by seein' 'm and you can't get a'quainted with goods by just lookin' at 'em. Fur ten years I walked up and down the streets of Littleburg only noddin' to Sim Davis. Akchully, I thought, most'a the time, that he wuz sort'a stuck on hisself and, though I try not to hate nobody, I couldn't allus conceal my dislike fur Sim. And I never knew nothin' about 'im! Then one time we both went to the Democrats' Barb'cue and got set side by side. Well, we hed a good dinner and some refreshments and th' fust thing y'h know we wuz talkin' and chatterin' away ez though we allus hed been the best'a friends. I found he wuz int'rested in the same things I wuz and that he was just t'e kind'a feller I had been wantin' fur a friend. That's the way it goes. I hed allus looked at the bad side of Sim, but arter I got to know 'im, darned if I could see any bad side.

Thought Rag Devil's Music

Th'other day the parson's wife come in to get some records. I knew just what she would want. It would be some sacred solos or quartets or somethin' like that. I ain't saying that that ain't good music and that there ain't a lot'a pleasure in listenin' to it. I like it myself. But that wuz the only kind that the parson and his missus ever bought and I allus hate to see people hev records all of the same kind. To me all kinds'a music are good and beautiful and t'seems to me that everybody should try to hear and enjoy all kinds of it. Listenin' to one kind'a music is like eatin' one kind'a grub. It ain't natchral and it's goin' to make anybody tired of music mighty quick. I kind'a felt that the parson and his wife wuz gettin' tired of their Amb'rola 'cause they hadn't been buyin' many records. I wuz really 'sprised to see her comin' in at all. It struck me all of a sudden that if I only could sell her some good lively rags, what a change it would make in her and the parson. But I knew that both of 'em thought that rag-time wuz the invention of the Devil. Rag-time wuz the music that people danced to, and that alone would'a kept it out'a the pars'nage. The Rev. Ebenezer Larkin wuz the kind'a parson who believed in gettin' his parishioners into heaven by scarrin' 'em away from 'tother place and anything that was lively or enjoyable seemed to him to have some connection with the Devil.

Self Punishment

He wanted old hymns along with his old religion and he and the missus wouldn't even buy records of the latest Billy Sunday hits. Said that they sounded like saloon songs. All they bought wuz the slowest and most saintly songs they could pick out and when they played 'em they would run the Amb'rola at the slowest speed they could. Then they'd set with solemn faces list'nin' to the music. The way they looked, you'd think it wuz punishment fur them—and I guess it wuz. But some people enjoy inflictin' sufferin' on themselves and I guess that must'a been the way with Parson Larkin and his missus. How I did long to fix up some deal on 'um so that when they thought they hed some slow old hymn on the Amberola, it would start and play some snappy rag that would make 'em get up and do one of these rag-time dances. I used to think about

SALES EXECUTIVE

A sales executive, who has been associated with the piano industry for twenty-four years is planning to enter the talking machine field January 1st.

He has called upon dealers for fifteen years, understands their problems and policies and can develop and increase business as a sales executive for a high class, responsible talking machine company. First class references can be furnished. Address Box No. 2, care of The Talking Machine World, 373 Fourth Ave., New York.

such a thing until it made me most die laffin', but I knew I could never do it.

Andy Gets An Idea

I don't know how it ever happened that I had this "Yaaka Hula Hickey Dula" thing when the parson's missus came in the day I'm talkin' about, but I did. When she gets herself sat down and all adjusted I tells her that I has a new record on the Amb'rola that I would like her to hear. And I started it up.

Ez soon ez she hears the first few notes she kinda stiffens out like a cat with a fit.

"That is one of them dance records, Mr. Simmons," she says. "I guess I won't listen much to that. You can put on something quiet and refined and sacred."

Then I happened to have a bright i'dee. I had read somethin' in the Phonograph Monthly about Hawaiian music bein' old hymn tunes that taken to Hawaii by missionaries and then taken by the natives to play on these here guitar-like things they plays. I stopped the instrument.

"That's Hawaiian music," I says, startin' to take off the record. "The tunes of most of the Hawaiian songs, wuz tak'n from old Methodist hymns that the sacrificin' missionaries took there years and years ago. The natives learned these gospel songs and they used to sing them at services the missionaries held. Then they began to play 'em on their guitars and make up songs in their own gibberish, and finally they made 'em into what most people now think is real Hawaiian music."

Missus Larkin perked up considerable. "What did you say the name of that song was?" she asked.

"Yaaka Hula Hickey Dula," I told her. "They don't sound like Scriptural characters," she said with a kind'a puzzled look on her face. I bet she was runnin' over the Old Testament to find out if any of them wuz the sons of Jabeth or some of them other old timers.

"It's the music that wuz taken from the old hymns," I says. "I don't know much about the words."

"Well, you might start it again," she says in a kind'a unconcerned way. "If there is any hymn music in it, it must be good."

Converted

So pretty soon the strains of that old fox trot song wuz comin' out in fine shape. As she heard them, she nodded her head up and down as though she was approv'in' of it.

"It sounds just like hymn music," she says at last. "I don't approve of them words exactly, but then you don't have to listen to them. I guess I'll take that record. Have you any more of them Hawaiian hymn tunes?"

I got out all the Hawaiian records I hed in stock and I'll be swanked if I didn't sell her every one of 'em. I could see that she wuz just hungerin' fur somethin' new and when she got a'quainted with Hawaiian music from the right angle she got ez friendly with it as I am with Sim Davis. I met the parson next day—he saw me before I could get out'a his way. But he surprised me by tellin' me that those were fine records that I hed sold. Missus Larkin, though it wuz a shame to put such triflin' words to sacred tunes. But, when I wuz goin' past the pars'nage later in the day, I hears his solumn baritone voice floatin' out:

"Ya-a-a—k-a-a H-u-u-u-l-a-a-a Hic—e-e-e Du-u-u-u—l-a-a," he wuz singin'.

And I bet he wuz havin' the time of his life, even if he did feel a little bit wicked about it.

And th' next Sunday, when I wuz just dozin' away comfortable in church, I hears the parson's voice say:

"And Yaaka went over into the land of Hula—"

I woke up with a start, in time to see the parson kind'a blush and check hisself and say:

"The next hymn will be No. 244, 'On That Beautiful Island Over There.'"

TROOPS DRILL TO DOMESTIC MUSIC

Pennsylvania Militiamen Use Talking Machine to Advantage on Mexican Border

PHILADELPHIA, PA., December 11.—When the Tenth Pennsylvania Infantry left for the Border some months ago, there went with them as a Captain, Thomas D. Anderson, a brother of George B. Anderson, one of the directors of the Domestic Talking Machine Corp. The latter at once took advantage of the opportunity to present to the soldiers a Domestic Talking machine to provide music for the dreary hours.



Marching to "Domestic" Music

After reaching the Border, Companies M and L of the Tenth Regiment were sent on detached duty to Boquillas, Texas, ninety miles from the railroad. As the companies had no band with them, the Domestic talking machine was fitted to a wheelbarrow and used to supply music for drill purposes. The accompanying photograph shows the companies lined up with the Domestic being wheeled in front of them. The fact that the machine was used in the open air for several months without damage speaks well for the quality of its construction.

The Artofola Talking Machine Co., Springfield, Ill., has been incorporated with a capital stock of \$10,000 by M. J. Hewlett, J. H. Feltman and J. J. Nieger.

A permit has been granted for the erection of a new dry kiln at the plant of the Victor Talking Machine Co., Camden, N. J.



SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when **SOSS DIE CAST** in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our **SOSS DIE-CASTING** process is eminently successful in turning out large quantities of intricate parts. **SOSS DIE CASTINGS** cost less, give better results and permit of quick assembly. We have specialized for years in the production of die-castings. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries.

Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING CO., Inc.

435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF **SOSS** PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave.

Los Angeles, 224 Central Bldg.

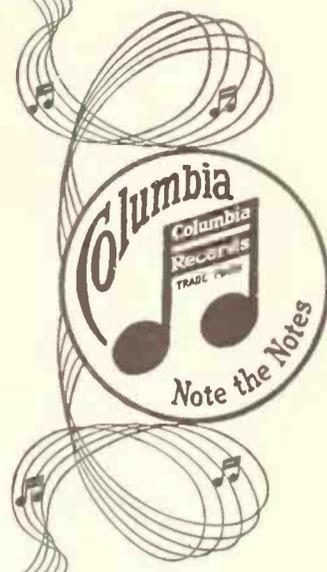
San Francisco, 164 Hansford Bldg.

Minneapolis, 3416 2d Ave. South

Detroit, 922 David Whitney Bldg.

Canadian Representative, J. E. Beauchamp & Co., Montreal.

Unless a talking machine dealer is handling Columbia Records by Al Jolson, Weber & Fields, Bert Williams and other famous comedians he is not running his business to its fullest capacity.



(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

PROGRESS IN THE TALKING MACHINE TRADE DURING 1916

Unprecedented Development of Business During the Past Year—How the Trade Has Been Strengthened and Enlarged—Special Attention Being Paid to Record Exploitation

With every branch of the talking machine business unanimous in stating that 1916 has been the best year in the history of the industry, there are one or two features of the year's activities which stand out as the predominating factors in the wonderful progress of the past twelve months.

During 1916 there has been a gradual appreciation of the value of co-operation as applied to the talking machine industry. The manufacturer has evolved new ideas for the benefit of his distributors, and the latter in turn have studied the actual problems confronting the dealer, and by serious thought and consideration to these problems, have been able to give the retailer invaluable assistance.

The jobber or distributor no longer considers that his mission is completed when he has delivered the merchandise to the dealer's establishment, but the modern viewpoint is now based on the idea that the distributor is a link in a merchandising chain that is completed only when the dealer shows a profitable turnover on his merchandise.

Many of the distributors have sent members of their staffs to work with the dealer in the actual sale of his merchandise, and assist the dealer in keeping his stock at a proper level; eliminating doubt and uncertainty, and removing the possibility of over or under-ordering. Display cards of real artistic merit, selected lists of records, window hangers, etc., are included in the present day ideas of co-operation.

How the 1916 Record Trade Developed

The old and time-worn proverb: "Tis an ill wind that blows nobody good" is well exemplified in the activities of the talking machine trade the past year. The ill wind consisted primarily of a shortage of machines which has been current the entire year; a shortage that has included every style and type of machine,

and which even continued throughout the summer without abatement. This scarcity of machines, provoked, of course, many complaints from the dealers who had planned to concentrate their energies on the development of machine business. The manufacturers pointed out, however, that the shortage of machines was something far and beyond their control, as the factories were working day and night to take care of the dealers' demands; more machines were being turned out than during any year in the history of the industry, and new buildings constructed the previous year were in practical operation. In other words the shortage of machines was one of those conditions colloquially termed a "circumstance beyond our control."

Twelve months ago the leading manufacturers prepared themselves to handle a record-breaking machine business. New departments were added to the already mammoth plants, new buildings were erected, and in short, every possible step was taken to handle an increased business during 1916. This increase soon materialized, but by the first of March it had so far exceeded expectations that all the elaborate plans made the previous years were found inadequate to cope with the demand.

With this condition an actual fact, the manufacturers gave serious thought to alleviating the situation along different lines. They made a careful investigation of their record manufacturing resources, and were pleased to learn that the tremendous increases which they had made in their record plants in 1915 would enable them to make their 1916 output far and beyond the 1915 totals.

100 Per Cent. Records

They thereupon decided to give their dealers 100 per cent. record service, if such a thing was possible, and with that end in view, commandeered every available vacant room in the record plants, and installed new machinery with experienced workmen. The results soon become apparent, and the distributors and dealers were gratified to find that their record orders were being filled on practically a 100 per cent. basis.

The new supplements were the subject of extended conferences and thought, and as each month's records were announced, the trade was delighted to find that the new selections represented the "cream" of the available music. Standard and popular selections of indubitable sales possibilities were included in the different supplements, and the dealers were quick to realize that the manufacturers were placing within their reach a series of records that far out-distanced any previous year's offerings.

With the record output established, the manufacturers and distributors joined hands in preparing plans which would enable the dealers to achieve record sales totals commensurate with the quality of the records, and which would

act as a powerful stimulus to future record business. National advertising was prepared, which concentrated on the record division of the business, sales helps were conceived which talked "records, records, records," and a campaign was commenced which made itself felt in every section of the country.

The Beneficial Effects of the Record Campaign

The results of this campaign soon became evident, and the distributors thereupon determined to assist the dealer in a manner which would insure his reaping the deserved benefits of the manufacturers' publicity. "Dead" stock, which had been lying on the dealers' shelves for several years, was unearthed, and instead of littering the shelves with this class of stock, the dealers commenced to pay close attention to their record orders, and install "system" in their record departments. Card indices were installed, which showed at a glance the purchasing capabilities of an individual patron. Other systems were developed which practically eliminated the bugaboo of over-stocking records, and to their great surprise, many dealers found that they had been losing many record sales as a direct result of under-ordering.

The most powerful influence of the record campaign was the impression made upon the general public, who, in previous years had not been the subject of such an intensive record campaign. A taste for the better class of records among talking machine owners whose former limits were popular and dance numbers is one of the lasting results of this campaign, and dealers in every section of the country are using space in their local newspaper to feature the records of a celebrated tenor, soprano, or violinist. If nothing else had been accomplished in 1916, but the development of public appreciation of the better type of records, the year could be considered a signal success, but there have been many other achievements which make 1916 a monument to the energy and progressiveness of the industry.

100 TRANSFER NAME PLATES \$7.50
PRINTED IN GOLD FACE

any style lettering. 200, \$10, 500, \$15. We include with order bottle, of Globe Transfer Size, brush and complete directions for quickly applying. These names can be transferred on Talking Machines, under makers names on piano fall boards, on furniture, sporting goods and many other articles.

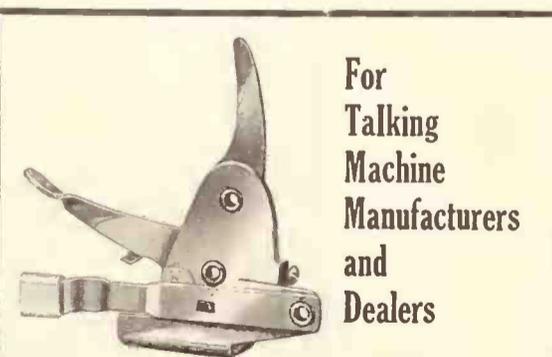
A large Western dealer, using decalcomanie, writes, "We find this most excellent advertising and almost every instrument we sell has a 'Sold By' transfer on it."

Send in your copy at once. Terms, Cash with order. No C. O. D. orders filled at above special prices.

SOLD BY
LYNN SHEELEY CO.
MORRISTOWN

Size not to exceed 5/8 in. x 2 1/2 in.

GLOBE DECALCOMANIE CO.
Transfers for every line of business
76 Montgomery Street Jersey City, N. J.



For
Talking
Machine
Manufacturers
and
Dealers

The Perfect Automatic Brake. 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

Add An Art Model To Your Line

That Your Dealers
Can Retail at
\$100



WE are now ready to furnish talking machine manufacturers with a table-style talking machine that has previously been offered, only at art model prices—\$300 and upward. We have enlarged our factory tremendously the past few months, installed the latest types of machinery and can furnish this cabinet to the manufacturer ready for the installation of motor sets, at a price that will enable his dealers to retail this machine at \$100.

This phonograph is also a handsome piece of furniture and can be utilized as a serving table, which by lifting the lid is converted into a phonograph.

Art Model Phonograph Open—Showing Filing Device

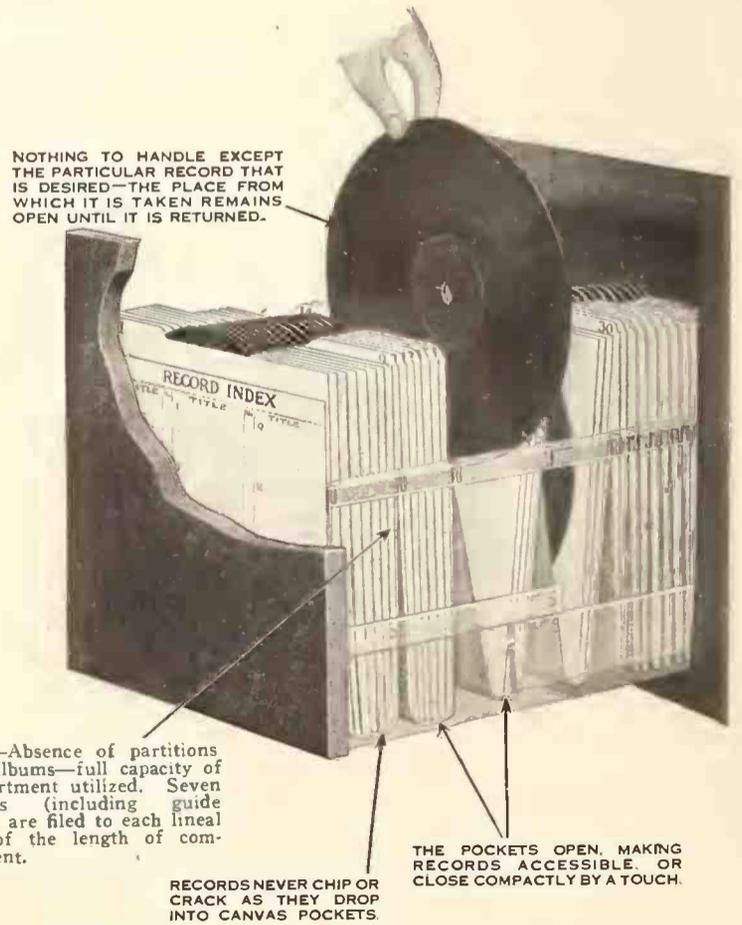
THIS new art model will be equipped with the finest record holding device which has ever been conceived. The handling of clumsy albums is eliminated, patented push button or shelving devices are done away with, and a minimum of space is required to hold a maximum capacity of records.

This system is built on a level with the turntable and tone arm so that the user will not be obliged to bend down and search beneath the sound chamber for a desired record. This in itself is a valuable talking point for your dealers.

We are also prepared to install this record storing device as illustrated, in any style of floor cabinet machine

Let us figure now on your requirements

Franz Brückner Mfg. Co.
405 Broadway, New York



NOTHING TO HANDLE EXCEPT THE PARTICULAR RECORD THAT IS DESIRED—THE PLACE FROM WHICH IT IS TAKEN REMAINS OPEN UNTIL IT IS RETURNED.

NOTE—Absence of partitions and Albums—full capacity of compartment utilized. Seven records (including guide cards) are filed to each lineal inch of the length of compartment.

THE POCKETS OPEN, MAKING RECORDS ACCESSIBLE, OR CLOSE COMPACTLY BY A TOUCH.

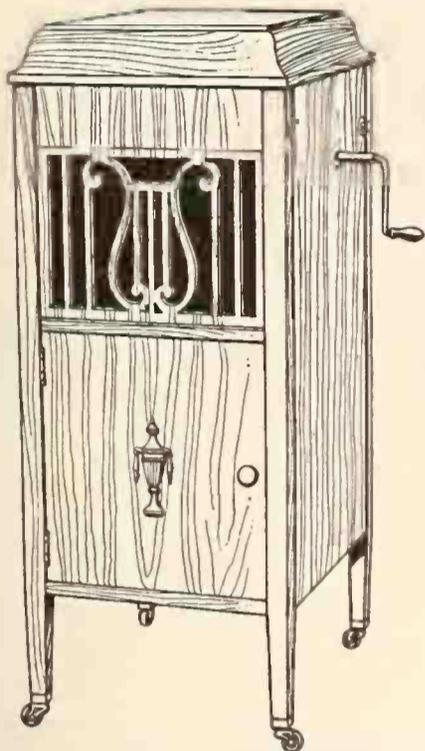
RECORDS NEVER CHIP OR CRACK AS THEY DROP INTO CANVAS POCKETS.

No. 2—A Section of the Filing System

PLACING DUPLICATE ORDERS

Pleasing Proofs of the Satisfactory Qualities of the Phonographs Being Placed on the Market by the Rishell Phonograph Co.

Williamsport, Pa., December 8.—“We are more than pleased with the results we have secured in marketing our phonographs,” said Ralph T. Smith, secretary of the Rishell Phonograph Co. “The most gratifying feature of our business has been the fact that our dealers have placed many duplicate orders, indicating the



A Popular Rishell Design

satisfaction that our machines are giving in general.

“Some of our customers have been placing their orders by long-distance telephone in order to receive them in time for the Christmas season, and in many instances we made our shipments by express to avoid any unnecessary delays.

“We attribute a considerable measure of our success to the fact that our cabinets embody the best class of workmanship and the best materials that we can secure. Our forty-nine years' experience in furniture and cabinet business has enabled us to furnish our dealers with cabinets that cannot fail to attract the favorable attention of their patrons.

“The violin sounding chamber in our phonograph has also won the enthusiastic praise of our dealers, and, in fact, we have received many letters from our representatives expressing their high regard for the tonal qualities of our phonograph.

COLUMBIA SOCIAL NEWS

Miss Wanda Hilborn, for two years a member of the educational division of the Columbia Graphophone Co., New York, was married on Thanksgiving Day to Julius Asherman, at the home of her parents, Mr. and Mrs. Louis Hilborn, 545 West End avenue, New York. Mr. and Mrs. Asherman are at present away on a honeymoon down South, and upon their return will reside in New York.

While associated with the Columbia educational department Miss Hilborn rendered invaluable co-operation to Columbia dealers throughout the East in the development and expansion of their educational activities. Conversant with every angle of this special work, Miss Hilborn was able to assist Columbia representatives in a practical, result-productive way.

C. W. Wolfe, a member of the advertising department of the Columbia Graphophone Co., New York, was married a fortnight ago to Miss Anna E. Pierre, at the home of the bride's parents, 203 West 131st street, New York. To properly celebrate his entrance into the ranks of benedicts, Mr. Wolfe was a host to the members of the Columbia advertising division at an enjoyable wedding luncheon.

SWINDLER GETS LIFE SENTENCE

Charles E. Ackron, Convicted of Selling Talking Machines of Doubtful Origin as Victrolas, Goes to Sing Sing as an Habitual Criminal.

Charles E. Ackron, who was arrested some time ago in Brooklyn, N. Y., on the charge of securing money under false pretenses by advertising and selling as Victrolas machines labelled “Victoria” and made in a New York factory, was convicted after a short trial and was sentenced on Monday of this week to life imprisonment in Sing Sing. The extreme sentence was due to the fact that it was Ackron's fourth conviction for a felony, which carries with it a life term as an habitual criminal.

The conviction is expected to discourage the operations of a growing number of what in some lines of trade are called “gyp” dealers, who sell instruments from private homes and under misleading statements regarding quality and value. Only recently another man in New York was fined \$25 under the misleading advertising law for making fraudulent claims regarding the talking machines he sold. The newspapers and advertising clubs are on their trails and fraudulent dealers will probably find things a little too warm for comfort.

LOUIS STERLING TO LONDON

Louis Sterling, general manager of the European interests of the Columbia Graphophone Co., sailed for London Saturday on the “St. Louis,” after spending several months in this country. While here Mr. Sterling received optimistic reports from his associates abroad, indicating that the Columbia Co. is closing a healthy business on the other side of the Atlantic.

J. C. Ray, of the Columbia Co.'s executive offices, returned to his desk Monday, after a ten-days' stay down South.

ENLARGE FACTORY FACILITIES

The Presto Phono Parts Corp. has recently enlarged its manufacturing facilities materially to take care of the demands of its trade. Harry Davis, secretary of the company states that large orders have been received for sound boxes, tone arms, needle cups, etc., from prominent manufacturers. Associated with Mr. Davis in the management of this company is Otto Paschkes, well known in the talking machine trade.

L. D. ROSENFELD WITH COLUMBIA

Appointed Sales Manager of the International Record Division of the Company, Which Is an Expanding Department

In order to handle adequately the fast growing business of the International record department of the Columbia Graphophone Co., Anton Heindl, manager of this department, has appointed Louis D. Rosenfield, sales manager of the International record division.

Although he is still a young man, Mr. Rosenfield is well equipped to cope with all sales problems arising in his new work. He has spent almost fifteen years in the sales and



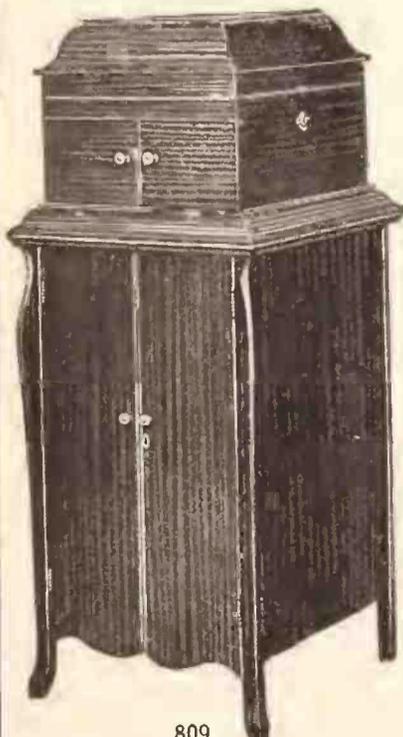
Louis D. Rosenfield

advertising profession and resigned his position as advertising manager of the New York Herald (one of the leading German newspapers) to accept the proffered position with the Columbia Graphophone Co.

Mr. Rosenfield will personally look after the sales of Columbia foreign records, and will be ready at all times to co-operate with any member of the Columbia Co.'s vast sales organization. He will travel extensively, and give practical assistance and service to Columbia dealers in developing foreign record business.

It may be interesting to note that thirty-four languages are now recorded in song and music under the supervision of Mr. Heindl. The International record department of the Columbia Co. has shown tremendous increases in sales the past year, due to the splendid quality of the records produced, and the efficiency of the sales and manufacturing organizations.

SCHLOSS BROS.



809

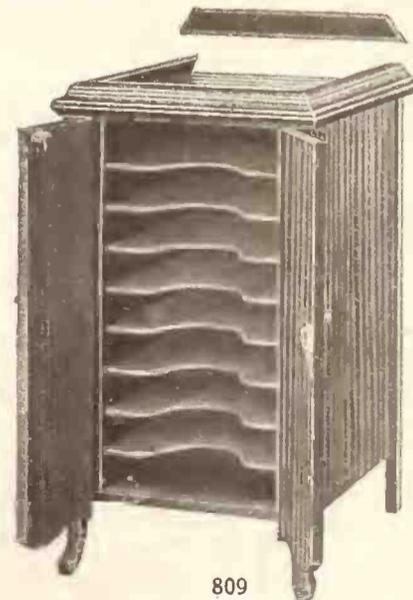
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

Service that is Right

SCHLOSS BROTHERS

637-645 West 55th St. New York

Phone: Columbus 7947



800

Showing interior shelf construction with removable moulding so machine can easily slide in, giving a perfect “Cabinetmatch” appearance. Finished shelves. Average weight crated, 80 pounds.

800

Same cabinet, without moulding. Matches Columbia Favorite. All finishes.

WORTHINGTON WITH CONDON CO.

Prominent Talking Machine Man Joins Condon Organization—Well Posted on General Trade Conditions and Esteemed in the Industry

The Condon Autostop Co., New York, manufacturer of the "Noset" automatic start and stop, has made a number of changes in its organization, some of which will be announced later. During the past few years it has frequently been rumored that the Standard Oil Co. is planning to enter the phonograph industry, and more recently it has been stated that the Condon Auto-



Everett Worthington

stop Co. was affiliated with these interests. E. T. Condon, Jr., president of the Condon Autostop Co., has not denied this affiliation.

Identified with the present Condon Autostop organization is Everett Worthington, who leaves shortly for an extensive Pacific Coast trip in the interests of the company's products, which will include "Noset" and other products to be announced later.

Mr. Worthington recently resigned from the Victor Talking Machine Co., and prior to joining the Victor forces was associated with Sherman-Clay & Co. on the Pacific coast, where he distinguished himself in various departments.

In 1914 the Victor Co. engaged him to design, erect their exhibition, the "Victor Temple," and represent their interests as manager of the Panama-Pacific International Exposition. In this capacity he again distinguished himself and won many commendations from the members of the talking machine trade.

Mr. Worthington is a close observer of trade conditions and a student of advertising and publicity. He has covered in the past twelve months over 25,000 miles, calling upon the trade in various parts of the country. As a result, he has compiled an efficiency system for use in sales promotion for the talking machine trade, covering in detail sales methods, store service, advertising and general creative publicity.

NEW JOBBERS OF MAJESTIC RECORDS

Jaques M. Kohner, general manager of the Majestic Record Corporation, returned to New York on December 11, after a ten-day trip to the Middle West. Mr. Kohner said he had made arrangements with numerous jobbers in Chicago, St. Louis, Detroit and other Western cities to handle the distribution of Majestic Records in their territory. In speaking of conditions in the West, Mr. Kohner said business was never better and Majestic Record distributors were going to take advantage of it.

STEPHENS BILL BROUGHT UP

Congress Grants Hearing on Price Maintenance Measure—Some Arguments in Its Favor

Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, announced early this week receipt of a telegram from a member of the House Committee on Interstate and Foreign Commerce reading: "Committee at its meeting to-day granted hearings on Stephens Bill (H. R. 13,568) for next Thursday and Friday."

This action is understood to be in fulfillment of the agreement made at the close of the last session of Congress by which the Stephens Honest Advertising Bill was scheduled as the first measure to be given consideration by the committee at the beginning of this session.

Friends of the measure are arguing that the use of standard products as advertising bait to sell anonymous bulk goods at highly speculative prices contributes, in no slight degree, to the present oppressive cost of living.

It is stated that in spite of rising costs of materials, not only in food products, but in practically every line of household necessity, goods bearing the maker's name have not advanced in price. Supporters of the Stephens Bill insist that the stability of price which branded goods are showing in the present greatly inflated market for unidentified bulk goods makes an unanswerable argument for the bill's speedy enactment as a matter of vital interest to the consuming public.

STEADILY INCREASING OUTPUT

J. B. Ogden Enlarging Facilities to Take Care of Demand for His Sectional Record Cabinet And Sales System—Holiday Greetings

LYNCHBURG, VA., December 11.—J. B. Ogden, manufacturer of the Ogden Sectional Record Cabinet and Sales System, announces that he is steadily increasing his manufacturing facilities in order to take care of the constantly growing volume of business, yet he has been hard put to handle without delay orders that have poured in within the past few weeks.

"I want to extend sincere holiday greetings to the many dealers throughout the country who have so loyally supported me during the past year," said Mr. Ogden, "and am planning to show my appreciation by making much better deliveries of a greatly improved product after January 1."

FINAL DIVIDEND PAID

Harry H. Houston, trustee for the Houston Phonograph Co., bankrupt, Houston, Texas, has sent to those holding claims against the concern a second and final dividend amounting to about 6 per cent.

W. C. Cammett and Herbert W. Watts will open a piano and talking machine store at 154 Fleet street, Portsmouth, N. H.

THE EDISON SHOP IN SYRACUSE

New Home of Frank E. Bolway & Son, Inc., in That City, Handsomely Decorated and Arranged—Convenience a Leading Factor

SYRACUSE, N. Y., December 11.—The new Edison Shop, which is the home of Frank E. Bolway & Son, Inc., in this city, has an interior furnishing which is in every way comparable with the impressive front of the building that was illustrated in The World last month.

The first picture shows the long suite that



Entrance to Edison Shop

greet the eye on entering the Shop. This beautiful hall is finished, for the most part, in soft grays, rich pinks and dull gold. The period furniture, which is that of the early Renaissance, is neatly offset by the handsome art lamps which are placed at comfortable intervals down the entire length of the Shop. The plan of alternating a lamp, a Diamond Disc phonograph and



Artistic Treatment of Record Racks

a place to sit down, is a triumvirate in very excellent taste, as it divides the main room of the Shop into what might aptly be termed "individual units." This means that the salesman and a particular customer or set of customers have, as it were, a privacy of their own.

The second illustration shows a treatment for record racks that is decidedly artistic and at the same time ideally efficient.

At the end of the long hall is a handsome music room and recital hall, where half-hour recitals by the Edison Diamond Disc are rendered from time to time during the course of each day. This is proving an attractive feature for the many people who are down on Syracuse's most important street during the afternoon. Business with this house is very brisk.



Retail
\$35

Oak or Mahogany. Size, 20 1/2 in. Wide. 20 1/2 in. Deep. 46 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

GOVERNOR SPRING WIRE

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York City, wishes to announce

that they are in a position to manufacture and punch out governor springs in any size required at reasonable prices. Send samples and quantity required and we will gladly quote you.

We also wish to announce that we can furnish the following sizes of Main Springs for immediate delivery in large quantities:

5/8 x .025 x 9 ft. 6 in.	7/8 x .022 x 10 ft.
3/4 x .020 x 8 ft. 6 in.	7/8 x .026 x 11 ft.
3/4 x .025 x 10 ft.	1 x .028 x 12 ft.
13/16 x .025 x 9 ft. 6 in.	1-1/8 x .027 x 18 ft. 6 in.

Governor Spring Wire in coil, \$1.50 per pound in quantity weight.

Some of these springs can be used in many standard motors. If you will let us know what motors you wish springs for, we will gladly advise you what size mainspring can be used.

Write for our 84-page free catalogue—the only one of its kind in America, illustrating 33 different styles of phonographs, eight styles of motors, 500 different parts for various motors and other phonographic parts, such as Tone Arms, Reproducers, Mica, Sapphire Points, Rubber Gasket, Stylus Bars, Needle Holding Screws, Speed Indicators, Brakes, Brake Springs, Winding Shaft Springs, Governor Balls, Governor Springs, Winding Handles, Horns and Horn Brackets, Horn Elbows, Regulator Stems, Main Springs, Governor Pinions, Governor Springs, Turn Table Shafts, Turn Tables, Turn Table Cloth, Intermediate Gears, Spring Barrels, Spring Barrel Gears, Rubber Washers, Rubber Tacks, Escutcheons, Needle Cups, Waste Needle Cups, Cabinet Hinges, Cover Stays, Cabinet Hardware and Tools for Repairing. Also description of our Repair Department.

AT NATIONAL COUNSELLORS MEET

J. Newcomb Blackman, as Representative of National Association of Talking Machine Jobbers Attends Convention of Division of United States Chamber of Commerce

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, attended a meeting of the National Counsellors of the United States Chamber of Commerce which took place November 17 and 18 at the New Willard Hotel, Washington, D. C. Mr. Blackman attended this meeting in the capacity of National Counsellor of the National Association of Talking Machine Jobbers, which recently joined the United States Chamber of Commerce.

In a recent chat with The World regarding this meeting, Mr. Blackman stated as follows: "I was greatly impressed with the character of this organization, as it represents in my mind the most businesslike body of men of any convention with which I have ever had any connection. This, however, could only be expected, as the National Counsellors constitute representatives from each organization of the various trades and industries.

"I feel that every possible co-operation should be given the United States Chamber of Commerce, for the reason that it is to-day probably the most influential body of business men getting into contact with Congress, and through its deliberations and influence much good can be accomplished and the needed support received and given, which is absolutely necessary if the business man of the country is to get any co-operation comparable with that obtained by the labor union. We must not overlook the fact that the average politician is interested first, in getting elected; second, in keeping elected; third, in the men or organization that can help him accomplish his political desires—therefore he is forced to lend or refuse support when many times he would like to do otherwise."

In an address Mr. Blackman made at one of the association meetings he expressed the thanks of the Victor industry for the influence that he felt was given the cause of the Stephens Bill in the referendum sent out by the Chamber of Commerce which resulted in an overwhelming vote of the organization members in favor of the bill.

"The talking machine industry can be helped and greatly benefited by giving the utmost support possible to the wonderful work being done by this national body, and I hope that every member will vote promptly on the referendum just sent out to the members calling for an expression of opinion on legislation embodied in the following resolution. The committee recommends that there should be remedial legislation to permit co-operative agreements under federal supervision in those industries which involve primary, natural resources on condition that the agreements in fact tend to conserve the resources, to lessen accidents and to promote the public interests.

"The members of our association should vote as promptly as possible on this measure so that their votes can be recorded not later than January 12. This voting of course must represent the consensus of our opinion through our member votes on the subject."

The annual meeting of the National Chamber of Commerce will be held at the New Willard Hotel in Washington, D. C., January 31 to Feb-

Wake Up Man!

Make More SALES CUSTOMERS PROFIT

File Your Records The Ogden Way

Better Than
An X-tra Clerk for X-mas

Unconditionally Guaranteed by
Your Jobber

SELLS FILES FINDS More Records

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped From Stock after Nov. 20th

Will pay for itself during the rush
1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Ogden Sectional Cabinet Co., 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. The Best.

ruary 2, inclusive, and in view of the many legislative problems being considered now which ought to be of interest to all business men, these meetings should be well attended in order to get results.

MAKING NEW ARRANGEMENTS

ST. PAUL, MINN., December 8.—The Koehler & Hinrichs Merc. Co., manufacturer of the "Ko-Hi-Ola" combination phonograph and grandfather's clock, has announced that it is now working on a number of important plans, which embody entirely different mechanical arrangements. Their new products will be announced shortly, and should prove of interest to talking machine jobbers and dealers.

INCORPORATED TO MAKE CABINETS

PHILADELPHIA, PA., December 8.—The Haag Cabinet Co., with executive offices located in Philadelphia, have recently announced the intention to enter the talking machine field as a manufacturer of cabinets. The new company is capitalized at \$200,000, and has as its sales manager, E. M. Howard, formerly of the Ferguson Music Co., Newport News, Va.

TO DISTRIBUTE PATHE RECORDS

An arrangement has been effected between the Pathé Frères Phonograph Co. and the Steger & Sons Piano Mfg. Co., Chicago, Ill., whereby the latter will act as distributors of Pathé records in connection with the Steger line of talking machines, which are to be marketed in quantities shortly.

A new room has been added to the Elizabeth Talking Machine Co.'s store at 228 North Broad street, Elizabeth, N. J., which will be used for the demonstration of a complete line of Victor and Columbia machines.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

NEW EDISON LANTERN SLIDES

Thomas A. Edison, Inc., Furnishing Dealers With Some Timely Publicity Aids

A set of very attractive lantern slides is among the special advertising matter that Thomas A. Edison, Inc., has provided for the



Slide Featuring the New Edison

special use of New Edison dealers during the holiday season. The slides are striking in color and design, and they present the superior features of the New Edison in a most convinc-



Emphasizing the New Edison as a Gift ing way. The advertising department of the Edison organization reports that already there is a considerable demand for them from dealers in all parts of the country, who appreciate their advertising value.

SELLS AT SIGHT

THE NEEDLE THAT FILLS THE BILL

Give It an Impartial Trial

One Example is worth a Thousand arguments. Sample order 3 doz. in Carton, \$2.25, cash with order. Per gross, \$9.00. Each Needle Packed in a Capsule.

THE SUBCO CRYSTAL NEEDLE Pat's Pend'g will play all Lateral or Vertical Cut Records by simple changing position of Soundbox as cuts. It is Semi-permanent, plays loud and clear tone. Sample Post paid 10¢ coin. Addr: W. BARUCH & CO. Exclusive Makers Tribune Bldg New York

Hear It Play. Tone Clear and Loud. ORDER TODAY

MOVETTE

Moving Picture Camera

ANNOUNCEMENT

Extraordinary!!

The Movette Moving Picture Camera offers to dealers in Talking Machines an opportunity of money-making that will duplicate and surpass the profits of the Talking Machine business.

This remarkable proposition fits in with the selling plan and organization of Talking Machine Dealers everywhere.

It will be an addition to their business that will amaze them with its instant and continuous success—because everybody will want to own this truly wonderful machine.

The Movette Moving Picture Camera is the most marvelous invention since the Talking Machine. In many respects a greater and more popular one. It embodies 131 patent applications, yet it is so simple that any boy or girl can load and operate it instantly. It is equal in its performance to the professional camera costing a thousand dollars or more. It is trouble proof for the dealer and fool proof for the user. It gives 1600 snapshots, 50 feet of non-inflammable film for \$1.50, equal to two minutes upon the screen. And any picture from the film can be enlarged like the ordinary photograph.

Movette pictures are perfect all the time. There isn't an individual man, woman or child, and professional or business men in every walk of life that will not find a fascinating use for this miracle of the Twentieth Century. Who now will want to take lifeless pictures when they can take living pictures? And thirty-two of them in a foot of film for 3 cents. We are convinced there never has been an opportunity for profit such as this wonderful outdoor and home entertainment.

A business building, money making gift to the Talking Machine Dealer and a logical adjunct to his business.

The Movette Moving Picture Camera sells for \$29.75 and the projector for \$55.00.

Our output is 1200 Movette Cameras a day.

We invite correspondence.

Movette Camera Corporation

Largest Makers of Moving Picture Cameras in the World

1055 University Avenue,

Rochester, New York

COLLECTING ACCOUNTS

Interesting Disquisition on a Subject of Vital Importance to Talking Machine Dealers

"Collecting Accounts" is the title of an interesting article which appeared in the Columbia Record recently, following the valuable talk on installments which appeared previously. This article on the collection of accounts is well worth the attention of the dealers:

(a) Payment Plans.

(b) The follow up.

(a) Payment Plans. The very best arrangement you can make with an installment patron, after definitely deciding upon the dates of payment, is to have him make all payments in your store. There are manifold advantages here. You introduce the personal element. You become better acquainted with your customer and he becomes better acquainted with you. You have ten or a dozen opportunities to make additional record or cabinet sales and keep the account open. The customer has established a habit of coming to your store. Often he will be accompanied by friends—more opportunity! By all odds, if you can have your man make his payments in your store it is to your advantage. In addition you save "collection" expenses and are able much easier to keep the account up to date. If store payment arrangements cannot be made then all depends upon a clear, concise understanding of the payment plans agreed on. This is a most important matter. If you do not expect to see the customer regularly you must make a lasting impression at the initial "payment down." Let your customer know he is entering on a business agreement—he is signing a contract. Explain to him you have payment contracts with your company which you must meet promptly, and it is only a business expectation that he will meet his obligations promptly. This can all be done in a polite way.

Let your man leave your store with a distinct understanding of the date of his first payment. Also it is well to have him know he is to make no payments but to your authorized collector.

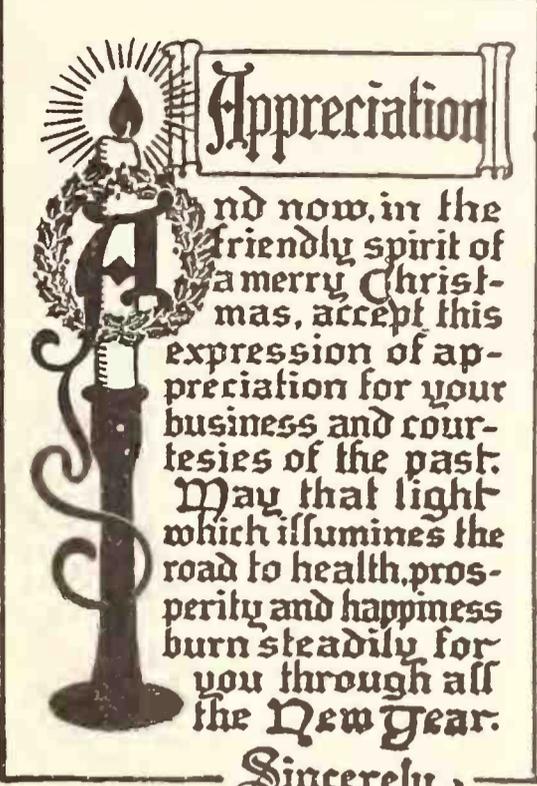
(b) The Follow Up. "Everything comes to him who waits" was not spoken of the installment account. Never wait in collecting arrears. Never let arrears collect. If the first payment is not made on the date set call the next morning. If unsuccessful call in the afternoon, call again the next morning. Call regularly, relentlessly. The most obdurate case will improve under this treatment.

A successful "follow up" system must be system. Have collection cards indexed and filed for reference. Go over the complete index daily. Have your collector divide your territory into routes. Have him report to you daily on the status of every over-due account.

By initiative—action—and business-like regularity and promptness in following payments, your installment accounts can be made one of the productive phases of your business.

The vast majority of people are honest, busi-

I. Davega, Jr., Inc., Express Their



nd now, in the friendly spirit of a merry Christmas, accept this expression of appreciation for your business and courtesies of the past. May that light which illumines the road to health, prosperity and happiness burn steadily for you through all the New Year.

Sincerely,

The House of Service, 123-125 West 125th Street, New York
VICTOR DISTRIBUTORS

nesslike, well intentioned, and these people will respond to a business-like, well intentioned follow up on their installment accounts.

Do this and success is yours.

REPRODUCER THIEVES ABROAD

Hecht Bros. Suffer Loss of Eleven Grafonola Reproducers in a Single Afternoon

Hecht Bros., who conduct a large department store at 53-57 West Fourteenth street, New York, advised The World that on December 6 between the hours of 2 and 4 p. m., eleven reproducers valued at \$5, were stolen from machines in the Grafonola department, conducted by the company. The reproducers were stolen while not less than five sales people were in the department. Hecht Bros. are anxious to hear from other local concerns who have had reproducers stolen under similar conditions, together with any facts regarding persons whom such concerns suspect, believing that concerted action may serve to put a stop to the trouble. The department is under the management of Howard S. Hecht.

The Hammond-White Manufacturing Co. was incorporated in Delaware this week to manufacture sound recording machines, with a capital of \$1,000,000. C. A. Cole, R. A. Van Voorhis and A. R. Oakley are the incorporators.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

PREPARED FOR CHRISTMAS TRADE

Victor Co. Issues Many Advertising Folders and Window Hangers to Aid the Dealer in Securing a Full Share of Holiday Trade

The dealer in Victrolas and records cannot attribute any dearth in holiday business to the fact that he did not have the material wherewith to advertise the Victor products in his store, for the Victor Co., as has long been its custom, has taken care of this matter most effectively this year. For the dealer's window the company recently sent out some elaborate posters and hangers with the holly of Yuletide conspicuously present. The material includes a large poster with a holly wreath border in colors and showing the words: "There Should Be Music in Every Home on Christmas Morning." To go with this there is supplied a striking strip in red and gold with a holly decoration at one end, bearing the Victor slogan: "Will There Be a Victrola in Your Home This Christmas?" "His Master's Voice" trade-mark is also supplied, set in the center of a holly wreath.

For the attention of record buyers, there is provided two handsome posters for window displays, one listing forty-nine records, particularly appropriate to the Christmas season, and taken from the general catalog, together with sixteen special Christmas records from the German catalog. The other poster also gives a list of Victor records for Christmas taken from the foreign catalogs of the company, including Bohemian, Slovak, Swedish, Finnish, Italian, German, Danish, Norwegian, French and Spanish numbers.

With this wealth of material comes a suggestion for a Christmas window display, whereby the posters and other features may be used to the best advantage.

For the use of the customer the Victor Co. has sent out a special lithographed Christmas folder showing the full range of Victrola styles in natural colors. The cover page of the folder shows, through a snow encased window, a family group arranging presents on Christmas Eve, with a Victrola prominently in the foreground.

A second folder features the Victrola IV, together with a specially selected list of records, and a third folder is devoted exclusively to Victor records for Christmas.

With the window signs and the folders, combined with a little energy, the dealer should have everything he requires to stimulate an unusual holiday business, and it must be remembered that Christmas is only three weeks off.

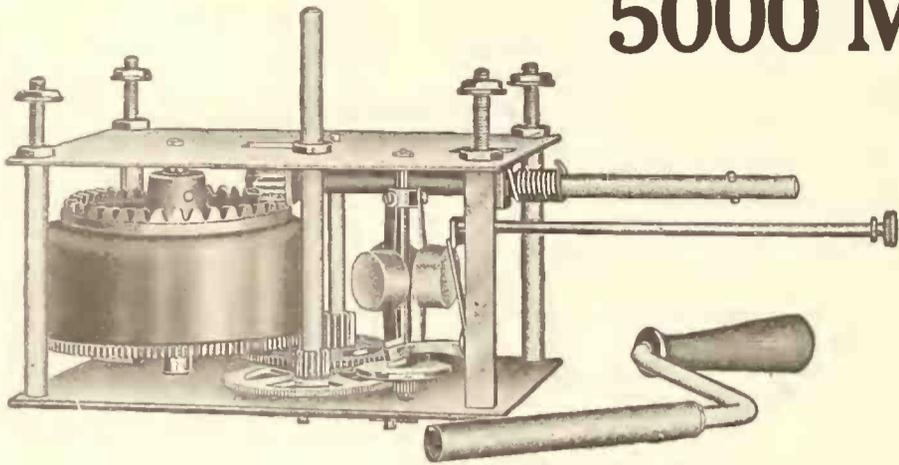
MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

To Make Room For Our New Lines We Offer 5000 Motors at \$1.05 each



These motors are single spring, straight gear, and made of brass and steel; the governor gears made of brass and fibre; with each winding they will play one record. Price includes handle, regulator, stopper and escutcheon; without turntable. Requests for samples must be accompanied by check or money-order.

Write us about our No. 4 universal tone-arm and sound-box.

Triton Phonograph Co.
137 Fifth Avenue, New York

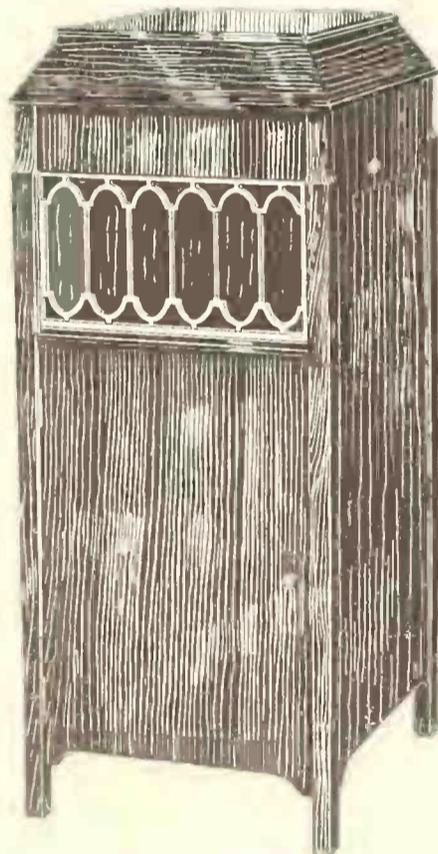
'MUSOLA' LATEST AEOLIAN PRODUCT

New Model Talking Machine Announced to Sell for \$55—Some Features of the Machine

The Aeolian Co., New York, has just announced the addition to its phonograph line of a new machine named the "Musola," which will retail at \$55. This new machine was advertised in the local newspapers this week, and, judging from all indications, it will be a pleasing success.

In a full-page announcement the Aeolian Co. called attention to the features of the "Musola" as follows:

"For many months the problem of producing



The "Musola"

a talking machine of large cabinet size and of excellent tonal capacity, yet at a very popular price, has been under consideration by this company. Of course an instrument of this type, to justify the support of the Aeolian name and guarantee, had to display real merit—genuine musical worth. A year ago the construction of such an instrument within reasonable price limits seemed hopeless. Nevertheless it is to-day an accomplished task.

"We announce the 'Musola,' a new Aeolian-made talking machine. All important parts of the 'Musola' are made in the Aeolian Co.'s own factories. In the design of every detail and the supervision of every step of construction, the same mature skill and scientific knowledge have been employed that have created the many other famous Aeolian musical instruments.

"The 'Musola' is equipped with an improved sound-box and tone arm which produce a fine, full, sweet tone from any standard make record, whether of the lateral cut or hill-and-dale type. The tone amplifier or horn is scientifically cor-

rect in material and proportions. It delivers a large tone volume, very true and natural in quality.

"The 'Musola' motor is of the Swiss type. It is one of the sturdiest and most reliable talking machine motors ever made. The high quality of this motor is an indication of the severe standards to which every important 'Musola' part has been made to measure up."

ISSUE NEW RECORD CATALOG

Both Seven and Nine-Inch Discs Listed in New Book Issued by the Majestic Record Corp.

The Majestic Record Corporation are now distributing their new catalog, which contains the list of both their seven-inch and their new nine-inch records. Jaques M. Kohner, general manager of the concern, has had prepared display cards and store hangers in order to assist the Majestic dealers in calling the attention of the public to the new nine-inch catalog as well as the seven-inch. The hangers are of a very attractive style, devised to be conspicuous and also attractive. Many dealers have complimented the Majestic Corporation on the addition of the new nine-inch record to their catalog, feeling there will be a big demand for a record which will average over four minutes and sell at a popular price. Orders for the last two months have been very heavy, but shipments have been made promptly, according to the management, and they look for a still heavier demand during the holidays.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

SOME BRIEFLETS FROM ST. LOUIS

Columbia Co. Headquarters in That City Sets Some New Business Records

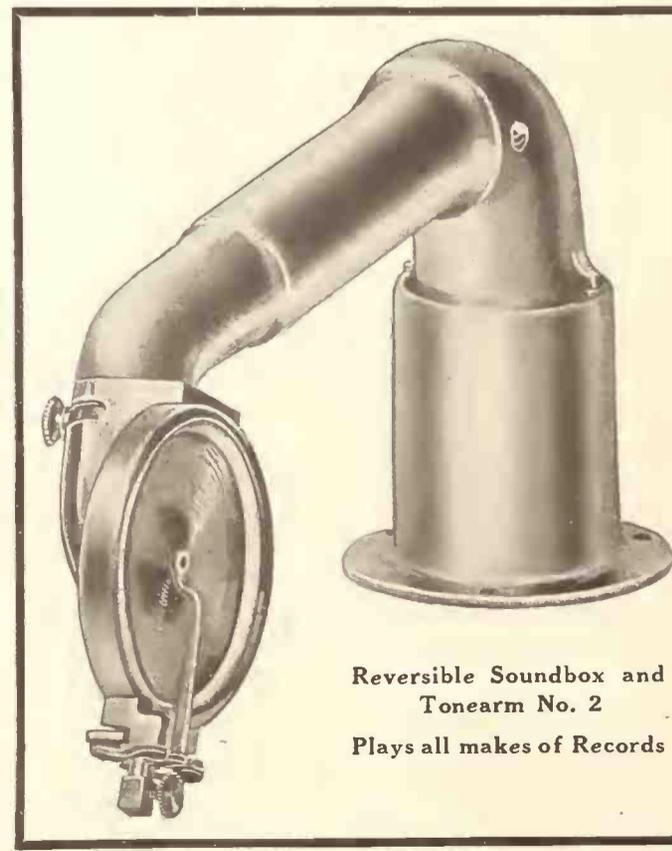
St. Louis, Mo., December 11.—Irby W. Reid, Columbia manager, was in high spirits after he had looked over the business reports during his absence in the East. While East he stopped at Washington to attend the golden wedding anniversary of his parents, then went to the Columbia executive offices in New York and visited the factory.

Wholesale Manager C. R. Salmon is exceedingly optimistic over the prospects of the Columbia holiday trade. "We are getting a deluge of orders," he said, "and we are making fairly good deliveries. The conditions in the country appear to be entirely favorable to an immense trade, and the record demand in the smaller towns is surprising.

"Arkansas, Kentucky and Tennessee, especially, are making records in the consumption of machines to be proud of. Our traveling men, J. J. Bennett and E. G. Neighbors, are signing a surprising lot of new dealers, and they report everything set for a big season after the holidays."

Ben Philipps, retail manager at the Columbia, reports a tremendous business in the Lazaro records. The only trouble with them, he says, is the difficulty in keeping up the stock. Collections are very good, Mr. Philipps reports, and the demand is running chiefly to higher priced machines.

The best bit of news concerning Mr. Philipps was volunteered by the young woman who is chief assistant in his department. It was that last month a fine boy arrived at his home.



Reversible Soundbox and
Tonearm No. 2

Plays all makes of Records

*An Opportunity
to Secure a*

UNIVERSAL TONE ARM and SOUND BOX

at a remarkably
low figure. Tone
Arm and Sound
Box heavily
Nickel Plated.

Real Mica, 90 cents Each, Complete
Imitation Mica, 80 cents Each, Complete

*A newly devised tone-arm
and sound-box will be ready
within 10 days. An equip-
ment for \$50 to \$200 machines*

ANDS. KOCH
296 Broadway New York

THE VICTOR IN RURAL SCHOOLS

Comprehensive New Volume for the Information of School Authorities and Teachers Just Issued by Victor Co.—A Big Help to Dealers

The Victor Talking Machine Co. have just distributed among its dealers a most attractive and comprehensive eighty-four-page booklet entitled: "The Victor in the Rural Schools," which is expected to give great support to the work of the educational department of the company. A copy of the booklet has been mailed to each State superintendent of instruction, and to each county superintendent in the United States, as well as the heads of all Normal and Training Schools, and it is strongly suggested that the dealer place a copy in the hands of each country school teacher in their vicinity, copies of the book being supplied to local distributors.

The booklet contains information regarding the use of the Victor in the rural schools, how it helps the teacher, initial and supplementary list of records for school use, rote songs, teaching exercises, folk songs, selections from oratorios and operas, lists of instrumental music, artists, and fifty test questions.

ENTER THE GABEL-OLA

CHICAGO, ILL., December 10.—The Automatic Machine & Tool Co., 210 North Ann street, this city, is putting on the market the Gabel-Ola, something very unique in the way of an automatic machine for the home. The distinctive feature of the Gabel-Ola is that it is self-operating. Twenty-four lateral cut records, both ten and twelve inch are placed in the instrument. A starting button is pressed and all of the records are played without the slightest attention by the owner. The idea is to enable the arrangement of an entire evening program which can be proceeded with without further attention, the host giving his time to his guests. Any one of the twenty-four records can be selected and played as desired by the manipulation of an unique selective device. The instrument can be operated

by a switch from any room in the house. The instrument places a record on the playing disc, plays it, returns it to its place, at the same time placing another record on the playing disc, all without the touch of a hand. The tonal effects of the Gabel-Ola are excellent, and the case designs are decidedly artistic and symmetrical. They are finished in three attractive styles.

THIRD CLASS RATE FOR RECORDS

Freight Classification Committee Heeds Protest of Talking Machine Men Against Changing Records From Third to Second Class

CHICAGO, ILL., December 11.—L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers, announces that the official classification committee has granted the protest of jobbers and manufacturers against the proposed increase of freight rates on records in carload lots from third to second class. The present third-class rating is retained. A carload rating has also been given on machines in cars of 16,000 pounds minimum of second class.

SWAMPED WITH HOLIDAY BUSINESS

Schloss Bros., prominent talking machine cabinet manufacturers of 637 West Fifty-fifth street, New York, report a demand from the trade for cabinets for the holidays that has practically swamped their facilities, despite the fact that the company recently secured additional space in the same building with a view to increasing their output.

"We have called in our salesmen," declared Edwin G. Schloss, manager of the company "because we felt that it was not fair to solicit new orders when we were hard put to take care of the demand for our regular trade."

George W. Case, Jr., has resigned as secretary, director and patent council of the Pathé Frères Phonograph Co., New York. Mr. Case will resume the practice of patent law, and has opened offices at 55 Liberty street, New York.

ALL DEPARTMENTS UNDER ONE ROOF

Improved Facilities Provided for the Manufacture of Operaphone Records—The New List

With all their various departments, with the exception of the general offices, under one roof, the Operaphone Manufacturing Corp., manufacturers of the Operaphone records, has prepared to take advantages of trade opportunities during the new year. The concern has moved its recording and electroplating departments to the building which houses its pressing plant in Long Island City.

The latest record list of the company includes several new operatic and standard selections in addition to the usual offering of popular numbers, and special and attractive hangers and signs are being furnished to dealers to call attention to the new records.

NEW STORE IN CHICAGO

CHICAGO, ILL., December 11.—H. C. Meek, who has conducted the Broadway Pathephone Shop for the last year and a half, first on Broadway, near Wilson avenue, and latterly at 1025 Wilson, has moved the business across the street to the new store, and has changed the name to the Meek Phonograph Co. He has added the Columbia and Edison lines and retains the Pathé. The store is fifty feet deep, about twenty wide, and is fitted up in a most artistic manner in French gray and mulberry trimmings. Handsome draperies and period furniture and a mosaic tile floor add to the elegance of the store. On the mezzanine gallery is a large demonstration room and the office. On the main floor there are three beautiful record rooms. The record stock room provides for 10,000 records.

Although Mr. Meek was this week made manager of the retail Victor department of the Geo. P. Bent Co., it will make no difference in the conduct of his north shore store.

The Ryan & Gruender Furniture Co., East St. Louis, Ill., have taken the Columbia agency.

THE "EDMONDSON"



Style 4—Retail Price \$75

HERE is a line of machines that embodies all the desirable features of the up-to-date machine. Cabinet work, motor equipment, tone arm, sound box, etc., are as good as can be secured. We leave the rest to you. A sample order will prove our claims.

Write or Wire Today for open territory

Liberal Trade Discounts

**Prompt Deliveries
Guaranteed**

Style 4

Height 42 inches, depth 22 inches, width 19 inches. Fancy mahogany or oak cabinet, holding 10 Edmondson record albums for 100 records. Latest improved tone arm, heavily nickel plated sound box, automatic stop, indicator, speed regulator and brake, worm-gear, triple spring motor. Plays four records at one winding. All exposed parts nickel plated. Our special variable tone regulator is a feature of this instrument.

Style 3

Height 43 inches, depth 22 inches, width 17 inches. Fancy mahogany or oak cabinet with record compartments. Latest improved tone arm, heavily nickel plated sound box, automatic stop, speed regulator and brake, worm-gear, double spring motor. Plays two records with one winding. All exposed metal parts nickel plated.



Style 3—Retail Price \$50

We are equipped to turn out sound-boxes and tone-arms in any quantity

EDMONDSON PHONOGRAPH COMPANY
16-18 Washington Avenue
IRVINGTON, N. J.

THE MANUFACTURE AND TRADE USE OF DIE CASTINGS

By CHAS. PECK, Chief Chemist and Metallurgist, Doehler Die Casting Co.

One of the notable features of the recent wide development of the talking machine manufacturing trade has been the general demand for and broad use of die castings of the metal parts of machines, such as reproducer cases, tone arms, motor frames and similar details. It has been found that in the long run die castings make for uniformity of parts and incidentally cut production costs, as compared with some other methods. In view of the general use of die castings in talking machines, it is my object in this article to give the readers of *The Talking Machine World* an elementary understanding of the term "die casting" and also describe briefly the process by which they are produced and which is highly essential to the economical production of the modern talking machine, as well as many parts of other musical instruments such as player-pianos.

Definition

Die castings may be defined as metal castings that have been made by forcing molten metal under pressure, into a metallic die or mold. The castings so produced are accurate and have a smooth finish requiring no further machining.

History

The art of casting metals has been known and practiced since prehistoric times. It is claimed the Egyptians cast metal into molds 4,000 B. C. Their mold was made of stone or baked clay. These types of molds were used during the classic Greek and Roman periods, continued to be used during the Dark and Middle Ages and up to the latter part of the eighteenth century. So called sand molding as practiced to-day began about 1703. The advantage of the sand over the clay method was that the former being porous allowed the air to pass through the mold while pouring insuring solid castings.

The introduction of printing by Guttenberg in 1454 created a demand for a cheap method of producing type, and we find that as early as the sixteenth century metal molds were being used for casting type. Pewter tableware had come into fashion at this time and metal molds were used in casting. Metal molds were also used for casting lead pipe before the modern extrusion method was known and practiced.

The first inception of the die casting process is found in the linotype machine where the metal is forced into a metallic mold by pressure which is produced by means of a cylinder and

piston immersed in the molten metal. After the introduction of the linotype machine many attempts were made to apply this principle to the production of machine parts on a commercial basis which met with indifferent success. Die casting as a commercial metallurgical industry was practically established in 1907, when H. H. Doehler patented his die-casting machine which has since been adapted in England, Germany, Austria-Hungary, France and Canada. This machine and process have been improved to a large extent and castings made by this process are recognized as the finest in the art.

Process and Alloys Used

The casting machine primarily consists of a suitable melting pot in which is immersed a cylinder and piston, the whole being heated by gas or electricity. The die or steel mold is clamped to the outlet of this cylinder and the metal is forced into it by means of the piston which is operated automatically. Since the mold is made of a heat-conducting material, the casting chills almost instantaneously, which insures a casting of maximum density, and allows of its immediate ejection from the die, which is also accomplished automatically.

Aside from the machine proper there are two vital factors in the process which are never constant and must be varied in accordance with the requirements of each individual parts. They are:

- 1—Construction of dies or molds.
- 2—Composition of alloys used.

Construction of Dies

No set rules can be made for the construction of dies—every piece having its own peculiar shape. To insure uniformly solid castings, the proper location for the gate or metal inlet must be ascertained. Ejector pins to allow for the rapid removal of the casting from the mold must be provided. Dies must also be properly vented to prevent the foundation of "air pockets" in the castings. Besides these fundamental principles there are a thousand and one other minor factors that must be considered if a perfect product is desired.

From the foregoing it can readily be seen that the proper designing of dies is dependent upon knowledge that has been derived by years of experience. For this purpose a staff of well trained engineers must be maintained whose function it is to make a thorough study of this

phase of the industry, and tabulate their knowledge and experience for later use.

Where necessary the accuracy of a die casting may be held to without .0010 to the running inch. With this fact in view, it can readily be understood that for the actual construction of these dies, only the finest class of mechanics can be employed. Every die is of different construction and comprises within itself the finest example of mechanical skill. A better understanding of the complexity of the die construction may be gained from the fact that the cost of a single die may vary from \$75.00 to \$1,200.00, requiring from two weeks to five months' time of a skilled mechanic.

Alloys

The assumption that all die castings are alike is not only erroneous but is likely to lead to considerable trouble. A die casting alloy may be eminently suitable for talking machine parts, but when the same alloy is applied to player action parts, the results are disastrous. Likewise, an alloy may be used for one part of the talking machine with phenomenal success, but is either too soft, too brittle or too weak for some other part.

The specification of the proper alloys must be left to competent and well trained metallurgists who are guided by experience as well as theoretical knowledge, in their decisions. The mixing of the alloys properly also requires expert metallurgical supervision and the raw materials entering into the alloy must be analyzed to ascertain their purity and further guarantee the quality of the product.

Where Die Castings May Be Used

From the comparatively high initial cost of the die, it can readily be seen that die castings can only be used economically where large quantities of castings are required. It is difficult to place any definite minimum limitation on the quantity. Generally speaking, die castings are rarely economical where quantities less than 1,000 are required.

The die casting process cannot compete with the rough sand casting, screw machine or punch press products, but will show a large saving where a number of machining operations are necessary. The castings are delivered finished to blue print limitations, all holes, slots, large internal and external threads, etc., being cast accurately.

In ordering die castings a blue print or model should be submitted. The important dimensions should be marked and limitations given as liberally as conditions will permit, since it must be borne in mind that close limitations means very accurate die work and consequently higher die charge. The functions of the part should be given as should also the physical and chemical conditions surrounding the part while in service. This is to enable the metallurgists to specify the proper alloy.

Die castings when made from the proper alloy may be electro-plated with gold, silver, nickel, brass, etc., without any difficulty.

"Doehler Die Castings"

By the term "Doehler Die Castings" is meant die castings made as outlined in the foregoing article by the Doehler Die Casting Co. This company operates plants in Brooklyn, N. Y.; Newark, N. J., and Toledo, Ohio. Each plant has an independent staff of well trained mechanical, metallurgical and chemical engineers, who make a study of the functions of every part produced, insuring a satisfactory product.



The Lyrian Baby Grand Phonograph

\$25.00 Retail

33½ inches high, 17 inches deep
14½ inches wide

Mahogany finish. Plays any disc record vertical or lateral cut. A wonderful seller.

Dealers write for full descriptions and proposition

Lyrian Phonograph Co.
621 Main Street, Cincinnati, O.

Supremacy of Majestic Records

IN THE

Popular Priced Field Is Undisputed

**B
E
C
A
U
S
E**

25c—7 in. Records (Double Disc)—25c

The tonal quality compares with the best, regardless of price. We have practically eliminated surface noise.

The MAJESTIC CATALOG embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical—Humorous—Secular and Sacred—and all the popular hits of the day.

Our proposition to jobbers and dealers is most liberal and MAJESTIC RECORDS mean quick sales and quick profits.

50c—New 9 in. Records—50c

In our new 9 inch double disc record we give another remarkable demonstration that the MAJESTIC is making the retailing of records a big, profitable business.

Immediate Deliveries—70 New Titles This Month

Majestic Record Corporation

37-39 East 28th Street,

New York City

WORLD'S CLASSIFIED ADVERTISING

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

POSITION WANTED—Wish to connect with live concern where opportunity would be given to develop original patentable ideas in connection with talking machines and accessories, or would consider position in charge of manufacturing with above features as side issue. Am a practical man with many years' experience and a thorough knowledge of every detail in connection with the manufacture and installation of spring motors and accessories. Address "Box 380," care The Talking Machine World, 373 Fourth Ave., New York.

LATE OFFICER, director and patent counsel of one of the largest phonograph companies, manufacturing records and machines, thoroughly familiar with industry, will consider an attractive proposition. Address "Box 11," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A complete file of The Talking Machine World since its foundation some twelve years ago, or a file for part of these years. Send information to "Desirous," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by mechanic of experience. 20 years on instrument work. Expert on motor troubles, as repairman, assembler and adjuster of phonographs; have A1 reference from one of the best firms in New York City. Address "Box 381," care The Talking Machine World, 373 Fourth Ave., New York.

PHOTOGRAPHS WITH A MEANING

A Pictorial Story of the Wonderful Progress That Has Been Made by the Otto Heineman Phonograph Supply Co. at Its Factory in Elyria, O.—Sets a New Record

In another section of this issue of The World there is presented one of the most interesting collections of photographs that has ever been prepared for the attention of the talking machine trade. This series of pictures, which were "taken" at the factory of the Otto Heineman Phonograph Supply Co., Elyria, O., bespeaks most emphatically the wonderful progress achieved by the talking machine industry the past year, and the phenomenal success attained by the "Motor of Quality," the leader in the group of phonograph parts manufactured at the Heineman plant.

Last April Otto Heineman, president of the Otto Heineman Phonograph Supply Co., arranged to illustrate in the columns of The World a group of twelve photographs which represented the more important departments at the Heineman factory. These photographs attracted the attention of all members of the trade, who were deeply impressed with the magnitude and extent of the Heineman manufacturing resources.

BUY YOUR
SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

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

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

Don't delay but write today for prices

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

EXPERIENCED man in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with live talking machine dealer—Edison dealer preferred. Address "Box 382," care The Talking Machine World, 373 Fourth Ave., New York.

REPAIRMAN WANTED—Must be thoroughly familiar with both Victor and Columbia motors and capable of turning out the best of repairs on same. Send complete references in first letter. Address Tri-State Talking Machine Co., El Paso, Texas.

SALESMAN, thirty years of age, eight years experience as salesman, competent to produce results, seeks connection, wholesale or retail. Highest references. Address "Box 383," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

SPECIALTY SALESMAN—(Live wire type.) To handle profitable side line—sold among talking machine and piano dealers exclusively. Big future on repeat business. Write to-day for particulars. Master Manufacturing and Specialty Co., Box 96, Camden, N. J.

FOR SALE—Live Victrola Agency in growing suburb of Eastern city of 500,000 population. Store modernly equipped and well stocked. Good reason for selling. Address 376, care Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Fine Victor retail store in business center of Eastern city of half-million population. Store and fittings modern in every particular. An opportunity. Address 377, The Talking Machine World, 373 Fourth Ave., New York City.

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 City.

POSITION WANTED—By all-around repairman, experienced in all kinds of motors, as I have had full charge of motor and assembling department. Address Box 379, care The Talking Machine World, 373 Fourth Ave., New York City.

Since April, however, the Heineman business has shown such a remarkable increase, and the demands made upon it have jumped ahead so rapidly, that the illustrations shown at that time are totally inadequate in their purpose, and do not by any means reflect the enormous strides made by the "Motor of Quality" institution. During the past eight months every single department in the Heineman factory has been enlarged considerably, and the net results of these activities are evidenced in the thirty odd illustrations shown in this month's World, which form an amazing example of modern manufacturing proficiency and efficiency.

The average member of the talking machine industry will probably find it difficult to realize that the Otto Heineman Phonograph Supply Co., has been actively associated with this coun-

try's industrial affairs for less than two years. To the great majority of phonograph men the name "Heineman" is synonymous with motors, tone arms and sound boxes, and the remarkable success achieved by the company in the short while it has been in business is indeed a tribute to the quality of the Heineman products, and the personal force of the man directing its destinies.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., who is now recognized as one of the "captains" of the talking machine industry, has made a life-long study of the talking machine field. Although a comparatively young man in point of years, Mr. Heineman has been associated with the production of phonographs for upwards of fifteen years, and there is no phase of the industry which has not received his careful thought and study. One of the founders of the world-famous house of Carl Lindstrom, Berlin, Germany, and for many years its managing director. Mr. Heineman is thoroughly familiar with the history of the phonograph, from its earliest days to its present worldwide fame and popularity.

The success of the Otto Heineman Phonograph Supply Co., is based on the doctrine "quality first," and every motor, tone arm or sound box produced at the Heineman factory is an exponent of this principle. The term "Motor of Quality" was adopted as the company's trade-mark about a year ago, and to-day the "Motor of Quality" trade-mark emblazoned in red on the Heineman letterheads, publicity matters, etc., is a familiar object in all sections of this country, and even abroad.

INCORPORATED

The Goldenstone Needle Co., Inc., New York, has been incorporated with a capital stock of \$5,000 to manufacture and deal in patented articles, musical instruments, needles, phonographs, labor saving devices, etc. The incorporators are H. E. Fitzsimons, J. J. Brennan and E. W. Hart.

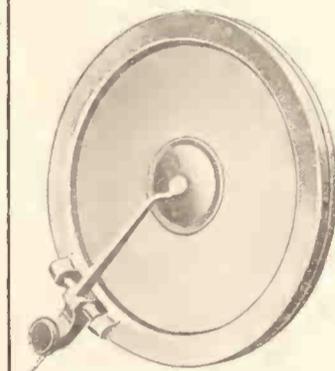
Chandler W. Smith, of Wollaston, Mass., who is well-known in the piano trade, has opened a talking machine shop in the Norris Block, where he will carry a full line of talking machines and records.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles.

THE BLISS REPRODUCER

will play

ALL MAKES OF RECORDS,
WITH GREATER VOLUME,
LIGHTER NEEDLE,
LESS SCRATCH,
BETTER QUALITY AND
ARTICULATION



than any "sound box" using mica, metal, paper or cork.

Bring your best sound box and favorite record and make your own comparison.

GREAT OPPORTUNITY FOR THE DEALER

Write or call for demonstration.

WILSON LAIRD PHONOGRAPH CO., Inc.

136 Liberty Street, New York City

FORMAL OPENING OF NEW AEOLIAN HALL IN THE BRONX

Handsome Quarters at 367 East 149th Street, in Heart of Busy Section, Both Exterior and Interior of Building Specially Designed—Wm. G. Whitbeck Manager

The Aeolian Co., New York, held the formal opening of its new Aeolian Hall in the Bronx, late last month, and this new establishment was the subject of extensive advertising in the local newspapers.

Aeolian Hall in the Bronx is located at 367 East 149th street, in the heart of the business center, and adjacent to all modes of transit. Architecturally this building follows the gen-

opening of Aeolian Hall is reproduced herewith, and this copy traces the growth of the Aeolian Co. from the time it occupied a one-story shop at 831 Broadway, some forty years ago, until to-day when it has establishments in all of the leading countries of Europe and occupies one of the most magnificent buildings in the musical world.

The reason for opening a new Aeolian Hall

RECORD ENVELOPES

STOCK RECORD POCKETS
SHIPPING CARTONS
J. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

TAMING MULES BY MUSIC

California Farmer Has Talking Machine Play When He Breaks His Mule Colts

The Colorado farmer who gets more milk from his cows by giving them a dash of grand opera and a bit of ragtime on his talking machine is not a pioneer in this novel field of farm efficiency.

George A. Gage, of Sutter county, California, claims to be the first "musical farmer."

Gage raises mules and horses. He has a big talking machine on his farm and he plays band pieces, preferably soothing melodies and waltzes, when he is breaking his mule colts.

"Mules love music," said Gage. "I discovered that ten years ago when I drove Benjamin Harrison—the orneriest old mule you ever saw—to Yuba City when a brass band was playing.

"The mule had one of his balky, contrary spells that day, and I could hardly do a thing with Benjamin until we got to Yuba City. You'd never believe it if I told you the change just a few band selections made in that animal. From that day until Benjamin's death he was the gentlest, lovingest old mule you ever would want to see.

"That gave me an idea. When I break my mule colts now I always have the talking machine play. It seems to attract the mule's attention from the harness and wagon.

"Horses don't seem to be affected much. But mules are nearer human than horses anyway."

Gage also avers his chickens like talking machine music, but would not go on record as saying ragtime made the hens lay more eggs.

OFFER LEADER FOR HOLIDAY TRADE

"125 Crescent Outfit Complete" Has All Metal Parts Gold Plated—Big Demand for Parts

The Crescent Talking Machine Co., Inc., of New York, reports big business, especially in parts, tone arms, sound boxes, etc. A brisk business is also being done in Canada.

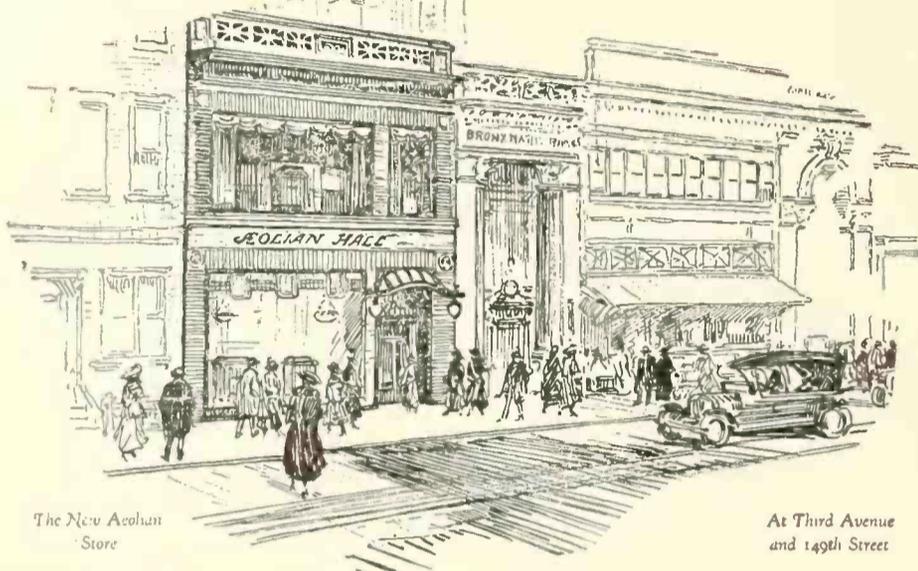
The World representative who called was informed that this company is putting out a holiday leader in the form of "125 Crescent Outfit Complete." "This outfit," said a member of the Crescent firm, "consists of a mahogany cabinet machine, equipped to play all makes of records. The metal parts throughout, including the casters, are handsomely goldplated, and there is also a clever one-hand automatic cover support."

TO HANDLE TALKING MACHINES

The Electrotone Auto Music Co., 127 West Fifty-sixth street, New York, which for several years has acted as local representatives for the J. P. Sceburt line of automatic pianos and orchestrions, have leased additional space adjoining their present quarters and will shortly install a line of straight pianos and talking machines.

THE AEOLIAN COMPANY

In BROOKLYN 119 Flatbush Ave. In THE BRONX 367 East 149th St.
In MANHATTAN - 29 West 42nd St.



The New Aeolian Store

At Third Avenue and 149th Street

AEOLIAN HALL IN THE BRONX

New York's greatest music house makes another move to increase its capacity for service to its patrons

THE opening of the new Aeolian Hall in the Bronx is significant of the rapid growth, the increasing importance of the great northern borough—significant, too, of the steady, persistent rise of a great public-serving institution, the most remarkable music house in the world—The Aeolian Company!



In Paris, Boulevard des Capucines

Almost four decades ago, while the fields of the Bronx, long since firmly pressed by the footfalls of millions, still sturred to the furrowing plough, a big and fine idea found its first contact with the public in the little one-story shop at 831 Broadway.

Today that quaint small shop is gone and forgotten, but the idea has flourished with the vitality of genius—has encircled the globe with its transforming touch—has brought music closer to the hearts of the men of every nation.



In Paris, 119 Avenue de l'Opéra

One of the children of that idea is the Pianola—the perfect modern piano that all may play. It is this instrument that has introduced to hundreds of thousands the unique joys of expression in music.

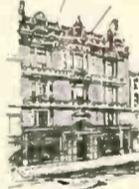
It is this instrument that has smoothed the paths of the music student, enriched the social life of countless homes, made music truly an art of and for the people!

Another expression of the idea is the Aeolian Vocalion, the wonderful, new phonograph. With its perfection of tonal quality, and the Graduola control, it grants to everyone the new pleasures of the talented vocalist or instrumentalist.

In Manhattan

Closely linked with and largely responsible for a world-wide awakening in music, the idea of musical instruments of unquestioned artistic quality yet playable even by those without skill or instruction in music has made possible the large commercial success of the Aeolian Company.

Directed by men of power and vision, the Company has made its successive steps from the Broadway shop to the store in 23rd Street—to the Aeolian Hall in Fifth Avenue, finally to the present new Aeolian Hall in Forty-second Street. And has founded itself as a world institution. In the Capitals of Europe, even in far away Australia, the Aeolian Company is the dominant music house.



In London, 133 New Bond St.

And now as the expansion of the Greater City has made no longer possible the serving of the thousands of Aeolian patrons from one great Metropolitan center, the beautiful Aeolian Hall in Brooklyn is already established, and tomorrow the doors of the new Aeolian Hall in the Bronx will open.

This fine establishment is to be the music center of the Bronx, as the Aeolian Hall in Manhattan is the music center of the Great City. In completeness of stocks in every detail of service it will be unsurpassed—a music house of which the northern borough may be proud.

We invite the public to visit this beautiful, new store, the latest tribute to the community power of the Bronx, and a notable indication of the power and will to serve of the Aeolian Company, New York's greatest music concern.

On Display: The Pianola in all models, the wonderful new Duo-Art Pianola, the Steck, the Wheelock, Stroud and famous Weber pianofortes—Aeolian-Vocalion, newest and greatest of phonographs. Complete stocks of music rolls and Columbia Records.



In Brooklyn, 11 Flatbush Ave.

Striking Aeolian Announcement

eral plans of Aeolian Hall in New York and Brooklyn, and the furnishings and decorations are thoroughly in accord with the prestige and standing of the Aeolian Co.

The Aeolian-Vocalion is prominently displayed in this new Aeolian Hall, one entire floor being devoted to the exhibition and sale of these instruments.

William G. Whitbeck is the manager of Aeolian Hall in the Bronx, which is under the general supervision of Thomas H. Fletcher, manager of the Aeolian Co.'s retail interests.

One of the advertisements announcing the

in the Bronx is well set forth in the following paragraph:

"And now as the expansion of the Greater City has made no longer possible the serving of the thousands of Aeolian patrons from one great metropolitan center, the beautiful Aeolian Hall in Brooklyn is already established, and to-morrow the doors of the new Aeolian Hall in the Bronx will open."

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

Immediate Delivery

Double Spring Motors Single Spring Motors

Main Springs Universal Tone Arms
Needle Cups Tone Arm Rests

WRITE FOR PRICES

C. KRONENBERGER
438 Broadway NEW YORK



Paddack Diaphragm

"Better Than Mica"

The Paddack Diaphragm is made of a special patented composition that does its work better than mica, lasts longer and gives a better tone.

As the Paddack Diaphragm is a manufactured product it never varies but is uniform under all conditions. There are no "seconds" in Paddack Diaphragm shipments. Every diaphragm is perfect.

Write for Samples and Quotations

PADDACK DIAPHRAGM, Inc., 1411-30 Church St., New York

MAKE EXHIBIT AT STATE FAIR

Rustin's Talking Machine Co. Displays Columbia Line at South Carolina Exhibition

COLUMBIA, S. C., December 7.—Rustin's Talking Machine Co., one of the largest talking



Rustin's Effective Display at Fair machine dealers in this State, recently conducted a very attractive exhibit at the Columbia, S. C., State Fair, which furnished excellent publicity for the products of the Columbia Graphophone Co. and produced numerous Grafonola and Columbia record sales.

This company has been handling the Columbia line for sometime past, and through the use of energetic sales methods, coupled with practical service to its patrons, it has been able to rapidly expand its business.

IMPROVE PORTLAND, ORE., STORE

Wiley B. Allen Co. Provide Additional Rooms for Victor Talking Machines and Records

PORTLAND, ORE., December 2.—The Wiley B. Allen Co., of this city, have been making extensive improvements to their store at Broadway and Morrison street.

The new arrangement allows first and second floors for Victor goods, and six new Victor record rooms and several machine salesrooms.

Manager James L. Loder predicts an unprecedented holiday trade. Business to date has broken all previous records, and Mr. Loder finds demands for Victrolas, styles XI and XIV, exceed the supply. Also, an increasing demand for Victrola, style XVIII, electric.

ROBBED COLUMBIA FACTORY

Watchman and Pals Get Away With Parts Valued at \$50,000—Arrested

BRIDGEPORT, CONN., December 8.—Charged with being members of a gang working as employes of the American Graphophone Co., who looted the factory of electric motors, records and talk-

ing machine parts, valued at more than \$50,000. Timothy Sullivan and Royal Saph were arrested here last week. Sullivan admitted his guilt.

Sullivan was employed as a watchman in the factory, and it was his custom to pile the goods outside of the window for his accomplices to remove in dress suit cases. It is estimated goods valued at \$2,000 were carried away in one night. The police are endeavoring to discover where the goods were sold in New York.

FIGNER MANOIL SUPERINTENDENT

Promoted From Assistant Factory Manager of Plant Where Manophone is Manufactured—Has Had Wide Talking Machine Experience

Arthur Figner, who as announced some time ago in *The World*, became assistant factory manager of the James Manoil Co., Newburgh, N. Y., is now superintendent of this plant. Mr. Figner has devoted most of the years of his life to the practical end of the talking machine business, having at one time been connected with the Columbia Graphophone Co., and also other talking machine manufacturers. He has not only made a close study of manufacturing methods, but particularly the producing of tone arms and sound boxes.

He also comes from a family which has been interested in the talking machine business for many years, having an uncle, Gustave O. Figner, of Sao Paulo, Brazil, who is agent for the Columbia Graphophone Co. in that country. Another uncle claims to have been the first man to have brought the phonograph to South America; while still another controls a certain patent on records in Brazil.

SAME OLD STORY IN KANSAS CITY

"Victrolas, Victrolas, Victrolas," the Cry, Declares Schmelzer Arms Co.—Closed Tremendous November Business, Says A. A. Trostler

KANSAS CITY, Mo., December 4.—The Schmelzer Arms Co., Victor distributors, state that it is the same old story, Victrolas, Victrolas, Victrolas, with dealers flocking in and telegraph and telephone wires humming in an effort to get some sort of a machine with the Victor name on it to satisfy the retail trade.

A. A. Trostler, manager of the talking machine department of the company, states that he has about decided to move his office to a dark corner of the cellar where no one can reach him for the next thirty days, before he loses his reason entirely.

"We have closed a tremendous November," declared Mr. Trostler, "and when the curtain rises on 1917 we will have closed the most prosperous year in the history of the Schmelzer Arms Co., which is more than gratifying, to say the least, and 1917 promises to be still greater."

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

There Is Always One Best



It is easy for you to know the best reproducer for playing EDISON Records on other machines.

Simply send for a

VICSONIA

and determine for yourself

No rattle or blast

Pure, sweet, natural tones

Easily and quickly attached

We will send one N. P. VICSONIA to any DEALER in the U. S. or Canada on receipt of \$3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street

New York, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK
FACTORY, ELYRIA, OHIO

CHICAGO

SEATTLE

ATLANTA



We manufacture four styles of

Sound Boxes

All guaranteed to be the
Highest Tone Quality

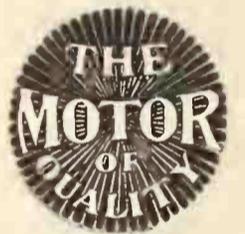
PATHE SAPPHIRES

EDISON POINTS

ORDER NOW FOR 1917



Otto Heineman
President



AN ORIGINAL WINDOW DISPLAY

Southern California Music Co. Shows Edison's Laboratory in Store Window During Recent Edison Week—An Interesting Home Scene

LOS ANGELES, CAL., December 2.—During the recent Edison Week, the Southern California Music Co. had one of the most interesting window displays featuring the Edison product ever seen in this city. The display was under the direction of W. H. Richardson, manager of the Edison department of the company, and was entered in the window display contest.

The most striking scene was labeled: "From Edison's laboratory to your home," and occupied one of the main windows with a frontage of thirty feet. The scene represented Edison's laboratory at Orange, N. J., with the details usually associated with such a laboratory. Mr. Edison himself was impersonated by Mr. Titus, of the Fox Film Co., and the faithfulness of detail served to excite enthusiastic comments from the hundreds who stopped to inspect the display closely.

In a window on a placard was given a short history of Mr. Edison's exploits in the phonograph field since 1878. Another sign read: "This display represents a corner in Mr. Edison's laboratory where he invented and perfected his most famous inventions, the best known of which are: the Incandescent Electric

Light, the Cylinder Phonograph, the Motion Picture Machine, and the Diamond Disc Phonograph, the instrument which re-creates music." There was also on display in the window a model of the first cylinder machine invented by Mr. Edison which used tin foil records.

Another scene occupied the same width of window space showing the living room of a



Edison in Laboratory as Window Display

typical high-class home, with a mother and two small children being entertained by an Edison Disc phonograph. One child was being taught to operate the instrument, while the other was seated on the floor playing with Edison disc records, thus demonstrating their indestructibility.

The caption of the display read: "Let your family enjoy Mr. Edison's wonderful re-crea-

tion of music." A picture of the laboratory scene is reproduced herewith.

TALKING MACHINE WINS OVER FORD

Family Council Decides That Talker Would Be Best for All Hands.

St. LOUIS, Mo., December 5.—This rather interesting story is told by a man who was rapidly reaching the point where there was to be some money to spend for the benefit of the family. The question as to what the family would most like to have had been discussed several times, and finally it was put up to all members, three children and the parents, at the dinner table. The question rapidly narrowed down to a \$250 talking machine or a Ford automobile. The discussion at this point got very interesting, and then came a vote and the talking machine carried. This family has not bought yet, but it will some time in the near future.

**ATTENTION
EDISON DEALERS**

Something New

The "KENT" Universal Attachment for the Edison Disc Phonograph to play all make records.

Ask your jobber
he has them.

F. C. Kent Co.

Notice to Victor Jobbers

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.

Our patent envelopes are locked in metal. We can Guarantee them to you and you can do likewise to your customers.

To convince yourself give us a small order and let us prove all we say is the truth.

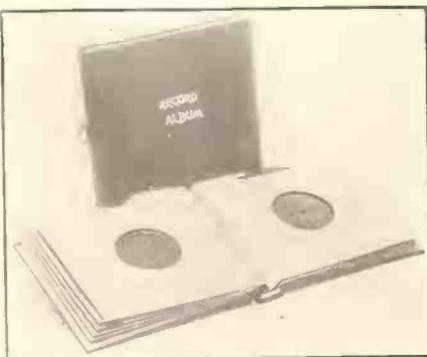
We are also the Sole Manufacturers of the now "Famous Edison Re-Creations Album."

Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, New York

Factory, 103 Broadway



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Developments in Trade in the Talking Machine Field Have Demonstrated That These Instruments Are no Longer a Luxury, but a Downright Necessity—The Demand Has Become Quite Acute—The Matter of Labor a Decided Issue—How a Conference of Manufacturers Would Help—Eisdell With Columbia Co.—Marathon Records May Reappear—Some Interesting Issues of Records During the Month—Gramophone Co., Ltd., Declare Ten Per Cent. Dividend—Columbia Activity in Record Field—Other News of General Interest to Talking Machine Trade

LONDON, E. C., December 5.—In retrospect talking machine commerce from the main view point—that of bulk sales—has belied all prognostications. Upon the outbreak of the titanic struggle, it was perhaps natural that the pessimists should hold the field, and in one sense they were right. Arguing from the point of view of industrial dislocation, the financial drain upon private resources, etc., it certainly appeared that such articles as musical instruments would not, as a trade, survive to any great extent. This in relation to the fact that gramophones were then regarded more as luxuries than anything else rather strengthened the belief that maintenance of business under the circumstances would at least be precarious. True, it might have been. But for one thing. And that? There is only one answer. To-day the gramophone is no longer a luxury; it is a downright necessity! It charms into pleasant thoughts the minds of our wounded soldiers and makes easier the monotonous days of their convalescence; in fact, to them it is a golden solace of inestimable worth. Nearly every hos-

pital, if not all, now possesses a gramophone and quantity of records as a necessity. Similarly, it finds a treasured place in the homes of thousands of munition workers, whose main relaxation is the music thus provided. So much is all this recognized that the difficulty has been to produce machines and records fast enough. There is, in fact, no cause for doubting that trade prospects are in every way satisfactory. Machines and records do not require selling to-day; people come in and buy them! That being so, one's thoughts instinctively deviate in the direction of supply. From this side the picture is by no means so encouraging, though there is no great cause for alarm. At this moment, the trade is undergoing some reconstruction, which calls for the exercise of careful judgment on the part of all manufacturers. With the scarcity of ordinary labor—the chief difficulty at the moment—there is a growing tendency to initiate women in the work of those departments which hitherto have been considered only suitable for male labor. Experiments are being made to that end, and doubtless it will be found that the more robust female will gradually adapt herself in the work of the sections in question, but whether or not they can be utilized on a sufficiently large scale for the onerous work of record pressing is still an open question. It is of immediate importance, however, that this matter should be thoroughly threshed out. Already the difficulties of record production has involved in a number of cases the refusal of orders on fixed time delivery. Unless some efficient steps in co-operation by all manufacturers are at once taken, it may be that the future will provide cause for regret. The government is now arranging a big scheme

of substitution which will further militate against the retention of male labor on such work as the making of gramophones and records. One is precluded from saying too much on this point, but certainly the time has arrived when a round table conference of manufacturers would go far in the elucidation of an urgent problem. Isolated and half hearted effort is never productive of much solid result, and I therefore make a strong plea for united action before the trouble becomes acute. Classes at one of the factories might conceivably be started with advantage while there yet remain the means whereby to coach women and boys into work which takes some time to learn. The progress of the gramophone industry is of national importance in more ways than one. It must be maintained at full strength—and it can be, if valuable time is not lost. That it may be so let us take the needful steps without delay.

Seasonable Wishes

All good wishes for the festive season and a real new year of happiness to all my readers. The fervent hope of everyone, whatever be his interests, must be concentrated upon an honorable and satisfactory conclusion of this terrible war. May 1917 see the end of it!

Preserver of Languages and Dialects

Nothing has taken a more leading part in the preservation of languages or dialects than the gramophone. That is an established fact which continual experiment has endorsed over and over again during the last few years. Many learned professors have come to recognize the value of records in this regard with the result that to-day the British Museum is in possession

(Continued on page 106)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dvor, Moscow; 8, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haaburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamskade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

- the smallest complete machine on the market
 - with a tone, both in quality and volume, equal
 - to the largest. IT HOLDS 12 DISC RECORDS.
- Outside measurements when closed 14 x 11½ x 7 inches!

JOBBER—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

of as fine a collection of world dialects as can be found anywhere under one roof. The subject is brought to fresh prominence by a recent article in the London "Observer," which speaks of the work done by Professor Jones, reader in phonetics at the University of London, in securing fine record specimens of the Welsh, Japanese, Hungarian, Czech, Zulu and other languages. In an interview Mr. Jones said, "We have other ways of recording speech besides the phonograph. There is the kymograph, an instrument which records the waves of speech on a revolving drum. The words are spoken into a tube and very beautiful curves, corresponding to the sound, are recorded on smoked paper. From these curves we are able to analyze the nature of the sound, demonstrating for example, that the Japanese whisper many of their vowels instead of sounding them in the ordinary voice. The preservation of dialects is of historical importance and of great value for philologists. Some dialects are disappearing, and if records were taken it would go a long way to keeping them alive."

Hubert Eisdell on Columbia Records

Hubert Eisdell now records exclusively for Columbia! This news of one who by sheer merit alone has forged his way into the front rank of the greatest tenors will give immense satisfaction to his admirers. He has a wide host of friends throughout the country who will be pleased with his new Columbia recordings. In the rare intervals between his arduous duties on a patrol boat scouring the coast. Mr. Eisdell was able to secure leave, and came to town expressly to make his first Columbia records.

These are announced this month and they are certain to create something of a sensation by reason of their being double-sided records. There are two discs, one giving us "Love's Garden of Roses" and "O Flower Divine," and

the other "Wait" and "Parted." Mr. Eisdell writes as follows: "I am delighted with my Columbia records, which I have just heard, and am astounded at hearing my voice so faithfully reproduced by your wonderful recording process."

Dividend of Ten Per Cent.

A dividend of 10 per cent. on the ordinary shares for the past year is made by the Gramophone Co., Ltd. This is identical with that declared for the last two years, preceding which the figure was not less than 20 per cent! All things considered it must be regarded as a satisfactory distribution, especially when it is remembered that practically the whole of the continental business is shut off by the war.

Winding Up Polyphon Supply Co., Ltd.

Perhaps in no other industry was German influence so great proportionately, as in the talking machine trade. It was absolutely satiated with enemy-made goods, which, as a matter of fact practically monopolized the British market. Some businesses closed down soon after the outbreak of the war, others were placed in the hands of controllers appointed to fat salaries by the Board of Trade. There is now an agitation for their complete winding up, and as a result official intimation is given under a Board of Trade order for the winding up of the New Polyphon Supply Co., Ltd., 2 Newman street, London, W., a firm which for many years has conducted a large gramophone jobbers' business.

Busy Bechstein Business

Apropos the foregoing it is interesting to note that the entire stock, good will, leasehold and premises of the Bechstein London business was recently sold under the hammer for £56,500. Starting at £40,000, the bidding rose chiefly in sums of £1,000, until at the price quoted, the complete lot was knocked down to James Boyton, who bought on behalf of Messrs.

Debenham & Freebody, Ltd., the great West End stores in Wigmore street, London.

The Marathon to Reappear

The long playing "Marathon" record, having a cut finer than any ever issued, is rumored to be due for resuscitation. The trade censor will not as yet consent to the publication of details, but I am assured a movement is on foot whereby the Marathon will certainly make a new bid for patronage under less financial disadvantages than before. I have held faith in the Marathon all through its somewhat troublous career, and most certainly believe it to be the record of the future. Though in capable hands, its first policy direction was perhaps a little too stringent. The policy and organization was good, but in the opinion of many, a little elasticity in carrying it out would have made a considerable difference. These are important points, but there were many other reasons connected with finance and general conduct of affairs more responsible for the elimination of the Marathon business. The record itself will never die, and I am thinking that any new organization for its reissue will not fail to take full count of previous failings. Definite news as to the composition and policy of the new undertaking foreshadowed, will be awaited with more than ordinary interest!

German Prisoners to Make Musical Instruments

German prisoners are now to be offered work, be it noted, under proper conditions and wages, in various industries, one of which is the making of pianofortes and other musical instruments. As a matter of fact pianos are already under construction at one at least of the internment camps.

Records of Pianoforte Accompaniments

At various periods in the history of the talking machine trade spasmodic efforts, but none the less praiseworthy, have been made to meet the public demand for records of pianoforte ac-

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!



REGISTERED
TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are *better*, our Prices are *better*, and our Deliveries are *surer* than any brand you've ever handled.

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 106)

companiments to the more popular class of standard songs which form the chief program in the average suburban home circle. It cannot be said, however, that any great success in this direction has been achieved. Nevertheless some progress is to be registered, and now that "His Master's Voice" company has taken the subject in hand seriously, the prospect is distinctly more encouraging. A good start is made with an issue of six double-sided discs of accompaniments for soprano or tenor of such well known songs as, for instance, "The Rosary," "A Perfect Day," "O Dry Those Tears," "Little Grey Home in the West," "Somewhere a Voice Is Calling," "Good-bye," etc. For contralto or baritone there is a similar selection. Instructions as to the correct speed, etc., accompany each record, and there can be little doubt but that this splendid recorded innovation of what is often said to be a lost art, will in consequence receive a great stimulus. The action of the gramophone company merits the hearty co-operation of all dealers, and I certainly believe the venture is not only welcome to a very large circle of amateur and professional singers, but am also sure it must prove a greater success perhaps than was at first anticipated. Capital!

Records by Garde Republicaine Band

The famous Garde Republicaine Band, which recently paid what proved to be a triumphal visit to London, was naturally in great demand for the purpose of making new records. To the fore as usual, the Winner Record Co. quickly secured at considerable expense the services of these French semi-state instrumentalists with the happiest of results. Several items were successfully recorded under special conditions, and those announced this month are: "Andante and Scherzo" (A. Deslandres), "Musette" (C. Huguenin), and "Prelude et Minuet" (Ressard). All brilliant masterpieces, to be sold at the standard price!

New Composition Grows in Favor

As the outcome of British enterprise, we should not be again dependent, as before the war, upon importations of record material. The new composition, Ebonitis, is making great headway. Owing to its special elasticity and to some extent, newly tried ingredients, Ebonitis is productive of a very fine surface which practically eliminates the surface noise so common to most records. This, it should be noted, is not at the expense of wear, for it is guaranteed to withstand, under proper treatment of course, more than a fair share of needle friction. Quotations may be obtained from Ebonitis, Ltd., Willowbrook Grove, London, S. E.

A Novel Hornless Instrument

A novel hornless instrument which made its appearance some time ago, called "The Rollophone," continues to enjoy a remarkably good sale. It is fitted with a drawer for records which when opened automatically operates the Venetian roll top and presents the machine ready for immediate use. The construction throughout is

good, consistent with the reasonable price asked, and from the viewpoint of tone delivery, the Rollophone is altogether pleasing. In addition to machines, Messrs. W. H. Reynolds (1915), Ltd., specialize in parts, accessories of all kinds, and "Favorite" double records.

Records Whose Quality Is Appreciated

The best evidence of quality is usually reflected by sales which are progressive. This combination sums up better than anything else the trade position held by the "Guardman" records, and the Invicta Record Co. certainly has good reason to believe that its present support is but an indication of even greater progress ahead. Every effort is put forth under the most difficult circumstances of production—common, by the way, to all record concerns—to issue what is required, up-to-date records of merit. Upon their success one need not elaborate; sufficient is it that the position grows stronger every day, and the Guardsman record sales, likewise. Some fine new lists for the season, suitable Christmas and New Year titles, are now ready. Those who would be prepared have already placed their orders; the last minute school of dealers will, I am afraid, find these days that "procrastination is more than the thief of time!"

New Piano Capitalization

One of the very old and famous pianoforte interests has come under certain financial reorganization by the recent registration of a new company under the title of John Brinsmead & Sons (1916), Ltd. The prospectus does not actually disclose the purchase price, but the capital is put at £100,000 in £1 preference and ordinary shares, besides a £40,000 debenture at 5 per cent. interest. Average profits for the past few years were over £8,000 per annum. This is arrived at after allowing for advertising expenses, which the managing director is reported to have stated should be reduced! Owing to the elimination of German competition, it is thought the new company's prospects are exceedingly good.

Eisdell's Records on Double Discs

The Gramophone Co., Ltd., announce the inclusion of Hubert Eisdell's contributions in the double-sided category. This is evidently a reply to the acquisition of the famous tenor's services by another company, and the consequent competition is naturally arousing some interest in the trade. Hubert Eisdell will now be in greater demand than ever, which should be of mutual value for the four interests concerned. Previous "H. M. V." single-sided records will be exchanged for the new double-sided program, and with this intimation the Gramophone Co. sent a full list of Eisdell's fine records and an order form which dealers are asked to fill in and return without delay.

Concentrate on Certain Styles

The "His Master's Voice" dealers have received intimation that, owing to the companies factories being actively engaged on work of national importance, it has become necessary

to curtail the further manufacture of some models until a return to normal times. Eleven types of instruments, numbers 3 to 14 inclusive, will be continued, but the supply of Nos. 1, 1a, 2 and 4 are not in future available. Orders on hand for the latter must, under the circumstances, be considered cancelled. We are sure that all dealers will fully appreciate the overwhelming reasons advanced for this step and make their plans accordingly. There are, of course, other reasons well known to the trade, that militate against the supply of instruments, and we must, all things considered, content ourselves with the thought that it is a matter for satisfaction that gramophones are still available in fairly respectable quantity.

Make Tour of Inspection

In the welfare of munitioners, Her Majesty the Queen has always evinced very sympathetic interest. It has been her practice to visit different centers, and express her personal thanks to those who daily render such good service to the country. The latest occasion in this connection was Her Majesty's visit to the huge factories of "His Master's Voice" Co., whose managing director, Alfred Clark, and others, received the Queen and conducted her over the works on a tour of inspection. Having personally congratulated the girls and workers generally upon their self-sacrifice, Her Majesty departed to the spontaneous singing of the national anthem. It was indeed a memorable day: one that Hayes will not quickly forget!

T. Edens Osborne's Enterprise

To T. Edens Osborne, of Belfast, must again be given the credit of retail enterprise in the maintenance of newspaper publicity. After announcing a list of recent importations, one of his advertisements proceeds to issue a mild challenge. Anyone who doubts that Mr. Osborne holds the largest stock of gramophone goods in Ireland is invited to call and see for themselves. Capital!

Large List of New Records

A very large list of new records is this month announced by the Sound Recording Co., Ltd., London. In the Gramavox special quality series will be found some excellent selling numbers, the trade orders for which are keeping the company's factory facilities of output up to its zenith. There is also a big list of "Star" and "Popular" discs, comprising many well-known songs of the standard school in addition to the more recent compositions of merit.

New Zonophone List

The new Zonophone list of double-sided records bespeaks the exercise of a close watch upon public taste. There is music for every mood. Whatever one's musical appetite may be, it is sure of appeasement from the varied programs announced by this company. Overseas traders would do well to note as a fact that Zonophone records provide a magnificent choice of London's latest in things musical, contributed without exception by artists of

(Continued on page 108)

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

**EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND**

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

Who Said MAINSPRINGS?

WHOEVER says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring on the market is known by one name only

REYNOCARBO MAINSPRINGS

which are made by special process to ensure their being flawless. They're made in all sizes, and prices are the lowest as always. Special quotations for large quantities.

☐ An excellent stock of tone arms, sound-boxes, horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.
45, CITY ROAD, LONDON, E. C.
TELEGRAMS—"KNOTASLEPE," ENGLAND

merit and in many instances, of world-wide renown. In the way of window bills, showcards and other publicity matter of attractive design, dealers receive very liberal support.

Columbia Brieflets

The Columbia December supplement features "The Holy City," by Madame Clara Butt, and "Nazareth," by Kennerley Rumford, as appropriate Christmas fare. In addition, a comprehensive list of Christmas selections from the catalog is also given in the supplement, so that dealers and public alike have a splendid choice.

The celebrated "Air on the G string" of Bach is the contribution of the master-cellist, Pablo Casals, to the Columbia December list. This is the famous air for the violin, transcribed for 'cello, and played by M. Casals with an effective orchestra accompaniment. It is one of those supreme examples of the simplicity of genius that Bach, of all composers, gave to the world.

An instrumental record as high in importance as it is in interest is the Grieg Sonata in C minor, played on a Columbia record this month by no less a combination than Albert Sammons, the well known violinist, and William Murdoch, the popular pianist. The appearance of these two leading soloists is undoubtedly a musical event; and Grieg's delightful sonata offering unique opportunities for the display of their respective arts, the players secure of it an exquisitely balanced performance.

Norman Allin has made a distinct success with the Beecham Opera Co. this season, so his Columbia record of the new ballad, "Back from France," and Coleridge-Taylor's "Thou Art Risen, My Beloved," announced this month, possesses an unusual interest. In these songs his fine virile voice rings clear and true.

Sir Henry Wood continues his orchestra in his own arrangement of the familiar Raff's Cavatina on the Columbia this month, the work being superbly rendered by the massed strings of his famous orchestra against the sustained

MANUFACTURERS—ATTENTION!

What are you going to do when the Boom is over and real competition begins if your Phonographs have no special feature or improvements to offer the buying public? Unless you get some real Novelty Improvement, it is certain your ultimate end will be bankruptcy.

This is your opportunity to fortify and intrench your position that no trade war can harm you. LISTEN!

Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furor and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. C.

harmonies of wood and brass. It makes an imposing number in this form, and is marked by many touches of the master conductor.

That popular contralto Miss Marion Beeley, gives us on Columbia this month, two songs that aptly display the richness of her voice. They are "Sonny" and "Little Fleur-de-Lys"—and both are numbers imbued with an honest sentiment. Miss Marion Beeley in her treatment of them evinces a delightful sincerity that is convincing and impressive. This record should be in considerable demand.

Hughes Macklin, who has become an established favorite for the artistic work in his fine tenor records on Columbia, gives his admirers a treat this month in Stephen Adams' delightful "Farewell in the Desert," coupled with a newer song, "Come Home to Me."

"Any Time's Kissing Time," the song hit from the Oscar Asche production of "Chu-Chin-Chow," at His Majesty's Theatre, is announced on a ten inch Columbia record.

Kennerley Rumford recently paid another flying visit home from the front, during which he made some new Columbia records, now announced. This popular baritone places the music lover under a debt of gratitude to him for his artistic performances of four familiar numbers. In "Nazareth" we have a noble and dignified rendering that will prove highly acceptable at this season. The artist's sense of beauty is revealed in his delightful treatment of the pretty song "Until" and the warmth and tenderness infused into both this and "Absent" will ensure a welcome for them.

"High Jinks," the latest success among musical plays, is represented by four distinct recordings in the new Columbia list. Ciro's Club Coon Orchestra plays the catchy air, "Something Seems Tingle-ingleing," figuring also as a vocal number by Stewart Morton and chorus a ten inch record. Prince's Band gives us the "High Jinks" waltz, while the song, "A Nice Little Girl," is in vocal form by Stewart Morton on the ten inch record just alluded to.

The Garde Republicaine Band

The Columbia Co. announce the first of an important series of records by the celebrated

EMERSON ARTISTS AS THESPIANS

Quite a number of the artists recording for the December supplement of the Emerson Phonograph Co. are active at the present time in theatrical circles. Van and Schenck, who made several records for the December Emerson list, is one of the headliner acts in the new production of the "Century Girl" at the Century theatre, New York. Sallie Hamlin, who made the Christmas recitations for the Emerson Co., recently appeared at the Globe Music Club in the New York Public Library, where she was enthusiastically received.

Vernon Dalhart, whose Emerson records have met with a ready sale, is a member of the Chicago Opera Co., and the star of the "Pinafore" production which appeared at the Hippodrome. The Avon Comedy Four, recently added to the Emerson library is at present time touring the country on the Keith and Orpheum circuits.

ENLARGE CAPACITY OF PLANT

James Frazee, head of the Phonograph Appliance Co., New Brighton, N. Y., stated this week that the company had made arrangements to add another unit to its plant thereby enlarg-

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine Main Springs

Best Prices—Best Quality
Inquiries Solicited

band of the Garde Republicaine, made for them during the historic visit of that distinguished company of artists to London in September. The records secured by the Columbia Co. represent much, if not all the music played by the band while it was in this country.

Some interesting details of this, probably the greatest band organization of its kind on the Continent, were given a few days ago in the "Referee," the following being extracts. La Garde Republicaine is a body of wind instrumentalists that has the distinction of being paid servants of the French government. Its establishment dates from 1848, when it comprised sixty-six players, since increased to eighty. Although technically a military band it is independent of the French army and entirely at the disposal of the state. It always plays at full strength; its members are not soldiers but state servants. From these reasons La Garde Republicaine is representative of the French government and hence the importance of its visit to our shores. It may be said with assurance that the performance of the famous band (in London) have deepened esteem for French musicians and have increased the feeling of fraternity between the two nations.

It is interesting to note that of "Le Roi de Lahore," the overture to which forms the first Columbia record by the Garde Republicaine Band, the same musical critic says it was remarkable, the tone of the wood-wind peculiarly rich and refined, and the general attack so spirited as in some passages to approach fierceness.

ing its capacity materially. Mr. Frazee reports the receipt of large orders for "Crystal Edge" mica diaphragms from manufacturers in all parts of the country, and states that the company is making plans to take care adequately of a record breaking 1917 business.

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

PROMPT SHIPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

CHICAGO, ILL. WILLIAMSPORT, PA. GOSHEN, IND.

New records by Lazaro in the January Columbia list (out December 20th). Another chance to fill up the credit side of your big book.

(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



INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Reasons Why It Is Economical to Change Needles for Each Record—Some Timely Hints Regarding the Packing of Talking Machines for Export Shipment

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleanings of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of The World information will be given on such problems that do not of necessity concern the technical construction or mechanical features of instruments which are handled in the department of "Repairs" by A. H. Dodin.

Why It Pays to Change Needles

The talking machine dealers are prone to hear from machine owners that for one to insert a fresh needle for each record is simply a scheme to build up a business for the needle makers. As a matter of fact the dealers themselves have been known to make a similar insinuation. A customer is likely to state that he has tried playing several records with the same needle and couldn't notice any difference in the reproduction. The advice on needle changing, however, is good.

There is no substance known that will withstand friction forever. The steel needle after use on one record will be found under the microscope to have worn away to a surprising degree. The smoothness of the sides will have vanished and it will present a rough surface to the record grooves. This roughness becomes more pronounced each time the record is used and naturally results in the wearing and scratching of the record grooves, because the material with which the records are made is not strong enough to resist the steel.

To the untrained ear there may not be any difference in the reproduction noticeable after playing five or six records with one steel needle, but the life of the record has been materially shortened by the experiment. The wear on the needle may not be apparent to the naked eye, but it can be seen by examination under the glass. If changing the needle will insure double life for the record, it would seem a matter of policy to give that matter attention.

From 1,000 to 1,500 needles may be purchased for the price of one average record. In view of that fact economy alone should influence one to sacrifice the needle instead of the record, and some sacrifice is bound to be made.

About the Wearing of Records

Experiments have tended to prove that in

the usual run of disc records the greatest wear occurs at the outer edge. The extent of the wear decreases towards the center and a number of interesting explanations have been made of this fact. One explanation is to the effect that the reproducer travels along the record groove at a much greater speed at the outer edge than at the inner edge, for the turntable revolves at the same speed regardless in what position the needle happens to be. Other experts claim that there is little basis for such an explanation because the recording of the outer edge is done at the same speed, or approximately the same speed, as that at which the record is reproduced.

An explanation that is accepted by a considerable number is that in the case of the average disc machine, the needle of the reproducer must find and follow the record groove of its own accord, there being no mechanical means for adjusting its position in the groove. It is conceded that such being the case, it takes several revolutions of the record before the needle is finally settled in the record groove, and that during the revolutions it must cause some damage to the record in the process of adjustment.

In certain selections the heaviest passages occur toward the middle of the record, or at its end. On such records the greatest wear is generally found where these heavy passages occur, because the wide wave amplitude of these heavy strains tends to more or less resistance to the progress of the needle.

Packing for Export

Export trade in American-made talking machines is growing to substantial proportions owing to the national development of the industry, and particularly with conditions brought about by the European war in the cutting off of all supplies for various types of talking machines.

The export trade naturally brings up new problems for the manufacturer, not the least of which is proper packing. Packing for a cross country journey in drays and freight cars is quite different from packing for a long water journey, and the rough handling that goods receive while being taken ashore in many South American ports.

In this connection the following information on packing talking machines for export, offered by a man who has developed a big business in foreign countries, should prove of interest:

"The cases used for packing goods for export should be made of a size to fit the goods to be packed. Boxes too large and of odd sizes allow too much play and usually cause damage. Boxes to be carried safely for long distances and subjected to rough handling, as is generally the case with goods sent to foreign markets, should be made of good lumber, preferably spruce or hemlock, not too thick or too thin. In my opinion hard woods including yellow pine should be avoided because they are too heavy and are

liable to slip in nailing. When the contents is heavy, the box should be battened, and in all cases lined with waterproof paper and strapped. Some steamship companies stipulate the latter conditions in their bills of lading. When boxes are too large the consignee must pay an unnecessarily heavy freight bill, sometimes double on the size and weight of the box. If the box is too small, the packing must of necessity be defective, because of insufficient room for packing material.

"Packing material, such as excelsior, straw or hay, may be used according to the character of the merchandise, but it is important that such material be perfectly dry, so that the contents may not draw moisture therefrom and become spoiled.

"All materials of high polish should be well wrapped, preferably in waterproof paper. Highly polished metal parts should be wrapped separately in waterproof paper.

"In cases, such as talking machine cases, it is well to have boxes built to measure for the machines. It is well before placing a machine in the case to build around it a frame work of battens, two or three inches wide and about three-quarters of an inch thick. Where the battens come in contact with the machine case, cork or rubber bumpers should be placed between them. Rolls of excelsior wrapped in paper may also prove suitable for preventing rubbing. All boxes should be plainly marked in ink which cannot easily be rubbed off.

"When more than one box is included in a consignment, each box should be numbered consecutively and either bear the address of the consignee in full or his distinguishing mark. Naturally, the same marking should appear on the dock receipt, bill of lading and insurance declaration.

"Owing to the many differences in the customs regulations of the various countries, it is well to ship through a regular shipping agency, and thereby avoid expensive errors."

A STARR CHRISTMAS MESSAGE

The distributors of and dealers in Starr phonographs in their campaigns for holiday business have included in all material sent out to prospective customers a neat little card bearing the question: "Will This Christmas Mean a Starr Phonograph for You?" Being on a separate card the question can hardly be overlooked by the receiver of the latter.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices, the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.

163 Kearny Street San Francisco
Largest Distributors of Hawaiian Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

STARR PIANO CO. NOW MAKING OWN PHONOGRAPH MOTOR

Elaborate Mechanical Equipment Installed in the Factory in Richmond, Ind., for That Purpose—
New Department Under Competent Direction—Product Rigidly Inspected

RICHMOND, IND., December 8.—The Starr Piano Co., of this city, has added the necessary machinery and equipment for turning out motors for use in their phonographs. The motor department is in the splendid new factory building



Hand Screw Machines

which was completed last August. It is modern in every detail, thus giving the employes the best conditions under which to work. This building is 225 feet long by 50 feet wide and is six stories high. The floors are devoted to the manufacture of parts and the assembling of the motors. On the first floor, a number of punch presses have been installed and are used exclusively for

Deep cement foundations have been constructed for the heavy punch presses, and in that way they are rigidly supported. The raw stock to be used on the punch presses is kept on racks near at hand, where it is placed when unloaded from the cars and saves being handled or trucked. The machine room is located on the third floor of the new building, where there is plenty of light and air. The interior is white, which makes it easy for the workmen to do the closest work without the use of artificial lights. The machines are arranged in the most systematic order from a standpoint of raw material and finished parts.

One cannot help noticing, in going through the factory, how carefully the minute details have been worked out so that each operation can be made under the most favorable conditions.

In order that the various parts can be made most economically and accurately, the Starr Co. has, at heavy expense, equipped the machine room with the best equipment that can be secured for the special operations necessary for making these parts. A large number of the machines were designed and built specially for the work of turning out various parts, also large sums have been spent for the special dies, drill jigs, etc., used in this work. The equipment mostly consists of automatic worm gear cutters,

multiple drill presses, precision lathes, hand and automatic screw machines, lathes, gear hobbers, etc. A number of machines have also been installed for making and repairing tools. Individual motors are installed for furnishing power to drive the machinery. It is said that when the Starr Co. first began making their own motors, plans were worked out whereby George Kunkel and R. M. Allen (then with a prominent motor firm) became affiliated with the Starr Co. and are giving their best efforts to the development of the motor department.

Mr. Kunkel says that in designing the motor made by the Starr Co. he has given special attention to overcoming all sources of trouble, and that the motor now made meets the three most essential requirements, that is, being noise-

less while running, having uniform speed, and standing up without requiring a lot of attention.

While the different parts are going through



Geo. Kunkel

R. M. Allen

the various processes of manufacture, a number of inspectors are constantly checking them up to see that there is no variation. This insures a perfect motor after the parts are assembled. The fact that each part must be right has been so forcibly brought before the workmen that it is very seldom any inferior work shows up at all.

A large stock room is in close proximity to the machine and assembly rooms, thus necessitating the minimum amount of trucking the parts and raw material, also it saves time in securing tools required for setting up different jobs. The assembly room is arranged to the best advantage from the standpoint of efficiency, comfort for the employes and light. Substantial benches have been constructed and arranged so the progress from the parts to the finished



Multiple Drill Presses and Tapping Machine

the motor parts. The largest press which is used in forming the turntable has a pressure of 400 tons. There is a large, double-action press for forming the spring barrels and other presses of smaller sizes for various operations.



Large Blanking Press

product is absolutely continuous and unbroken.

In the assembly room a number of small machines have been installed, such as riveters, drill presses, etc., which are used in assembling the various parts. Special testing machines have

John M. Dean Corporation Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

been designed and built for determining the accuracy of such parts as gears, and by means of these a very rigid inspection is made. No guess work goes with Mr. Kunkel. He had years of experience in making mechanical devices requiring close and accurate work before he began the manufacture of motors, therefore, because of this training he is rigid in his demands.

At the present time only two models are being manufactured, but others will be added in the course of a short time and as the requirements of the company may necessitate. The larger model, known as No. 26, is a double-spring motor, nickel finish. The gears and worms are cut by special machines built for that specific purpose. The springs are made of spring steel tempered by one of the oldest spring manufacturers in the business. The governor is accurately made; therefore, it performs its important functions well, causing the mechanism to run at a uniform speed. The bearings are constructed for giving long service.

The frame of the motor gives rigid support to the parts, holding them in the proper position at all times. There is no warping of the frame in these motors when winding the heavy springs. The No. 16 motor is just as accurately made as the larger type and from material just as high grade, and therefore will give absolute satisfaction. It is smaller and does not run as long as the No. 26.

The plans for the motor department were carefully laid by the Starr Piano Co., and every effort was made to make the quality of the motor first class.

FEATURING THE PATHEPHONE

MEMPHIS, TENN., December 5.—The accompanying illustration presents one of the most attractive window displays which has been seen



Pathephone Window of W. W. Kimball Co. in the local talking machine trade for some time past. This window was featured with excellent results by the W. W. Kimball Co., Pathé dealer, and John S. Vesey, manager of the store, reports the closing of a number of Pathephone sales as a result of this display. The window has attracted considerable attention from the local trade, including many window dressers.

The rooster used for the display is six foot tall, and is cut out of beaver board, re-enforced with wooden strips in the back. It is painted in water colors in a brilliant red, trimmed in white. It stands on a large Pathé disc on back of the mailing folder. The roses and piano lamp are red; the background being a light cream color, almost white.

**MOTOR SPRINGS
—FOR SALE—**

Ten thousand size .022 x 7/8" wide by 10 feet long, made of the highest quality

Made by the oldest and best clock spring manufacturers in this country

Immediate Delivery

Price 24½c each

Address "SPRINGS" % Talking Machine World
373 Fourth Avenue, New York, N. Y.

NEW HOME FOR AMERICAN T. M. CO.

Victor Distributors of Brooklyn, N. Y., Close Lease on Four-Story Building to Be Erected on Livingston Street—Will Triple Floor Space—Ready About May 1, 1917

The American Talking Machine Co., Victor distributors, who for a number of years have been located at 368 Livingston street, have just closed a twelve year lease of a new, modern, four-story building to be erected at 356 Livingston street, only a few doors from their present home. Work on the new building will start at once and it is expected that it will be ready for occupancy about May 1, of next year, or possibly before that time. The new home will give the American Talking Machine Co. practically three times its present floor space for the storage and handling of Victor goods.

In talking of the new move, R. H. Morris, manager of the American Co., said: "For a long time past we have been badly handicapped through lack of space in our present quarters. Our business has been growing steadily, and to

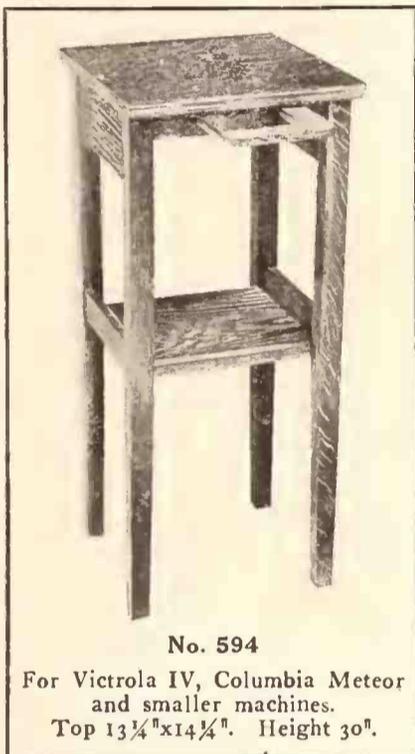
handle it effectively we decided that larger quarters were absolutely essential. The new building will be built according to suggestions made by us and designed to provide the maximum of convenience in the handling of our business.

"In common with other Victor distributors we have faced a more or less serious shortage in certain popular types of machines. The situation has been saved by the plentiful supply of records, which has enabled us to take excellent care of our dealers in this connection."

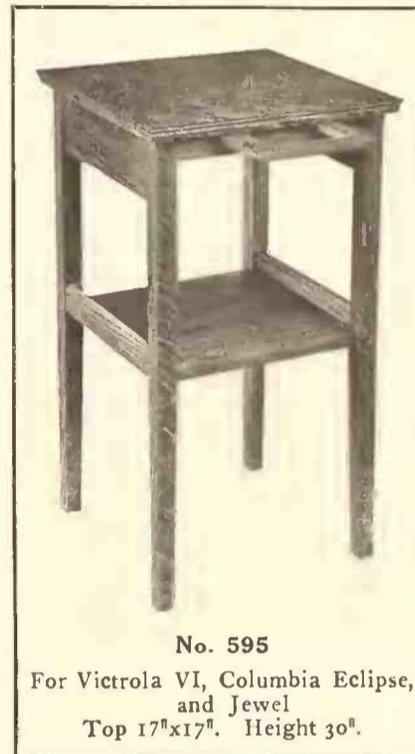
E. M. Reynolds, of Canton, Ill., has opened a demonstration room in the basement of his furniture store on North Main street, for the demonstration and sale of the Edison, Columbia and Magnola lines.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. Lose no time.

KANE INSTRUMENT STANDS



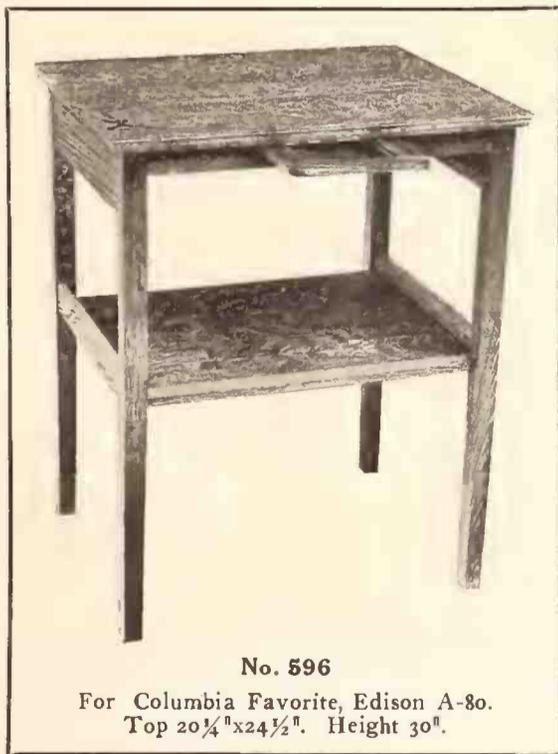
No. 594
For Victrola IV, Columbia Meteor and smaller machines.
Top 13¼"x14¼". Height 30".



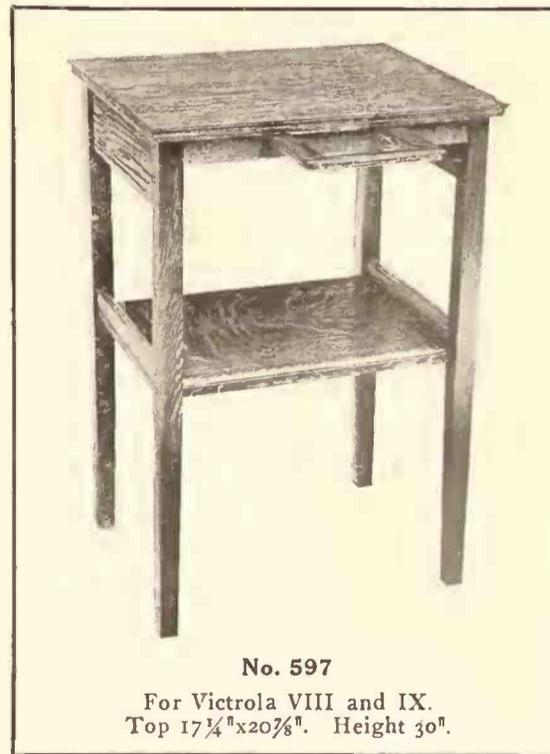
No. 595
For Victrola VI, Columbia Eclipse, and Jewel
Top 17"x17". Height 30".

Praise
Any
Home

They Sell
as
Easily
as
Needles



No. 596
For Columbia Favorite, Edison A-80.
Top 20¼"x24½". Height 30".



No. 597
For Victrola VIII and IX.
Top 17¼"x20¾". Height 30".

Rubbed Finishes—Mahogany; Golden, Weathered or Fumed Oak

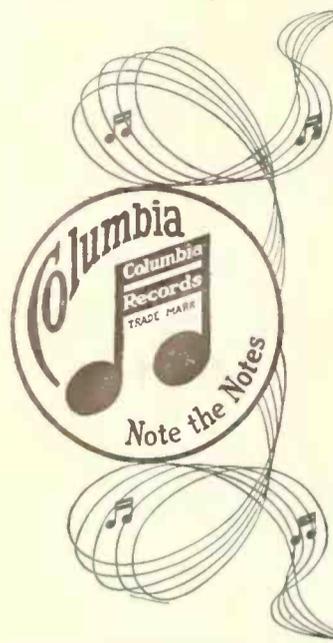
The slide under the top is a "third hand" for changing records.

The shelf is convenient for record files.

A large stock for the holiday trade. Immediate shipments.

KANE BLIND AND SCREEN CO.,

KANE, PENNA.



A line of foreign records, representative of every country in Europe, is today strengthening every Columbia dealer handling the present phenomenal demand for European national airs and folk songs.

(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

LIBERAL ADVERTISING THE RULE IN KANSAS CITY

Leading Makes of Machines and Records Featured Prominently in Newspapers and by Other Means—Victor Distributors "Snowed Under"—Elaborate Edison Tone Tests—Other News

KANSAS CITY, Mo., December 5.—This year seems almost overwhelming the talking machine dealers with business. Maybe most of them knew the trade was going to keep up, whatever the public might have thought about the trade being "overworked." The fact is that all the jobbers, and apparently most of the stores, are doing exceedingly well, and the only drawback is the inability to get more goods.

There has been no letup of advertising, despite the shortage of supplies, so that goodwill is being maintained in the leading lines. The Edison, Columbia and Victor lines have been particularly well exploited, with pages and half pages, not only in Kansas City, but in the larger towns of the district. The Pathe has done some extensive advertising also, and the dealers themselves are going actively after holiday business.

The Edison shop has been holding tone recreation recitals, and advertising them liberally. One of these was at the Muehlbach hotel, one of the finest hotels in the United States; an invitation affair, that was attended by society folk, and where somewhat of a sensation was aroused by the comparative performances of Mlle. Alice Verlet and Arthur L. Walsh on the phonograph and the direct production. Another recent one was before the City Club, one of Kansas City's largest civic bodies, of which M. M. Blackman, manager of the Edison Shop at Kansas City, is a member.

"The shortage this year is the worst in our history," said A. A. Tröstler, manager of the talking machine department of the Schmelzer Arms Co., Victor distributors in Kansas City territory. "We are advising dealers to place their orders for 1917 requirements now, so that they may be on order with their distributors. While the demand is very heavy now, this isn't a holiday proposition any longer—it's an all the year round business. We have many orders for the 1917 Victrola, but no samples in yet. The demand for records is very large, and we are taking care of that in good shape."

E. A. McMurtry, manager of the Columbia Co., at Kansas City, has recently returned from a trip to the East where he visited the factory and the head offices; he also called at the branches at Pittsburgh, Chicago and St. Louis.

The Saturday business, December 2, at the Columbia headquarters in Kansas City, was the largest in the branch's history, and November had been its biggest month. This result is from the general growth of the Columbia business, and the volume represents an increase in the trade of almost every Columbia dealer, since the increase in the number of dealers has been small. The branch is doing considerable advertising in the larger towns of the district, and in Kansas City is about to enter a co-operative campaign with the local dealers with respect especially to window decorations. The branch has been conspicuously successful in assisting

the local representatives to stimulate their business.

There has been almost a constant stream of musical attractions in Kansas City this fall, with which the Columbia headquarters has been able to hook up advertising of the Grafonola and records. Nearly every week there has been one or more famous artists who sing or play only for the Columbia. Perhaps the widest known of these was Josef Hofmann.

Not many of the Victrola dealers of the Kansas City territory have used the display advertising in large space featuring the fact that the Victrola reproduces overtones. Almost all, however, have more or less prominently displayed these facts in their advertising—and the salesmen gently insinuate the remark into their sales talks.

The Pathé is now being sold at retail in Kansas City, at 913 Grand avenue, by the LoBello Music Co., successors to the E. E. Trower Music Co. James LoBello, manager, was formerly with the Frazier-LoBello Music Co., and is well known in the city. The booths in the store have been altered, the ceilings being lowered to make cozier quarters with better acoustic facilities, and the store has been redecorated. Another adjunct to the talking machine business is being built by James T. Clenny, 913 Grand avenue, as headquarters, Mr. Clenny moving December 4 to this location from his former Walnut street store. Mr. Clenny will feature the Pathé locally, but will also handle several other makes of talking machines. He will act as jobber for the Brooks and the Mandel products; and for the Playerphone, which he has represented for a year. The store will also put out a machine, playing Operaphone records, and produced for them by the Mandel Co.

The E. E. Trower Music Co. continues to act as jobber for the Pathé lines at Kansas City, W. C. Junkins being manager of the house. Its headquarters are still at 913 Grand avenue, on the floor above the retail Pathé store which Mr. Trower conducted before going to Wichita; he retains his control of the distributing company.

The Kansas City house of the Starr Piano Co. has received a sample of the new \$75 model.

the "Three-fourths," and it promises to be a popular machine. The branch has secured many new accounts in the territory; and is particularly gratified to have available machines and records to supply the growing demand. There are enough Starr phonographs out now around Kansas City to make a considerable volume of record business. The branch is supplying many dealers with complete libraries.

Fred C. Comer, now in charge of the retail department of the Starr Piano Co. at this city, with control over both phonographs and pianos, has recently added to the sales force Val Crane, very widely known in Kansas City; J. H. Clemens, formerly with Hoffman, and later with Wunderlich, and C. M. Woodbury, a recent graduate from the Junior College at Kansas City.

C. V. Bissell, manager of the local Starr branch, was particularly interested in the proposal to put on a phonograph section at the Kansas state university next February, during the Merchants' Short Course. "There are two prime advantages," he said. "It gets all dealers together, of all lines, and each one can learn from the others. Then it provides an opportunity for the dealers in special lines to exchange experiences. It is a fine, progressive plan."

The Geo. B. Peck Dry Goods Co. has had a very large sale of Victor records recently, perhaps the McCormack sale being the largest, in its talking machine department. Manager J. F. Ditzell, pays particular attention to the musical events that can be connected with records. For the McCormack recital at Kansas City, he did much advertising, and sent postcards to a large list throughout the Southwest—and did the business. Mr. Ditzell has recently added J. Wilmuth to the sales force.

E. S. Hall of the Hall Music Co. of Kansas City reports that the talking machine business is on the increase. Sales have almost doubled those of last year.

M. W. Bardwell, formerly in charge of the Grafonola department of the Household Fair at Kansas City, is now with the A. M. Armstrong Music Co. at Oklahoma City, Oklahoma. G. Neer, formerly connected with the Columbian Talking Machine Co. at Kansas City, is now in charge of the department.

Miss Bessie Fullerton recently accepted a position with the Hall Music Co. of Kansas City. She is an accomplished musician.

"MAGNET" DECALCOMANIE NAMEPLATES



SOLD BY
MURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

FOR TALKING MACHINE CABINETS ETC.

We can furnish the same or similar style as shown herewith, according to the price scale given below.

250 500 1000

Gold letters, black edged . . \$12 \$15 \$20

Black letters, solid gold background, with fancy border \$16 \$20 \$25

Samples upon application.

GEO. A. SMITH-SCHIFFLIN CO.

136 Liberty Street, New York, N. Y.



SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

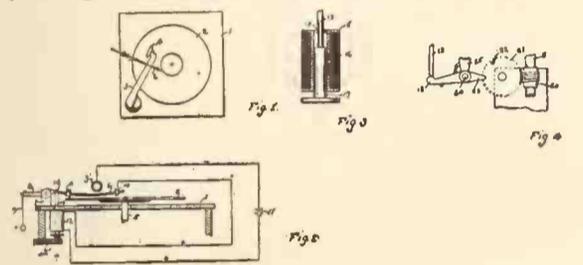
SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 5.—SOUND-REPRODUCING MACHINE.—John T. Prout, New York. Patent No. 1,202,312.

This invention relates to talking machines, and its object is to provide an improved means whereby the needle commonly used in the reproducer will be caused to return to the point of starting automatically after a piece has been played. A further object is to provide means by which this may be accomplished without injuring the record or without adding any attachment thereto.

In the drawings: Figure 1 is a top plan view of a disk type phonograph equipped with the invention. Fig. 2 is a side elevation partly in section showing the invention in place and indicating its relation to certain parts of the phonograph. Fig. 3 is a cross section of an

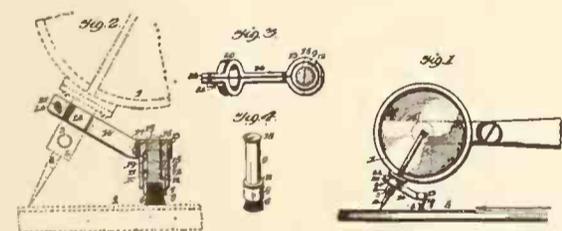


electromagnet of the solenoid type in which the movement of the plunger is restrained giving it the effect of being equipped with a dash pot. Fig. 4 represents schematically a means for automatically accomplishing the purpose of the invention mechanically.

RECORD CLEANING ATTACHMENT FOR PHONOGRAPHS.—Lorence Ellsworth Rennell, Buffalo, N. Y. Patent No. 1,202,428.

This invention relates to cleaning means for removing particles of dust from the sound groove of a phonographic record, and the principal object is to provide a cleaning brush of soft material, the brush being arranged in a position in advance of the sound reproducing needle, so as to clear the sound groove of any particles of dust and thereby render the reproduction of the sounds more perfect as well as to obviate grinding of the surface of the groove.

Figure 1 is a side elevation of the sound box of a phonograph illustrating the invention as applied to the needle chuck, Fig. 2 is an en-



larged longitudinal section of the device showing the needle chuck and the sound box in dotted lines, Fig. 3 is a plan view of the attachment, and Fig 4 is a detail perspective view of the cleaning brush per se.

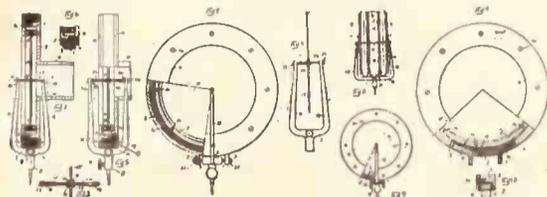
SOUND BOX.—Jose Hoffay, London, Eng. Patent No. 1,202,520.

This invention relates to improvements in sound boxes or the like for talking machines wherein the supporting means on which the stylus lever oscillates is insulated by rubber or other insulating means from the casing of the sound box. Such insulation is not per se new but the improvements constituting the invention are more particularly hereinafter indicated.

The invention is illustrated in connection with stylus levers made of a forked formation, the bifurcations straddling the diaphragm, which form the subject matter of other applications for Letters Patent, but the invention is not limited to the use of a forked stylus lever and covers the use of any suitable form of stylus lever in combination with improved insulating means.

The invention consists in forming or mounting the pivots or bearings about which the stylus lever oscillates on a carrier which is itself

rigid and is preferably a complete ring though it may be part of a ring. This ring or part of a ring is insulated from the sound box by a ring or part ring of rubber or similar insulating material surrounding the sound box and the tension of this insulator is preferably adjustable. The carrier thus forms a floating ring or section of ring thoroughly insulated from the sound box



while at the same time the adjustment of the stylus lever on its rigid carrier can be readily made.

Figure 1 is a transverse section of one construction of sound box; Fig. 2 is a face view thereof, the left hand bottom quadrant being in section on 2—2, Fig. 1; Fig. 3 is an enlarged diagrammatic sectional plan of a detail, on 3—3, Fig. 1; Fig. 4 is an elevation of a modification; Fig. 5 is a transverse section partly in side elevation of another modification; Fig. 6 is a transverse section of another modification; Fig. 7 is a face view, partly in section, of another modification; Fig. 8 is an elevation of another modification; Fig. 9 is a face view partly in section of another modification; Fig. 10 is a transverse section of a detail.

GRAMOPHONE AND THE LIKE MACHINE.—Jose Hoffay, London, Eng. Patent No. 1,202,521.

This invention relates to improvements in or relating to the mounting of sound boxes in all kinds of talking machines. It consists in a coupling comprising a hollow block or member, permanently or detachably connected to the sound box or the tone arm or sound tube and pivoted on the tone arm or sound tube or on a support thereon, preferably at a point outside the sound passage adapted to present an opening facing forwardly, approximately in the direction of the sound groove, or facing laterally transversely to the sound groove, for connecting the sound box to the tone arm or the like, the hollow block or member being adapted, in one position, to complete a tight communication between the sound box and the tone arm or the like, and, in another position, to break the communication, and displaceable means being provided for restoring the communication when so broken and at such time aiding in securing the hollow block or member in position.

Figure 1 is a plan view of the improved device; Fig. 2 is a side elevation thereof, looking in the direction of the arrow 2 shown in Fig. 1;

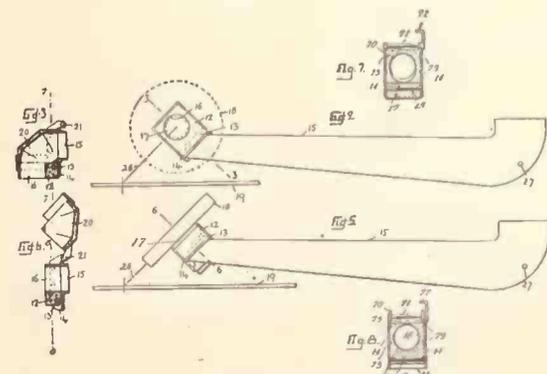
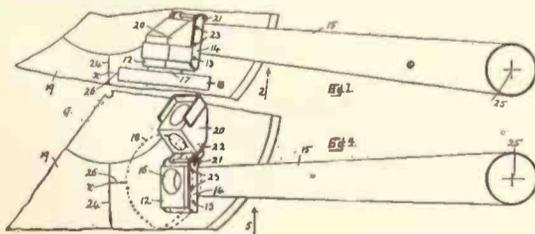


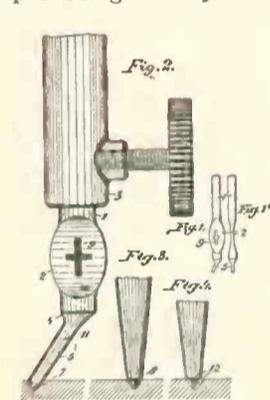
Fig. 3 is a detail sectional view taken on the line 3—3 shown in Fig. 2; Fig. 4 is a plan view of the device shown in Fig. 1; Fig. 5 is a side elevation looking in the direction of the arrow

5 shown in Fig. 4; Fig. 6 is a detail sectional view taken on the line 6—6 shown in Fig. 5; Fig. 7 is a detail sectional view taken on the line 7—7 shown in Fig. 3; and Fig. 8 is a detail sectional view taken on the line 8—8 shown in Fig. 6.

STYLUS FOR TALKING MACHINES.—August Knippenberg, Arnstadt, Germany. Patent No. 1,202,739. This invention relates to improvements in styluses for talking machines, and more especially to those used in connection with the disc records of gramophones.

According to the present invention, the stylus embodies an operative portion which is cylindrical and the bottom or end of which is rounded, the angle of the bend lying in a plane transverse to the direction of the sound groove in the disc, the slanting position of the cylindrical portion of the stylus causing it to present to one side wall of the sound groove a bearing surface of greater extent than that presented to the sound groove by the opposite side of the stylus, wear of the groove in the disc and stylus being thus minimized, resulting in increasing the durability of both the stylus and the records.

A further feature of the invention consists in providing the stylus with means for insuring its



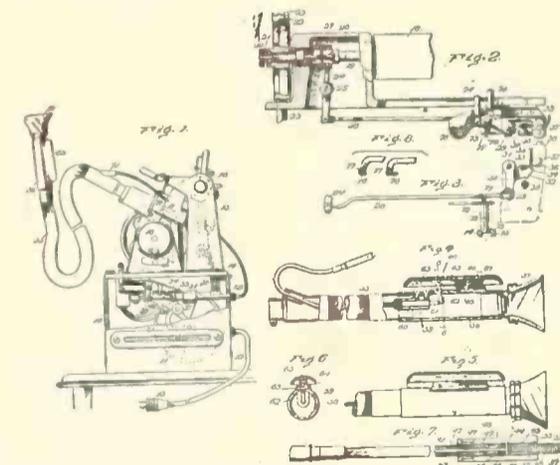
correct insertion into the stylus holder in order that the stylus will be accurately positioned relatively to the record.

Fig. 1 shows the stylus in co-operative relation with a record disk of a gramophone. Fig. 1a shows the stylus as viewed from one side in Fig. 1. Fig. 2 shows the stylus, on a larger scale, fitted into its

holder and in co-operative relation with a record disc. Figs. 3 and 4 represent styluses of a type heretofore used having a conical point, Fig. 4 showing the wear and the resulting deformation of the point.

START AND STOP DEVICE FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,203,088.

This invention relates to talking machines, and more particularly to the start-and-stop mechanism thereof, and has for its object to provide a simple, convenient and efficient means for starting and stopping the operation of the parts, whether it be the starting and stopping



of a motor, or the starting and stopping of parts operated by a continuously moving motor.

Generally stated, the invention consists in any suitable start-and-stop mechanism, such as a switch that may be closed or opened for the purpose of admitting electric current to or excluding it from the motor, or a clutch mechanism which may be closed or opened for the purpose of connecting the moving parts of the machine to, or disconnecting them from, a continuously driven motor. Said start-and-stop mechanism in the present invention is combined in operative relation with one terminal of a flexible power transmitting means, a Bowden wire being the means most suitable. The other terminal of the power transmitting means is freely movable bodily in any direction relatively to the start-and-stop mechanism, and is adapted

(Continued on page 114)

to be manually manipulated to control the said mechanism. By the term "manually," as hereinafter used, is meant, not only a hand-operated, but a foot-operated, mechanism, or any other means that is actuated by the operator to impart the desired movement to the power transmitting means.

In said drawings Figure 1 is a cross sectional view, with parts in elevation, of a talking machine of the "Dictaphone" type, embodying the invention; Fig. 2 is a longitudinal vertical section, partly in elevation, illustrating the operation of the device; Fig. 3 is a plan view corresponding to Fig. 2, some of the parts being omitted; Fig. 4 is a longitudinal section, partly in elevation, of the speaking tube, showing one means for operating the Bowden wire from the speaking tube; Fig. 5 is an elevation of the mouth-end of the speaking tube; Fig. 6 is a cross section on the line 6-6 of Fig. 4; Fig. 7 is a longitudinal section, partly in elevation, showing the Bowden wire and the mounting for one of the terminals thereof; and Fig. 8 is a detail.

TALKING MACHINES.—Patrick B. Delany, South Orange, N. J. Patent No. 1,202,973.

The object of this invention is to improve the tone and enunciation of talking machines and to eliminate as much as possible the metallic notes or sounds more or less incident to all such machines.

It has been found that if a secondary diaphragm be properly combined with the usual diaphragm or if the usual sound-box be properly combined with an auxiliary diaphragm equipped box and both be made to transmit their vibrations to a common horn, amplifier or tone arm or to horns receiving sound waves from all the diaphragms the desired results above mentioned may be obtained.

In carrying out the invention, two boxes are employed, one, called the primary box, being equipped with a vibratory arm carrying a reproducing needle as usual, and the other or secondary box, being of similar construction but without a vibratory arm and needle. These boxes are preferably though not necessarily mounted at opposite ends of a tube or air chamber communicating with the mouth of an amplifier, horn or tone arm, the arrangement being such that the vibrations produced in the primary box are transmitted to the secondary box, cause the diaphragm thereof to vibrate and to thus produce secondary sound waves which join the sound waves produced in the primary box and pass with them through the tone arm or other conductor or amplifier to the listener. In this way a clearer, sweeter and more attractive reproduction is obtained.

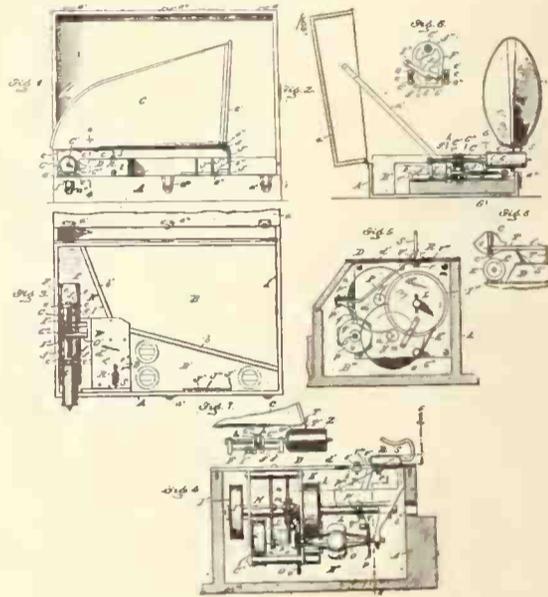
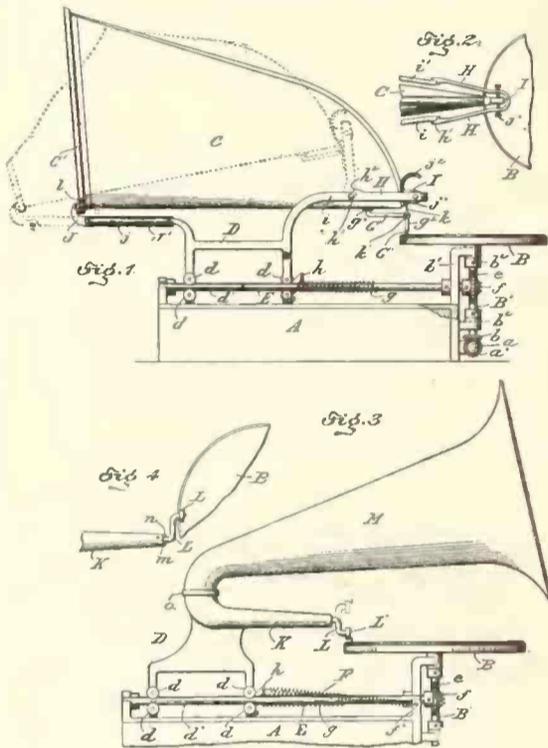
In the accompanying drawings: Figure 1 is a perspective view of so much of a talking machine as is necessary to show one way of embodying the improvements. Fig. 2 shows a section through a part of a tone arm and air chamber and the primary and secondary boxes applied thereto according to the invention. Figs. 3 to 6, inclusive, show various modified ways of

arate from a rotatable record carrier and is operated independently thereof, said record carrier rotating on a fixed axis, and said carriage being in a rectilinear path movable toward and from said record carrier. On said sliding carriage there is mounted the reproducer and horn, the stylus of which is arranged to travel in the groove of the record, and with said carriage co-operates means for positively moving the same, whereby the reproducer and horn are moved in a positive manner and across a record on the aforesaid rotatable record-carrier.

According to one embodiment of the invention, the traveling carriage and the reproducer are equipped with means which permits the operator to readily lift the reproducer away from the record, and to support such reproducer firmly in place while adjusted in a non-working position. Said construction enables the operator to remove a record from the record carrier, and replace it by another one, without danger of mutilating or scratching either record by the

latter is dismantled and packed in a portable case, whereby the reproducer may be easily removed or replaced, as desired.

Figure 1 is a side elevation showing the portable case in an open position and the parts of the phonograph adjusted in position ready for use, the combined horn and reproducer being supported in a raised position with respect to the record carrier or mandrel, in order that a cylindrical record may be placed readily on said carrier or mandrel. Fig. 2 is a vertical cross section, through the portable casing showing certain parts of the machine in longitudinal section and side elevation, the combined horn and reproducer being illustrated in end elevation. Fig. 3 is a plan view of the portable casing and the phonograph, the horn and reproducer being removed. Fig. 4 is a vertical section on an enlarged scale and in the plane indicated by the dotted line 4-4 of Fig. 1 looking in the direction of the arrow, the reproducer and horn being omitted. Fig. 5 is a vertical



stylus of the reproducer. At the same time, the reproducer and horn are supported in position against accidental dislodgment, and can be easily and quickly replaced for operation after the fresh record is placed on the record carrier.

Figure 1 is a side elevation of a phonograph embodying the invention, certain parts being shown in vertical section. Fig. 2 is a detail plan view showing a portion of the construction illustrated in Fig. 1. Fig. 3 is a side elevation of another style of gramophone embodying the present invention. Fig. 4 is a detail view of a part of the machine shown in Fig. 3.

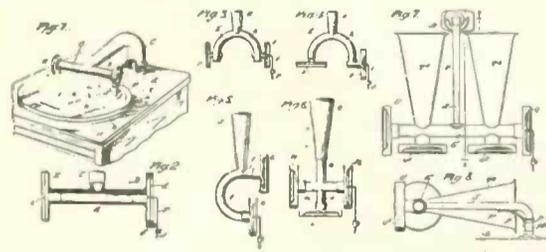
PHONOGRAPH.—Edwin Walker, Erie, Pa. Patent No. 1,203,667. This invention is a phonograph the carrier for the record of which is simultaneously rotated and given a traveling movement with respect to a relatively stationary reproducer.

According to the present invention, the reproducer is, preferably, equipped with means for supporting it firmly in either of several adjusted positions. Said supporting means restrains the reproducer from sidewise movement in a horizontal plane, but permits free movement in a vertical plane. One element of the aforesaid supporting means is foldable into compact relation with the reproducer when the

section taken on the line 5-5 of Fig. 4 looking in the direction of the arrow. Fig. 6 is a detail cross section through a part of the carriage, showing the feed shaft and the feed lever or traveler which co-operates with said shaft, the plane of the section being indicated by the dotted line 6-6 of Fig. 2. Figs. 7 and 8 are views in side and end elevation illustrating another embodiment of the invention.

Other patents issued relating to talking machines and parts, but not illustrated in this department are:

- Sound Box.—Peter Weber, Orange, N. J. Patent No. 1,197,782.
- Sweeper for Records of Talking Machines.—A. Herman, New York. Patent No. 1,198,127.
- Convertible Sound Box.—Archie E. Parnell, Chicago, Ill. Patent No. 1,198,265.
- Sound Reproducing Machine.—Forest Cheney, Chicago, Ill. Patent No. 1,198,416.
- Acoustical Instrument.—L. Lumiere, Lyon, France. Patent No. 1,198,464.
- Talking Machine.—Albert A. Huseby, Chicago, Ill. Patent No. 1,198,636.
- Cabinet Phonograph.—Nathan Shafran, Monticello, N. Y. Patent No. 1,198,782.
- Gramophone.—Marcelo Vignali, Montevideo, Uruguay. Patent No. 1,198,977.
- Reproducer Attachment for Phonographs.—Willard G. Adams, Weedsport, N. Y. Patent No. 1,199,040.
- Talking Machine.—Max Krauss, Philadelphia, Pa. Patent No. 1,199,192.
- Tone Purifier for Talking Machines.—Charles P. Marshall, Watertown, N. Y. Patent No. 1,199,197.
- Scratch Muffler for Sound Reproducing Machines.—August C. Rutzen, Cleveland, O. Patent No. 1,199,206.
- Playing Brush Record.—Stanislaw Wisniewski, Erie, Pa. Patent No. 1,200,154.
- Gage for Sound Boxes.—Henry C. Miller, Waterford, N. Y. Patent No. 1,200,212.
- Sound Reproducing and Recording Machine.—Patrick B. Delany, South Orange, N. J. Patent No. 1,199,968.
- Sound Modifying Device.—Thomas A. Edison, West Orange, N. J. Patent No. 1,201,499.

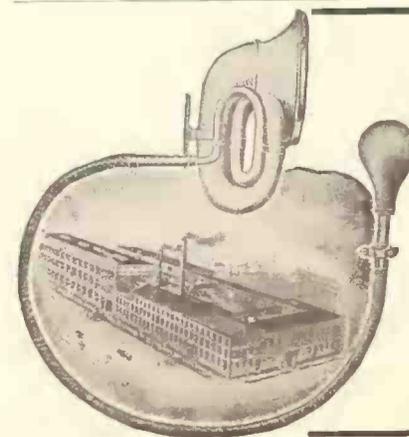


embodying the invention. Fig. 7 shows how a primary box and a plurality of secondary sound boxes may be combined with a plurality of horns, tone arms or amplifiers; and Fig. 8 indicates how the extra weight imposed on the tone arm by the boxes may be compensated.

PHONOGRAPH.—Edwin Walker, Erie, Pa. Patent No. 1,203,666.

This invention is a phonograph or gramophone, the broadly new feature of which consists of means for mechanically carrying the reproducer and horn and positively moving the same relative to or across a rotating record.

In the present invention the machine is equipped with a traveling carriage which is sep-



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RECORD BULLETINS FOR JANUARY 1917

COLUMBIA GRAPHOPHONE CO.

MARIE BARRIENTOS, Coloratura Soprano
 48627 Lucia Di Lammermoor (Donizetti). Mad scene "Ardon Gl'Incensi" (These flaming tapers). Soprano Solo, with flute obligato by Marshall P. Lufsky. In Italian, with orchestra. Under the direction of Giorgis Polacco of the Metropolitan Opera House, New York, Maria Barrientos 12
 48628 Lucia Di Lammermoor (Donizetti). "Regnava nel silenzio" (Silence o'er all). Soprano Solo. In Italian with orchestra. Under the direction of Giorgis Polacco of the Metropolitan Opera House, New York... Maria Barrientos 12
 48650 Mireille—Valse (Gounod). Soprano Solo, in Italian with orch. accomp. Maria Barrientos 12
RECORD OF LAZARO
 48748 La Favorita (Donizetti). "Spinto Gentil" (Spirit so Fair). Tenor Solo, in Italian, with orch. accomp. Hipolito Lazaro 12
POPULAR HITS OF THE MONTH
 A2129 Songs of Yesterday (Harris). Orch. accomp., Knickerbocker Quartette 10
 Everybody Loves an Irish Song (McKenna). Tenor Solo and Knickerbocker Quartette, orch. accomp. M. J. O'Connell 10
 A2127 Oh! Southern City (Send Us Some Beautiful Girls) (Vincent). Tenor Solo, orch. accomp., George O'Connor 10
 How Could Washington Be a Married Man (and Never, Never Tell a Lie) (Piantadosi). Tenor Solo, orch. accomp. M. J. O'Connell 10
 A2131 My Lonely Lola Lo (Murphy, Lange and Solomon). Guitars, Flute and Violin accomp., Sterling Trio 10
 The Lovelight in Your Eyes (Edwards). Tenor Solo, orch. accomp. Samuel Ash 10
 A2126 Way Down in Iowa I'm Going to Hide Away (Meyer). Tenor Solo, orch. accomp., Irving Kaufman 10
 Canary Cottage (Carroll). "I Never Knew." Soprano and Tenor Duet, orch. accomp., Nannette Flack-Ernest Aldwell 10
 A2125 On the Old Bob Sled (Rega). Orch. accomp., Columbia Stellar Quartette 10
 Winter Medley. Introducing: "Jingle Bells," "My Bonnie Lies over the Ocean," "How Can I Leave Thee," "Aunt Dinah's Quilting Party," "Good Night Ladies," Unaccompanied. Broadway Quartette 10
 A2123 Ireland Must Be Heaven, for My Mother Came from There (McCarthy, Johnson and Fischer). Tenor Solo, orch. accomp. Charles Harrison 10
 Out of the Cradle (Into My Heart) (Gilbert and Friedland). Orch. accomp. Sterling Trio 10
 A2128 Flora Bella (Schwarzwald). "Give Me All of You." Soprano and Tenor Duet, orch. accomp. Nannette Flack-Charles Harrison 10
 Miss Springtime—Throw Me a Rose (Kalman). Tenor Solo, orch. accomp. Reed Miller 10
 A2134 Trail to Sunset Valley (Gilbert and Muir). Tenor and Baritone Duet, orch. accomp., James Reed-James F. Harrison 10
 On the Arm of the Old Arm Chair (Lange). Tenor Duet, orch. accomp., Albert Campbell-Henry Burr 10
DANCE RECORDS OF THE MONTH
 A5901 Medley One-step (Von Tilzer). "Sometimes You Get a Good One and Sometimes You Don't." Introducing (1) "This Great Big World Owes Me a Loving." (2) "Brutus Caesar Anthony Lee"..... Prince's Band 12
 Just One Day (Lange). One-step. Prince's Band 12
 A5900 Flora Bella (Schwarzwald). Waltzes. Prince's Orchestra 12
 Miss Springtime—In the Garden of Romance (Kalman). Waltz. Introducing "The Love Monopoly"..... Prince's Orchestra 12
 A5898 Tiddle-de-Winks Fox-trot (Morris). Prince's Band 12
 Two-Two (Two-Two Dance) (Green). Prince's Band 12
VAUDEVILLE NOVELTIES
 A2122 If We Could Only Take Her Word (Merrill). Part I. Soprano Solo, orch. accomp., Fannie Brice 10
 If We Could Only Take Her Word (Merrill). Part II. Soprano Solo, orch. accomp., Fannie Brice 10
 A2119 Songs from Hawaii. Medley Waltz. Introducing "Maui Girl." Ukulele Duet, Helen Louise and Frank Ferera 10
 Hawaiian-Portuguese Tang (Louise and Ferera). Guitar and Ukulele Trio. Helen Louise, Frank Ferera and Sam Kainoa 10
 A2116 Oh! Dem Golden Slippers (Bland). Baritone Solo and Knickerbocker Quartette, orch. accomp., with banjo effect by Harry C. Browne, Harry C. Browne 10
 Keep in De Middle Ob De Road (Hays). Baritone Solo and Knickerbocker Quartette, orch. accomp., with banjo effect by Harry C. Browne, Harry C. Browne 10
 A2118 Clover Land Intermezzo (P. Wenrich). Xylophone Solo, orch. accomp. Howard Kopp 10
 Claudia (Greenwald). Mazurka Caprice. Bell Solo, orch. accomp. Howard Kopp 10
 A2117 Down South (American Sketch) (Myddleton). Gypsy Czimbalom Solo, orch. accomp., Gypsy Countess Verona 10
 Hungarian Songs and Csardas (Frater). Gypsy Czimbalom Solo..... Gypsy Countess Verona 10
AL JOLSON—PLUS A COMEDY COUPLING
 A2124 Someone Else May Be There While I'm Gone (Berlin). Orch. accomp. Al Jolson, comedian 10
 I Ain't Prepared for That (Jackson). Tenor Solo, orch. accomp. George O'Connor 10
DUFAULT'S INITIAL RECORD
 A2050 Boat Song (Ware). Tenor Solo, orch. accomp., Paul Dufault 10
 Land of the Long Ago (Ray). Tenor Solo, orch. accomp. Paul Dufault 10
YODLES BY BARTON
 A2031 Sleep, Baby Sleep. Guitar accomp., Ward Barton, yodler 10
 Rock-a-Bye-Baby. Guitar accomp., Ward Barton, yodler 10
FOLK SONGS BY JUBILEE SINGERS
 A2072 Good News, the Chariot's Coming. Folk Song, Fisk University Jubilee Quartette 10
 The Great Camp Meeting. Folk Song, Fisk University Jubilee Quartette 10
SPANISH COMPOSER'S COMPOSITIONS
 A2130 The Carnival Procession (El Principe Carnaval) (Valverde). "Dance of the Bear," Prince's Orchestra 10
 Jolly Coppersmith (Peter). Descriptive with Vocal Quartette Chorus..... Prince's Orchestra 10
NEW RECORDS BY FAMOUS PREACHERS QUARTETTE
 A2120 The Valley of Peace (Meredit). Unaccomp., Chautauqua Preachers' Quartette 10
 The King's Business (Cassel). Unaccomp., Chautauqua Preachers' Quartette 10

JEAN COOPER'S RECORDS
 A2115 Husheen (Needham). Contralto Solo, orch. accomp. Jean Cooper 10
 Sweet Genevieve (Tucker). Contralto Solo, orch. accomp. Jean Cooper 10
A "STORY TELLING" RECORD
 A2087 The Three Bears. Part I. Reading by Adeline Francis 10
 The Three Bears. Part II. Reading by Adeline Francis 10
THIRTEEN CHILDREN'S SONGS IN MEDIATE
 A2133 Children's Songs and Games (arranged by Maurice Smith). Part I. Introducing (1) "London Bridge Is Falling Down." (2) "The Farmer in the Dell." (3) "Lazy Mary Will You Get Up." (4) "Walking Up the Green Grass." (5) "Water, Water, Wild Flower." (6) "All Around the Mulberry Bush." (7) "Ring Around a Rosy"..... Prince's Orchestra 10
 Children's Songs and Games (arranged by W. F. Daniel). Part II. Introducing (1) "Hot Cross Buns." (2) "I Tisket I Tasket." (3) "Ten Little Indians." (4) "Billy Boy." (5) "Baby Bunting." (6) "Sailing." Prince's Orchestra 10
PARLOW PLAYS IMMORTAL AIRS
 A2121 Moment Musical (Schubert). Violin Solo, orch. accomp. Kathleen Parlow 10
 The Last Rose of Summer (Moore). (Arranged by Kathleen Parlow.) Violin Solo, Kathleen Parlow 10
ANOTHER OPERATIC OVERTURE
 A5893 Zanpa Overture (Hérolf). Part I. Prince's Orchestra 12
 A5893 Zampa Overture (Hérolf). Part II. Prince's Orchestra 12
LUCY GATES' RECORDS
 A2132 The Cuckoo Clock (Grant-Schaefer). Soprano Solo, orch. accomp. Lucy Gates 10
 Naughty Marietta (Herbert). "Italian Street Song." Soprano Solo and Male Chorus, orch. accomp. Lucy Gates 10
TWO POPULAR GRIEG COMPOSITIONS
 A5892 Wedding Day at Troldhaugen (Grieg). Prince's Orchestra 12
 Bridal Procession (Grieg). Opus 19, No. 2. Prince's Symphony Orchestra 12
TENOR TRIUMPHS BY HARRISON
 A5897 Any Place Is Heaven If You Are Near Me (Lohr). Tenor Solo, orch. accomp., Charles Harrison 12
 The Gypsy Trail (Galloway). Tenor Solo, orch. accomp. Charles Harrison 12
SPECIAL RECORD BY STELLAR QUARTETTE
 A5899 Kathleen Mavourneen (Crouch). Unaccomp., Columbia Stellar Quartette 12
 Loch Lomond (Traditional Scotch Melody). Unaccomp., Columbia Stellar Quartette 12
OSCAR SEAGLE'S RECORD
 A5895 The Ninety and Nine (Sankey). Baritone Solo, orch. accomp. Oscar Seagle 12
 Saved by Grace (Stebbins). Baritone Solo, orch. accomp. Oscar Seagle 12
ANOTHER RUSSIAN BALLET SENSATION
 A5902 Les Sylphides (Chopin). (1) Seventh Prelude. (2) Waltz Op. 64, No. 2. Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra Les Sylphides (Chopin). (1) Waltz Op. 70, No. 1. (2) Mazurka Op. 33, No. 2. Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra 12
VERNON STILES' RECORDS
 A5890 The Sunshine of Your Smile (Ray). Tenor Solo, orch. accomp. Vernon Stiles 12
 The Old Refrain (Kreisler). Tenor Solo, orch. accomp. Vernon Stiles 12
SULLIVAN GEMS BY FAMOUS ARTISTS
 A5891 The Gondoliers (Sullivan). "In a Contemplative Fashion." Florence Macbeth, soprano; Margaret Keyes, contralto; Morgan Kingston, tenor, and Frank Croton, Bass. Orch. accomp. Yeoman of the Guard (Sullivan). "I Have a Song to Sing O." Contralto-Bass Solo with Chorus, orch. accomp., Margaret Keyes-Frank Croton 12
TWO ORCHESTRAL NUMBERS BY CHICAGO SYMPHONY
 A5894 Lohengrin (Wagner). Prelude, Chicago Symphony Orchestra 12
 Parsifal (Wagner). Procession of the Knights of the Holy Grail. (Bell Scene). Chicago Symphony Orchestra 12
GODOWSKY
 A5896 Rigoletto (Verdi-Liszt). Paraphrase. Piano Solo..... Leopold Godowsky 12
 Cradle Song (Henselt). Piano Solo. Leopold Godowsky 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS
 18180 The Trail to Sunset Valley (Gilbert Muir), James Reed-J. F. Harrison 10
 Laddie in Khaki ("The Girl Who Waits at Home") (Ivor Novello)... James F. Harrison 10
 18183 Mammy's Little Coal Black Rose (Egan-Whiting)..... Orpheus Quartet 10
 When Evening Shadows Fall (Branen-Polka), Orpheus Quartet 10
 18184 Way Down in Iowa I'm Going to Hide Away (Lewis-Young-Meyer)..... Irving Kaufman 10
 It's Not Your Nationality (It's Simply You) (Howard Johnson)..... Billy Murray 10
 18185 Come Along to Caroline (Will J. Harris-Abe Olman)..... Collins and Harlan 10
 Don't Leave Me, Daddy (J. M. Verges), Marion Harris 10
 18186 What I Owe You (Goodwin-Mohr), James F. Harrison 10
 I Know I Got More Than My Share (Grant-Clarke-Howard Johnson)..... Irving Kaufman 10
 18188 Nora (Robert S. Pigott)... Charles Harrison 10
 Tho' I Had a Bit of the Devil in Me (Walter Van Brunt-Harry von Tilzer)... James Reed 10
 18192 How Could Washington Be a Married Man (And Never Tell a Lie) (Macdonald-Goodwin-Piantadosi)..... M. J. O'Connell 10
 Honolulu, America Loves You (We've Got to Hand It to You) (Clarke-Monaco), American Quartet 10
 18150 Song to Hawaii (J. D. Redding) (with Ukulele and Guitar accomp. by Louise and Ferera), Wright and Dietrich 10
 My Honolulu Hula Girl ("Sonny" Cunha) (with Ukulele and Guitar accomp. by Louise and Ferera)..... Wright and Dietrich 10
DANCE RECORDS
 18181 The Call of a Nation—Fox-trot (Ahler-Wendling)..... Victor Military Band 10
 Honeymoon—Fox-trot (Chester W. Smith), Conway's Band 10

35598 Miss Springtime—Medley One-step (Kalman). "A Little Bid for Sympathy"—"Throw Me a Rose"—"A Little Country Mouse"—"Life is a Game of Bluff"—"This is the Existence," Victor Military Band 12
 Chinese Fox-trot—Medley (from "The Amber Empress") (Parenteau). "It's the Only One for Me" (Chinese Fox-trot)—"Don't Lose Your Way"—"There Is Always One You Can't Forget"..... Victor Military Band 12
 35599 The Two Two Dance (Arthur N. Green), Victor Military Band 12
 Broken Doll—Fox-trot or London Taps (James W. Tate)..... Victor Military Band 12
MISCELLANEOUS INSTRUMENTAL RECORDS
 18119 Humoresque (Dvorak) (Harp Solo), Francis J. Lapitino 10
 Consolation (Mendelssohn) (Harp Solo), Francis J. Lapitino 10
 18149 Chin Chin—Medley Fox-trot (Saxophone Sextette) introducing "Pretty Baby" and "Chin Chin Open Your Heart and Let Me In," Six Brown Brothers 10
 Laverne—Waltz Caprice (Henton) (Saxophone Solo—with Conway's Pand... H. Benne Henton 10
 18155 Inspiration—Spanish Valse (Moskowitz) (Cembalom Solo)..... Joseph Moskowitz 10
 Argentine Dance (Cembalom Solo) (Moskowitz), Joseph Moskowitz 10
 18156 Sweet Spirit, Hear My Prayer (from "Lurline") (Wallace) (Violin-Harp-Flute), Neapolitan Trio 10
 Songs Without Words (No. 16—"Hope") (Mendelssohn) (Violin-Cello-Harp), Venetian Trio 10
 18175 Serenata Napoletana (Sgamhati) (Violin Solo), Maximilian Pilzer 10
 Andante from Second Concert (de Beriot) (Violin Solo)..... Samuel Gardner 10
 18182 American Trumpeter March (M. L. Lake), Conway's Band 10
 All America March (J. S. Zamecnik), Conway's Band 10
 18176 Pinafore Selection—Part I (Sullivan). "Now Give Three Cheers for the Sailor's Bride"—"A Maiden Fair to See"—"We Sail the Ocean Blue"—"I'm Called Little Buttercup"—"Admiral's Song"—"When I Was a Lad," Victor Concert Orchestra 10
 Pinafore Selection—Part II (Sullivan). "Fair Moon"—"Carefully on the Tip-Toe Stealing"—"Refrain, Audacious Tar"—"He Is An Englishman"..... Victor Concert Orchestra 10
 18179 First Arabesque (from "Deux Arabesques") (Debussy) (Pianoforte Solo)..... Julius L. Schendel 10
 Sérénade Levantine (Achilles Alpheraky) (Pianoforte Solo)..... Julius L. Schendel 10
 18193 Geese in the Bog—Medley of Irish Jigs (Accordion Solo). (1) "Geese in the Bog," (2) "Colairne." (3) "Trip to the Cottage," John J. Kimmel 10
 Stack of Barley—Medley of Irish Reels (Accordion Solo). (1) "Stack of Barley," (2) "Black-Berry Blossoms." (3) "Green Fields of America"..... John J. Kimmel 10
 18164 Pastoral Dance (from "Nell Gwyn") (Edward German)..... Conway's Band 10
 Merry-makers' Dance (from "Nell Gwyn") (Edward German)..... Conway's Band 10
 35597 Peer Gynt Suite—Part I, "Morning" (Grieg), Vessella's Italian Band 12
 Peer Gynt Suite—Part II, "The Death of Ase" (Grieg)..... Vessella's Italian Band 12
VOCAL RECORDS
 18178 Night Hymn at Sea (Mrs. Hemans-Goring Thomas)..... Elsie Baker-Frederick Wheeler 10
 Dreams (Strelezki) (Poem by Baroness Porteous)..... Frederick Wheeler 10
 35590 "Snores"..... Robert J. Wildhack 12
 "Sneezes"..... Robert J. Wildhack 12
 18148 Old Country Fiddler at the Telephone, Charles Ross Taggart 10
 Old Country Fiddler on Astronomy, Charles Ross Taggart 10
 35595 Primary Songs and Exercises for Teaching—Part 2. (1) What Does Little Birdie Say. (2) Rock-a-bye Baby. (3) Hear the Music of the Drum. (4) Return to high "do"—return to low "do." (5) Diatonic Dictation. (6) Lullaby (No. 6 from "Congdon's Music Primer No. 1")..... Elizabeth Wheeler 12
 Primary Songs and Exercises for Teaching—Part 1. (1) Soldiers. (2) Tick-tock. (3) The Hand Organ. (4) The Bells. (5) Exercise in Interval Dictation (Nos. 1, 2 and 3 from "Congdon's Music Primer No. 1")..... Elizabeth Wheeler 12
 35596 Alma Mater Songs—No. 1. Wesleyan College, "Come Raise the Song" (Davis)—Cornell, "Far Above Cay-u-gas Waters" (Smith and Weeks)—Harvard, "Fair Harvard"—Amherst, "Lord Geoffrey Amherst" (Hamilton)—Rutgers College, "On the Banks of the Old Raritan"..... Victor Male Chorus 12
 Alma Mater Songs—No. 2. Princeton College, "Old Nassau" (Peck-Langlotz)—Columbia, "Sans Souci"—Pennsylvania, "The Red and the Blue" (Westvelt-Gockel)—New York University, "Even Song" (Genns)—Dartmouth, "Elaezer Wheelock" (Wurm)—Yale, "Boola Boola" (Hirsh)..... Victor Male Chorus 12
 45103 Life's Twilight (Katherine Ward-Olney Speaks) Lambert Murphy 10
 When the Roses Bloom ("In the Time of Roses") (Reichardt) (Harp acc. by Francis Lapitino) Lambert Murphy 10
 45104 Mother Goose Songs, No. 2—(1) Three Little Kittens, (2) Ride a Cock Horse, (3) John Smith, (4) Willy Winkie (from "Fifteen Mother Goose Melodies," Elizabeth Coolidge) Kitty Cheatham 10
 Once a Little Shepherd Maiden (Old French Folk Song. "Il était un Bergère"), Kitty Cheatham 10
 45105 When John McCormack Sings a Song (Jerome Goetz-Schwartz), Nora Bayes 10
 Hicki Hoy (Stanley Murphy-Lewis F. Muir), Nora Bayes 10
RED SEAL RECORDS
 ENRICO CARUSO, Tenor—In French
 88559 Sancta Maria..... J. Bertrand-Jean Faure 12
 AMELITA GALLI-CURCI, Soprano
 74499 Rigoletto—Caro nome (Dearest Name). In Italian..... Verdi 12
 74500 La Partida (The Departure) (Spanish Ballad). In Spanish..... Alvarez 12
 EMILIO DE GOGORZA, Baritone—In Spanish
 64597 Preguntale a las Estrellas (Go Ask of the High Stars Gleaming)..... Mexican Folk Song 10
 EMMY DESTINN, Soprano—In German
 87246 Wiegenlied (Lullaby) ("Schlafe, mein Prinzen, schlaf ein")..... Mozart 10
 GERALDINE FARRAR, Soprano
 88569 The Holy City... F. E. Weatherly-Stephen Adams 12
 JOHANNA GADSKI, Soprano
 88578 Die Lotusblume (Lotus Flower), Heine-R. Schumann 12
 ALMA GLUCK, Soprano
 (With Orpheus Quartet)
 64607 A Perfect Day..... Carrie Jacobs-Bond 10
 FRIEDA HEMPEL, Soprano
 87261 Just You..... Madge M. Miller-H. T. Burleigh 10
 ALMA GLUCK, Soprano—Louise Homer, Contralto
 (Continued on page 116)

RECORD BULLETINS FOR JANUARY (Continued from page 115)

- 87267 Long, Long Ago... T. Haynes Bayly
87265 Nur wer die Sehnsucht kennt... Tschaiakowsky
64614 Minuet... Boccherini
64623 Love, Here Is My Heart... MAUD POWELL, Violinist
64615 Love's Delight... Martini
87166 Faust... Gounod
64609 Some Day I'll Wander Back Again... EVAN WILLIAMS, Tenor
74498 Sorrows of Death... Mendelssohn
74497 It Was Not So to Be... Nessler

EDISON BLUE AMBEROL RECORDS

- LATEST LIGHT OPERA HITS
3061 Childhood Days... Soprano Solo, orch. accomp.
3062 Come Back, Sweet Dreams... Soprano Solo, orch. accomp.
3059 Give Me All of You... Soprano and Tenor Duet, orch. accomp.
3063 In the Garden of Romance... Soprano and Baritone Duet, orch. accomp.
5040 It's Always Orange Day in California... Tenor Solo, orch. accomp.
3064 Little Bid for Sympathy... Soprano and Tenor Duet, orch. accomp.
3039 Poor Butterfly... Soprano Solo, orch. accomp.
3060 You're the Girl... Tenor Solo, orch. accomp.
SONGS OF TO-DAY
3051 In Florida Among the Palms... Tenor Solo, orch. accomp.
3041 Mississippi Days... Tenor and Baritone Duet, orch. accomp.
3037 O'Brien Is Trying to Learn to Talk Hawaiian... Comedienne, orch. accomp.
3038 There's a Little Bit of Bad in Every Good Little Girl... Soprano Solo, orch. accomp.
3057 You Wake Up in the Morning in Chicago... Tenor Solo, orch. accomp.
BANDS AND ORCHESTRAS
3058 Hilda... For dancing, Vess L. Ossman's Banjo Orchestra
3042 In a Bird Store... Descriptive Fantasia... American Symphony Orchestra
3047 La Confession Valse... For dancing... Jaudas' Society Orchestra
3043 Listen to This... One-step... Jaudas' Society Orchestra
3050 Ole Virginny... One-step... Jaudas' Society Orchestra
3053 Simplicity... Intermezzo... Dorothy Lee, Sodero's Band
3055 Whistler and His Dog... Arthur Pryor, New York Military Band
SONGS AND BALLADS
3049 Blue Eyes... Tenor Solo, orch. accomp.
3054 Dancing Down in Dixie Land... Tenor and Baritone Duet, orch. accomp.
3046 Dream, A... Tenor Solo, orch. accomp.
3048 I'm A-Longing fo' You... Contralto Solo, orch. accomp.
3044 Songs of Other Days... Metropolitan Mixed Chorus
INSTRUMENTAL SPECIALTIES
3045 Kamchameha March... Helen Louise and Frank Ferera
3052 New York Blues... P. Frosini
WITH THE FUNMAKERS
3056 At the Country Fair... Rube Sketch, Harlan E. Knight and Company

PATHE PHONOGRAPH CO.

- 28250 Dormi Pure (Sleep On)... Baritone Solo, in Italian, orch. accomp.
28251 Weiss ich Dich in meiner Nahe... Soprano and Tenor Duet, in German, orch. ac-

- comp. Marie Rappold and Jacques Urlus
64006 Carmen... Lucien Muratore
Romeo and Juliette... Lucien Muratore
64009 Non M'Amate' Piu!... Lucien Muratore
Il Pescatore Canta!... Lucien Muratore
NEW STANDARD VOCAL RECORDS
52017 Bonnie, Sweet Bessie... Craig Campbell
My Ain Folk... Tenor Solo, orch. accomp.
52015 In the Gloaming... Mezzo-Soprano Solo, Pathé Salon orch. accomp.
Will o' the Wisp... Mezzo-Soprano Solo, Pathé Salon orch. accomp.
NEW BAND AND ORCHESTRA RECORDS
35097 Danse Napolitaine... Garde Republicaine Band of France
Tarantelle de la Poupee... Garde Republicaine Band of France
35086 The Enchanted Bells... Pathé Grand Orchestra, with Bells
March de la Banniere... Pathé Grand Orchestra, with Bells
POPULAR HITS OF THE MONTH
20090 Oh! How She Could Yacki Hacki Wicki Wacki Woo... Louis J. Winsch
20099 She Is the Sunshine of Virginia... Baritone Solo, orch. accomp.
The Melody of My Dream... Henry Burr
20073 Down in Honky Tonky Town... Louis J. Winsch
Come Along to Caroline... Louis J. Winsch
20079 The Two-Key Rag... Arthur Collins
Brutus, Caesar, Anthony Lee... Arthur Collins
NEW INSTRUMENTAL NOVELTIES
40060 Love's Dream After the Ball... Pathé Symphonic Trio
Un Peu d'Amour... Pathé Symphonic Trio
NEW PATHE "DE LUXE" DANCE RECORDS
20087 Pretty Baby... Van Eps-Banta Dance Orchestra
Teasing the Cat... Van Eps-Banta Dance Orchestra
20097 A Broken Doll... Pathé Dance Orchestra
Step With Pep... American Republic Band
20098 Oh! Bab! (Klickman)... Fox-trot, Pathé Dance Orchestra
Go Get 'Em... American Republic Band

STARR PHONOGRAPH CO.

- STANDARD SELECTIONS
10002 Nearer My God to Thee... Elsa Lyon
10003 Shea Van-Juni (June)... Elizabeth Schiller
LATEST POPULAR NUMBERS
6505 He May Be Old, But He's Got Young Ideas... Shubel Cook
You Don't Know And I Don't Know... "Dooley" Donovan
7550 On the Old Dominion Line... The Loos Bros.
Welcome Honey to Your Old Plantation Home... The Loos Bros.
INSTRUMENTAL RENDITIONS
7552 Anvil Chorus... Weber's Prize Band
Miserere... Weber's Prize Band
7549 Weber's Prize Band March... Weber's Prize Band
Old Comrades... Weber's Prize Band
DANCE RECORDS
7551 The Coney Island Dip... Starr Military Band
Chinese Blues... Starr Military Band
MISCELLANEOUS VOCAL RECORDINGS
7554 A Perfect Day... Fisk University Jubilee Quartet
Goin' Up... Fisk University Jubilee Quartet
7555 Christ Is All... Harry Maxwell

- My God and Father While I Stray... Harry Maxwell
7553 Come, For It's June... John W. Dodd
You Were the Best Little Mother God Ever Made... John W. Dodd
STARR RECORDS FOR THE SEASON
10001 Stille Nacht, heilige Nacht... Elsa Lyon
7548 The Night Before Christmas... Strickland Gillilan
The Holy City... Starr Trio
7540 Love's Old Sweet Song... Montani Trio
Call Me Thine Own... Montani Trio
7527 Sextet... Starr Military Band
All America... Starr Military Band
7542 Beautiful Isle of Somewhere... Harry Maxwell
Is He Satisfied With Me?... Harry Maxwell
7504 Silver Threads Among the Gold... Sterling Trio
When You and I Were Young... Sterling Trio
7513 Evening Star... Starr Orchestra
Titl Serenade... Starr Orchestra

EMERSON PHONOGRAPH CO.

- SEVEN-INCH DOUBLE DISC-POPULAR SONGS
7108 Oh! How She Could Yacki, Hacki, Wicki, Wacki, Woo... Arthur Collins
Just One Day... Henry Burr
7119 Flora Bella... Samuel Ash
Gila, Gilah, Galoo... Avon Comedy Four
7109 Bachelor Girl and Boy... Louise King and Henry Burr
Then You'll Remember Me... Henry Burr
7113 If I Only Knew How I Stood With You... Samuel Ash
There's Someone More Lonesome Than You... Samuel Ash
Where the Sunset Turns the Ocean's Blue to Gold... Manuel Romain
7117 Hippodrome Minstrel Medley... Descriptive Medley, with effects by orch.
7107 It's a Long, Long Time Since I've Been Home... Van and Schenck
Two Key Rag... Arthur Collins
7114 Down Where the Swanee River Flows... Arthur Collins
Emancipation Handicap... Collins and Harlan
7115 My Dad's Dinner Pail... John W. Myers
Paddy Duffy's Cart... John M. Myers
DANCE AND STANDARD SELECTIONS
7118 Ragging The Scales... Emerson Military Band
Kilima Waltz... Helena and Palakiko
7112 Gold and Silver... Emerson Symphony Orchestra
Dancing in the Barn... Emerson Military Band
7110 Spring Song... Emerson Symphony Orchestra
Erotik... Emerson Symphony Orchestra
7106 Coronation March... Emerson Trumpet Quartet
Carmen March... Emerson Military Band
7111 Mignon Overture... Emerson Symphony Orchestra
M'Appari... Emerson Trumpet Quartet
789 Hunting Chorus... Emerson Trumpet Quartet
Dragon's Eye... Emerson Military Band
7116 Three Bears... Sally Hamlin
The Duel... Sally Hamlin
SIX-INCH RECORDS-POPULAR SONGS
5149 Oh! How She Could Yacki, Hacki, Wicki,

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RECORD BULLETINS FOR JANUARY

(Continued from page 116)

- Wacki, Woo (Von Tilzer). Baritone Solo, accomp. by orch. Arthur Collins
- 5157 Flora Bella (Schwarzwald). From "Flora Bella" at the Casino Theatre, New York. Tenor Solo, orch. accomp. Samuel Ash
- 5152 If I Only Knew How I Stood With You (Gus Edwards). Tenor Solo, accomp. by Cello, Violin, Bells and Piano. Samuel Ash
- 5153 Gila, Gilah, Galoo (Donovan). Humorous, accomp. by orch. Avon Comedy Four
- 5151 Just One Day (Lange). Tenor Solo, accomp. by Violin, Cello and Piano. Henry Burr
- 5150 Down Where the Swanee River Flows (Von Tilzer). Baritone Solo, orch. accomp. Arthur Collins
- 5115 Dougie, the Baker (Lauder and MacFayden). Scotch Dialect Song, accomp. by orch. Evan Davies

POPULAR DANCE AND INSTRUMENTAL SELECTIONS

- 5155 Li-Ke Ho Li-Ke (Hawaiian Medley). Ukulele and Guitar Duet. Helena and Palakiko
- 5158 Cupid's Arrow. Piano, Banjo and Xylophone Trio. Van Epps Trio
- 5156 Waiu Luliluli. Ukulele and Guitar Duet, Helena and Palakiko

STANDARD VOCAL AND INSTRUMENTAL SELECTIONS

- 5154 Old Oaken Bucket (Woodward). Peerless Quartet
- 5144 O Come, All Ye Faithful. "Adeste Fideles." Christmas Hymn, accomp. by Piano, Violin and Cello. Emerson Mixed Quartet
- 5148 Keep the Home Fires Burning (Till the Boys Come Home). Baritone Solo, accomp. by Band. Henry James
- 5146 Carmen March. (From "Carmen") (Bizet). Emerson Military Band
- 5147 Hunting Chorus. From "Der Freischütz" (Von Weber). Emerson Trumpet Quartet

MAJESTIC RECORD CORP.

SEVEN-INCH RECORDS

- A151 Stille Nacht-Heilige Nacht (in German). Baritone, orch. accomp. Royal Dadmun
- B151 Abide With Me (Monk). Baritone, orch. accomp. Royal Dadmun
- A152 At Dawning (Cadman). Soprano, orch. accomp. John Walker
- B152 Dear Land of Home (Valmore). Tenor, orch. accomp. Charles Troxell
- A153 Mother O'Mine (Tours). Baritone, orch. accomp. Royal Dadmun
- B153 Gypsy Love Song (Herbert). Baritone, orch. accomp. Royal Dadmun
- A154 I Need Thee Every Hour (Lowry). Majestic Mixed Quartet
- B154 Lead Kindly Light (Newman-Dykes). Baritone, orch. accomp. Royal Dadmun
- A155 Traumerei (Schuman). Piano, Violin and Cello. Grammm Trio
- B155 Swing Song. Piano, Violin and Cello. Grammm Trio
- A156 O Promise Me (De Koven). Violin Solo, Autumn Hall
- B156 Serenade Coquette (Barthelemy). Turner Ensemble
- A157 The Swan (Saint Saens). Violin Solo. Autumn Hall
- B157 The Last Spring (Grieg). Turner Ensemble
- A158 Funiculi-Funicula—March. Royal Banda Milano
- B158 Royal Italian March. Royal Banda Milano
- A159 Lunno Waltz. Hawaiian. Kolomoku and Kimiki
- B159 Hilo March. Hawaiian. Kolomoku and Kimiki
- A160 Nursery Favorites. The Night Before Christmas. Sally Hamlin
- B160 Little Orphan Annie (Riley). Sally Hamlin
- A161 Stein Song (Bullard). Baritone, orch. accomp. Royal Dadmun
- B161 At the Fountain of Youth (Jentes). Orch. accomp. Dan Quinn
- A162 There's a Quaker Down in Quaker Town (Soloman). Duet, orch. accomp. Campbell and Burr
- B162 Cornet Solo—Golondrina. Band accomp. Harry Shaw
- A163 I've Got More Than My Share (Clark and Johnson). Duet, Contralto-Baritone, orch. accomp. Betty Young and Tom Bresnan
- B163 Parson Jones' Three Reasons. Baritone, orch. accomp. Arthur Collins
- A164 Accordion Solo—On to Paragon (Frozini). Petro Gruffrida
- B164 My Own Iona. Fox-trot. (Van Alstyvne). Majestic Military Band
- A165 Pretty Baby. Fox-trot. (Van Alstyne). Majestic Military Band
- B165 Druids Prayer. Waltz (Davson). Majestic Dance Specialty

NINE-INCH RECORDS

- A2001 On the Road to Mandalay (Speaks). Baritone Solo, orch. accomp. Royal Dadmun
- B2001 Ben Bolt (Kneas). Contralto Solo, orch. accomp. Beth Young
- A2002 O Solo Mio (in Italian) (DiCapua). Neapolitan Folk Song. Baritone Solo, orch. accomp. Benno D'Aberno
- B2002 Un Bel Di Vedremo (One Fine Day) (in Italian). From "Madam Butterfly" (Puccini). Soprano Solo, orch. accomp. Joan Walker

- A2003 O Dry Those Tears (Del Riego). Tenor Solo, orch. accomp. Charles Troxell
 - B2003 Elecie (Song of Mourning) (Massenet). Violin Obl., Arthur Gramm. Soprano Solo. Joan Walker
- LIST OF NINE INCH RECORDS
- A2004 Onward Christian Soldiers—Mixed Quartette, Majestic Mixed Quartette
 - B2004 Beautiful Isle of Somewhere (Fearis). Baritone Solo, orch. accomp. Royal Dadmun
 - A2005 Pemberton Inn Waltz (Frozini). Accordion accomp. Petro Gruffrida
 - B2005 World Peace March. Majestic Military Band
 - A2006 Flower Song (Lange). Turner Ensemble
 - B2006 Good Bye (Tosti). Majestic Symphonic Players
 - A2007 Light Cavalry Overture (Suppe). Accordion. Petro Gruffrida
 - B2007 Titl Serenade (Titl). Duet. (Flute and Cello). George Gunderson-Soeller J. Duncan Allen
 - A2008 Meditation "Thais" (Massenet). Violin Solo, Arthur Gramm
 - B2008 Hearts and Flowers (Tobani). Majestic Symphonic Players
 - A2009 Hawaiian Medley (A-lei Aloha B Waialea A, One, Two, Three, Four). Kolomoku-Kimiki
 - B2009 Hawaiian—Kalima Waltz. Kolomoku-Kimiki
 - A2010 Just a Word of Sympathy (Kahn-Van Alstein). Contralto-Baritone Duet, Betty Young-Tommy Bresnan
 - B2010 It's Not Your Nationality, It's Simply You (Johnson). Baritone Solo, orch. accomp. Dan Quinn
 - A2011 Arrah Go On, I'm Going Back to Oregon. Baritone Solo, orch. accomp. Dan Quinn
 - B2011 On Lake Champlain (Bryan-Gumble). Contralto-Baritone Duet, orch. accomp. Betty Young-Tommy Bresnan
 - A2012 Oh, How She Could Yacki-Hacki-Wacki-Wicki Woo (A. Von Tilzer). Baritone Solo, orch. accomp. Arthur Collins
 - B2012 O'Brien Is Trying to Talk Hawaiian (Cormack). Baritone solo, orch. accomp. Dan Quinn
 - A2013 American Jubilee (Patriotic Rag Fox-trot) (Claypoole). Majestic Military Band
 - B2013 Popular Medley—One-step, Majestic Banjorine Specialty
 - A2014 And They Called It Dixieland—Fox-trot (Whiting). Majestic Military Band
 - B2014 My Dreamy China Lady—One-step (Van Alstyne). Majestic Dance Specialty
 - A2015 Mighty Lak' a Rose—Waltz (Nevin). Majestic Dance Specialty
 - B2015 A Perfect Day—Waltz (Bond). Majestic Dance Specialty
 - A2016 The Radiant Morn Hath Passed Away (Woodward). Majestic Mixed Quartette
 - B2016 Crucifix (Faure). Baritone-Tenor Duet, orch. accomp. Dadmun-Troxell
 - A2017 Ab Mimi, Tu Piu (Ah Mimi, False One) (from La Boheme) (Puccini). Baritone-Tenor Duet, orch. accomp. Dadmun-Troxell
 - B2017 Extase (Reverie) (Ganne). Piano, Violin and Cello. Grammm Trio
 - A2018 Toreador Song (from Carmen) (in Italian) (Bizet). Benno D'Aberno
 - B2018 Prelude De Luge (Saint Saens). Violin Solo, Arthur Gramm
 - A2019 Mamma Mia, Che vo Sape (If My Mother Only Knew) (Emanuele Nutile). In Neapolitan. Baritone Solo. Benno D'Aberno
 - B2019 Maria-Mari (My Sunshine) (Di Capua). In Neapolitan. Baritone Solo. Benno D'Aberno
 - A2020 Voice of Love (Schuman). Piano, Violin and Cello. Grammm Trio
 - B2020 Largo (Haendel). Violin Solo. Arthur Gramm

TALKING MACHINE EXPORTS

WASHINGTON, D. C., December 3.—In the summary of the exports and imports of the commerce of the United States for the month of September, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 7,955, valued at \$181,847, were exported for September, 1916, as compared with 2,110 talking machines, valued at \$61,924, sent abroad in the same month of 1915. The total exports of records and supplies for September were valued at \$106,054, as compared with \$78,216 in September, 1915. For the nine months 45,210 talking machines were exported, valued at \$1,128,602 in 1916, and 19,434, valued at \$558,033, in 1915, while records and supplies valued at \$823,858 were sent abroad during 1916, as against \$574,505 in 1915.

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FORMAL OPENING IN WHITE PLAINS

Public Much Impressed With New Quarters of Hunt's Leading Music House in That City

WHITE PLAINS, N. Y., December 2.—The formal opening of the new quarters of Hunt's Leading Music House, at 114 Main street, this city, was held on Saturday, and, owing to the fact that the opening was announced in full-page advertisements in the local papers and by other means, it attracted a great amount of attention. Large crowds took the opportunity to visit and inspect the new warerooms and enjoy the special musical program. Hunt's Leading Music House features very successfully the Laffargue, Brambach baby grand and other makes of pianos and players and also does a large business in Victrolas.

The new quarters have been elaborately fitted up. The front section of the store is given over to the Victrola department, and is equipped with a number of sound-proof demonstrating booths, finished in ivory white and furnished artistically and comfortably. The main piano warerooms occupy the rear section of the ground floor. The basement is used for player-pianos, music rolls and additional booths for Victor record demonstrations. Among those who attended the opening were: R. W. Morey, general manager of the New York Talking Machine Co., and Roger N. Lagow, district representative for the Victor Talking Machine Co.

If Satan goes to church he doesn't do any sleeping during the sermon. It may be said that he sets a good example by being wideawake and ready for business six days and Sundays.

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Toronto, Ont.

1856 WURLITZER 1916

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VICTORS EXCLUSIVELY

We make a specialty of getting the order
out on time—every time.

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CINCINNATI AND CHICAGO

Two points of supply; order from the nearer

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the North-
west. Machines, Records, Supplies.

The PERRY B. WHITSIT CO.

Distributors of

Victrolas and Victor Records
COLUMBUS, OHIO

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PACIFIC COAST DISTRIBUTORS
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GATELY-HAIRE CO., Inc.

If it's Victor, we have it
We have it if it's Victor
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EVERY jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World.

Victor Exclusively

EASTERN TALKING MACHINE CO.

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Sherman, Clay & Co.

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PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola
Pianos, Holton Band Instruments

The Chicago Edison Jobber

The perfection of musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The PHONOGRAPH CO.

229 So. Wabash Ave., CHICAGO

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.

Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER
DITSON
COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

GRINNELL BROS. OPEN NEW STORE

Remodeled Headquarters in Flint, Mich., Are
Attractively Furnished and Decorated

FLINT, MICH., November 27.—The remodeled store of Grinnell Bros. was opened here last week, under the management of E. J. Beard. The new store is finished in old ivory, a large

window giving opportunity for fine displays. Several sound proof booths for the demonstration of the Victor line are located at the rear of the piano warerooms on the first floor.

Sach's drug store and music shop, of Harvey, Ill., has moved to quarters in the King Hotel, a very attractive demonstration room for Victor-Victrolas being a feature.

ATTRACTIVE DIAMOND DISC EXHIBIT

NEW ORLEANS, LA., November 27.—The Diamond Disc Shop held a very attractive exhibit at the National Farm and Live Stock Show recently. Recitals were given frequently, and the handsomely decorated booth attracted much attention from the throngs who visited the show. The exhibit was in charge of S. T. Brannan.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Why this is "The Highest Class Talking Machine in the World"



1—Universal Playing

THE Sonora is designed to play all makes of disc records perfectly. It was so designed before it was built; no make-shifts or awkward, unsatisfactory devices are added to secure this decided advantage.

2—Tone Quality

FOR tone quality the Sonora is without a peer, winning the highest score for this at the Panama-Pacific Exposition in competition with the world's foremost phonographs and talking machines.

3—Tone Control

AT the sound source, the proper place, is the Sonora tone control. It is simple in design, but remarkably effective in expression. This is another notable Sonora patent that assists in making this instrument the very best one that human ingenuity has been able to devise.

4—Sound Box

THIS assists in reproducing the golden tones and is noteworthy for its excellence of construction. Made from the best of materials, it sends forth notes that are clear, distinct, accurate and beautiful.

5—Automatic Stop

ON all machines there is placed an automatic stop, which is decidedly convenient and useful. It is simple and mechanically correct, and gives added pleasure and enjoyment.

6—Cabinet Work and Design

THE Sonora is extraordinary for the exceptional beauty of its design and cabinet work. The graceful, flowing lines ("Bulge" effect) are the result of a patented process and are exclusive with Sonora.

7—Motor

THE motor is made in Switzerland by experts with generations of experience, and plays about twice as long as do motors of other machines sold at similar prices. For constructional excellence, durability, and strength, it is the supreme motor of the phonograph world.

8—Sound Amplifier or Horn

THE sound amplifier helps create the wonderful tone that the Sonora is noted for. It is made on scientific principles and with special treatments that are exclusive with us.

9—Envelope Filing System

THIS is a marvel of simplicity and convenience. Records are instantly available and can always be located where and when they are desired.

TEN BEAUTIFUL MODELS

\$45	\$60	\$75	\$100	\$150
\$175	\$190	\$225	\$350	\$1,000

The Complete Instrument

THE assembled machine is an aggregation of individually perfect parts correctly combined. As a result, the tone is of unrivaled clarity and magnificence, with a depth of expression that makes the Sonora unqualifiedly "The Highest Class Talking Machine in the World."

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City

Chicago, 320 S. Wabash Avenue

San Francisco, 109 Stockton Street

Boston, 165 Tremont Street

Philadelphia, 1311 Walnut Street

Toronto, Ryrie Building

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

EDISON QUALITY

plus

LOW PRICES



The New Edison Diamond Amberola
Model 50

The New Edison Diamond Amberola

Retails at \$30, \$50, and \$75

The New Edison Diamond Amberola and Edison Blue Amberol Records are manufactured in accordance with the Edison technique which has made Edison instruments and records justly famous.

Edison Blue Amberol Records

Retail at 50c and 75c

The dealer who carries the New Edison Diamond Amberola line is equipped to meet the demand, especially in small towns and rural communities, for instruments and records of Edison quality at prices that appeal to buyers of modest means.

The dealer who carries the New Edison Diamond Amberola and Blue Amberol Records and the higher priced New Edison and Edison Diamond Disc Reproductions is equipped with a line of sound reproducing merchandise which no other dealer can match.



The New
Edison Diamond
Amberola
Model 75

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co.
James I. Lyons
INDIANA
Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Phonograph Co., of Detroit.
MINNESOTA
Minneapolis—Laurence H. Lucker.
St. Paul—W. J. Dyer & Bro.
MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.
MONTANA
Helena—Montana Phonograph Co.
NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co.
OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.
OREGON
Portland—Pacific Phonograph Co.
PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.
RHODE ISLAND
Providence—J. A. Foster Co.
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes & Co.
WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.
CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.