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.
Some years ago the phonograph was an object of amusement, a scientific phenomenon.

Even in its crude state, when it squeaked and scratched, it won its way into the hearts of many, though its friends were matched in number by its enemies, who cordially detested the rasping, metallic, piercing notes that seemed to go on forever.

THOUGH it was not known then, these were the chrysalis days of the phonograph. To-day it is no longer the homely, despised caterpillar, it has been transformed into a gorgeous butterfly.

THE Sonora, by reason of the many unique, exclusive improvements, which are embodied in it, is to-day as different from the phonograph of former times as is the "Pennsylvania" from the "Monitor."

THIS explanation is unnecessary for most of you. It is given for the information of those who formed a dislike for the phonograph years ago, and have never since been enough interested to know what remarkable developments have been made during the past few years.

THE Sonora reproduces sound with almost absolute perfection. There is no harshness, no blurring of notes, no queer clicking or shrill falsetto. Instead, the Sonora pours out beautiful golden tones with a richness and splendor that will utterly amaze those whose conception of a "Phonograph" is based on what they heard years ago.

THE Sonora is a musical necessity for every home. It is the instrument which won the highest rating for tone quality at the Panama-Pacific Exposition. It is the phonograph by which all are judged.

YOU must hear it to understand its remarkable perfection. The Sonora speaks for itself.

The Sonora sells itself.

Nine magnificent models:

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country
WARNING AGAINST RECORD THIEVES

Talking Machine Dealers in Northern New Jersey Suffer Loss of Nearly $300 Worth of Records Through the Work of Clever Crooks

The police of several cities and towns in northern New Jersey have sent out warnings to talking machine dealers in that section to guard against the operations of a pair of thieves with a new system of getting talking machine records without paying for them. The thieves apparently began operations in Plainfield, where they managed to get away with records valued at $141 worth of records from the store of the Mathushek Piano Co. in Plainfield. The same pair next visited New Brunswick and called at the store of Raymond Montalvo, where they secured twenty-five Red Seal Victor records, worth $17.

The Chief of Police at Plainfield has sent out a warning against the two men, but the New Brunswick officers received a message after the pair had cleaned up in that city and got out of town.

In each store where the robbery occurred the two men would appear and ask to have some records played, naming the most expensive ones. While one was listening to the records being demonstrated, the other would walk up and down the store and at opportune moments slip a record or two under his coat. The movements of the confederate were covered by the state police and it was not until after the pair were out of reach that the two men got their records back.

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Whistling Man in Honor of John McCormack's Visit

Frank E. Harman, President of F. E. Harman Co., Lima, Ohio, Develops Some Strong Publicity for His Victrola Department. An Extraordinary Crowd in Attendance to Hear Noted Tenor

The Symphonora Phonograph Co. was recently incorporated at Albany with a capitalization of $10,000. Mr. Miller, manager of Edison Recording Studios, has in his office a very curious and unusual souvenir. The plans for the entertainment of the visiting jobbers and their friends will be as original and elaborate as the plans for the meetings, which, to those who have attended the conventions at Atlantic City in the past, has a real and pleasant significance.

Window Display Made by F. E. Harman in Honor of John McCormack's Visit Records. To secure McCormack, Mr. Harman had to put up a guarantee of $2,000, but his foresight was well borne out by the attendance. So tremendous was the crowd that both the police and fire departments were called out to protect the concert-goers. It was about two years ago when Mr. Harman brought Tetrazzini to Lima and the success of that venture was largely responsible for the McCormack concert.

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WALTER MILLER'S STRANGE RELIC

Manager of Edison Recording Studios Has Unusual and Thoroughly Appropriate Souvenir of Great Fire in Edison Plant

Managers in New York, April 15, 1916

Price Twenty Cents

TALKER MUSIC BY WIRELESS

One Talking Machine Can Furnish Music for a Number of Families by Means of a Recently Invented Wireless Apparatus

A young California inventor has designed an apparatus whereby selections played on a talking machine have been transmitted to several neighboring homes which are equipped with special receiving instruments. In some instances the instruments have been installed in the dining room, and by this arrangement the neighbors have been entertained at meal time.

A wireless telephone apparatus upon which the inventor has been working several years is used at his central station. A talking machine, in which the horn is an integral part of the body of the instrument, is used in producing the selections. The slats are removed from the mouth of the horn and within it are placed two ordinary telephone transmitters, from which the sounds are carried by wires to the wireless telephone outfit which, after serving as an amplifier, sends the waves through a cable to the aerial on the roof, when they are discharges into the air. The waves are caught by the various receiving stations and conveyed by wires to receivers, each of which is fitted with a small megaphone. In several instances head appliances with a pair of receivers were used. In others a single megaphone was sufficient for a group of persons.

SECURES SONORA AGENCY

Thomas Anderson, the well-known furniture dealer of 717 Manhattan avenue, Brooklyn, N. Y., has secured the agency for the Sonora phonograph for his locality, and has installed in his establishment a full line of Sonoras.

The Des Moines Talking Machine Co. has increased its capital from $10,000 to $25,000, and has added an auto truck delivery system to insure proper service in delivery of Victor Victrolas to its customers.

Previous to the recital the coming of McCormack was heavily advertised by Mr. Harman, and the opportunity was not lost to call attention to the various records in the Victor catalog made by that artist.

After the concert was over Mr. Harman threw open his store as a waiting room for the hundreds waiting to take the electric cars back to their homes, and took the opportunity to give an impromptu Victrola concert with McCormack.

Next Convention to Be Best Ever

Plans Now Under Way for Consideration of Many Important Business Subjects—C. G. Childs, Howard Shartele to Make Addresses as Will Factory Men and Jobbers

A. A. Trolister, chairman of the arrangement committee for the coming annual convention of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, N. J., on July 10, 11, 12 and 13, declares that the convention will be the best ever held and that the members who fail to attend will regret it for the rest of their natural lives.

TALKER MUSIC BY WIRELESS

It is planned to make the meeting particularly interesting to the jobbers and their friends who will give the jobbers much useful information and data regarding methods of exploiting and selling records. Howard Shartele, also of the Victor factory, will give a talk on the secret of ordering records successfully and on the members of the Victor Co.'s staff as well as some of the jobbers, will make addresses on matters of trade importance. From the prospects at the present time the convention in all details will be a most notable one.

INCORPORATED IN NEW YORK

The Symphonora Phonograph Co. was recently incorporated at Albert, New York, with a capitalization of $10,000. The incorporators are E. Smericky, A. Klug and E. Kotter, of 261 West Twelfth street, New York City.

The Malley Talking Machine Parlors, New Haven, Conn., have four modern demonstration rooms, in addition to a larger recital hall. Edison and Columbia machines and records are carried.
Columbia Graphophone Co. Announces a Standardization of Record Prices in Canada—Higher Prices for Needles—Recent Visitors

TO BORO, ONTARIO, April 3.—The Columbia Graphophone Co., this city, has announced to its distributors and dealers a standardization of record prices by which all ten-inch records will be 85 cents and all twelve-inch records, except grand opera and symphony recordings.

In a letter announcing the change the company said: “Owing to our very rapidly increasing Canadian business, we have been obliged to greatly enlarge our factory facilities, and consequently we are now able to put into operation something we have planned for years—an established standard Canadian price for talking machine records. Not the United States price plus the duty, but a Canadian price based on Canadian output, costs and conditions. Beginning with March 20, when the new April records go on sale, all Columbia ten-inch double-disc records, with the exception of grand opera, will be sold at the standard Canadian price of 85 cents, and twelve-inch double-disc records, except grand opera, at the standard Canadian price of $1.25. Additional equipment is being installed in the record department of the Columbia Graphophone Co.’s factory at Toronto to increase the output by at least one-third. The management has found the greater capacity necessary owing to increased business.”

Jos. Wolff, secretary of the Sonora Phonograph Corp., was in Toronto recently calling on J. Montagnes & Co., the Canadian distributors for the products of his company. From Toronto, Mr. Wolff went to Montreal. He expressed himself as being most enthusiastic regarding the development of the Sonora business in Canada.

J. Montagnes & Co. have moved into new quarters in the Ryrie Building at the corner of York and Shuter streets, where they have conveniently arranged offices, display rooms and repair shop to take care of the Sonora business.

Frank Whetsel, manager of the Bell Piano & Organ Co.’s Victrola department up to the time it discontinued, has moved recently with Heintzman & Co., has enlisted for overseas service in the 160th Regiment.

The Music Supply Co., of Toronto, distributors of Columbia products, has announced an advance of the price of needles owing to the high cost of steel. The new rates are 50 cents per thousand.

A recent trade visitor was H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who reported a satisfactory development of the Pathé business in the Dominion.

FINE EDISON STUDIO IN ROCHESTER

EASTERN VICTOR SERVICE

WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

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

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

FRANK W. HOWELL

J. B. Ogden Reports Tremendous Demand Created for His Cabinets and Sales System Through Announcements in This Paper

In a recent letter to The Talking Machine World, J. B. Ogden, manufacturer of Ogden sectional record cabinets and sales system in Lynchburg, Va., has the following to say regarding the results of advertising in this world:

“We have been ‘snowed under’ with inquiries from dealers requesting an estimate on sufficient equipment to file their record stock. This is in direct response to February’s ad, which shows the pulling power of each issue of The World.”

It might be mentioned that Mr. Ogden, since starting in business, has conducted his sales campaign entirely through advertisements in The Talking Machine World, and the tremendous growth of his business is direct proof of the efficiency of that method.

A STUNT THAT SELLS RECORDS

TERRI HAUTE, Ind., April 10.—C. I. Abelowitz, in charge of the talking machine department of A. H. H. Co., has hit upon an advertising idea that has been very effective. The scheme consists of small printed slips in bright colors that are attached to the monthly record supplements. For instance, one read, “The best novelty record yet.—17945—Have you heard it? Listen to it. A. H. H., fourth floor.”

In discussing the little “stunt,” Mr. Abelowitz said, “We have found this scheme to be a big record advertiser, inasmuch as many people would ask to hear a record featured in this way. Record No. 12965, while not so very popular in some places, we have found that through this method two hundred and twenty-five records were sold during the month of March. For April list we are featuring the new Marimba band record and are well stocked with it and we feel quite confident that we will dispose of every one of them.”

NEW STORE IN SALT LAKE CITY

The John Elliott Clark Co. has opened an exclusive Victor Victrola shop at 150 Main street, Salt Lake City, Utah. The store is artistically decorated and furnished. A feature of the business will be a specially arranged concert to be given at frequent intervals each week.

A. L. Demorest, Wilmington, Del., writes, “The March issue of The Talking Machine World is a very interesting issue of a very splendid magazine. I enclose stamps for additional copy to be sent to a friend.”

MR. MONTAGNES IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

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**Victrola supremacy**

Victrola supremacy is the surest index of which way the trade goes.

It spells success for every Victor dealer.


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

Victor Distributors:

- **Albany, N. Y.**...G. J. V. Haare Co., Inc.
  - **Atlantic, Pa.**...W. F. Fredericks Piano Co.
  - **Atoka, Tenn.**...Sam Sini Co.
  - **Austin, Tex.**...The Talking Machine Co. of Texas.
  - **Baltimore, Md.**...Cohn & Hughes, Inc.
  - **Bangor, Me.**...Andrews Music House Co.
  - **Birmingham, Ala.**...Talking Machine Co.
  - **Boston, Mass.**...Oliver Dixon Co.
  - **Buffalo, N. Y.**...W. B. Andrews.
  - **Butte, Mont.**...Dens Bros.
  - **Chicago, Ill.**...Lyman & Heis.
  - **Cincinnati, O.**...Shelby Hill, Wurlitzer Co.
  - **Cleveland, O.**...The Royal .. Wurlitzer Co.
  - **Columbus, O.**...The Perry & Whiton Co.
  - **Dallas, Tex.**...Sasser Bros.
  - **Denver, Colo.**...The Hemp Music Co.
  - **Des Moines, Ia.**...Chase & West Talking Mach. Co.
  - **Detroit, Mich.**...Girard Bros.
  - **El Paso, Tex.**...W. G. Wals Co.
  - **Galveston, Tex.**...The Gagan & Ben.
  - **Honolulu, T. H.**...Bergren's Music Co., Ltd.
  - **Jacksonville, Fla.**...Florida Talking Machine Co.
  - **Kansas City, Mo.**...J. W. Jenkins Sons Music Co.
  - **Lincoln, Nebr.**...Base P. Currie Co.
  - **Little Rock, Ark.**...O. K. Hook Piano Co.
  - **Los Angeles, Cal.**...Sherman, Clay & Co.
  - **Memphis, Tenn.**...O. K. Hook Piano Co.
  - **Minneapolis, Minn.**...Rudger Talking Machine Co.
  - **Montreal, Can.**...Berlin Gramophone Co., Ltd.
  - **Montreal, Can.**...Berlin Gramophone Co., Ltd.
  - **New York, N. Y.**...Charles H. Ditson & Co.
  - **New York, N. Y.**...C. Bruno & Son, Inc.
  - **New York, N. Y.**...E. J. Chapman.
  - **New York, N. Y.**...H. A. Weyman & Son.
  - **New York, N. Y.**...Koerher-Brenner Music Co.
  - **New York, N. Y.**...L. Dungen.
  - **New York, N. Y.**...L. Dungen.
  - **New York, N. Y.**...O. K. Houck Piano Co.
  - **New York, N. Y.**...Price Talking Machine Co.
  - **New York, N. Y.**...S. B. Avega Co.
  - **New York, N. Y.**...Wm. H. Reynolds.
  - **Omaha, Nebr.**...A. L. Caswell Co.
  - **Omaha, Nebr.**...Bergeron & Blot.
  - **Omaha, Nebr.**...C. Bruno & Son, Inc.
  - **Omaha, Nebr.**...E. F. Droop & Sons Co.
  - **Omaha, Nebr.**...J. E. C. & Co.
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THE PULLING TEST—THE STRENGTH IS THERE

We manufacture Disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. They are made in the most substantial manner by skilled workmen.

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

F. S. Berliner a Recent Visitor—James P. Bradt's Promotion Pleases Canadian Friends

PERSONALS FROM TORONTO

LAWMAKERS' TASTES VARY

WEBB DOING A GROWING BUSINESS

THE PULLING TEST

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

FULLY GUARANTEED

For Durability, Finish and Artistic Design

Our Albums Have No Equal

WRITE FOR PRICES

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

Patent Applied For

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

THE PULLING TEST

WE MANUFACTURE DISC RECORD ALBUMS CONTAINING 12 POCKETS TO FIT THE VICTROLA CABINETS NOS. X AND XI.

They are made in the most substantial manner by skilled workmen.

The purpose of the association is for the betterment of the talking machine industry; a universal and better service for the handling of records and an endeavor to better the service to the public.

PERSONALS FROM TORONTO

H. S. Berliner a Recent Visitor—James P. Bradt’s Promotion Pleases Canadian Friends
—Appoints New Agencies for Sonora

Toronto, Ont., April 5.—One of the recent visitors to Toronto was H. S. Berliner, vice-president and general manager for the Berliner Gramophone Co., Montreal, who reports business as being very satisfactory in view of general conditions.

Many trade friends in Canada of James P. Bradt, New York, are highly pleased with the news of his recent promotion to the important position of general sales manager of the Columbia Graphophone Co. Mr. Bradt was for a number of years in charge of the Columbia Co.’s Canadian business.

Emil Van Gilder, of I. Montagnes & Co., Canadian distributors for the Sonora Phonograph Corp., has just returned from a trip to the Maritime Provinces, where he placed several important agencies for the Sonora line of phonographs.

LAWMAKERS’ TASTES VARY

Some Canadian Legislators Enjoy Operatic Records and Others Ragtime, at the Expense of the People at Large.

Toronto, Ont., April 4.—In the course of a description of Dr. Sevigny, newly elected speaker of the House of Commons, and his surroundings H. F. Gadsby, writing in Maclean’s Magazine, tells of the part played by the talking machine and the taste of the different speakers in selecting records at the expense of the government.

Some of the speakers have favored sentimental selections, some operatic and some comic, while one speaker selected all the $5, $6 and $7 records he could find to be paid for by the people's money. Dr. Sevigny did not have much complaint to make regarding the selections on hand, but for the sake of his constituents substituted the “Marseillaise” and other Quebec favorites for “The Protestant Boy.”

WEBB DOING A GROWING BUSINESS

Atlanta, Ga., April 3.—LeRoy Webb & Co., who recently moved into new quarters at 83 Peachtree street, report an excellent business in the Victor line, which they have been carrying for some time. The business has increased to such an extent during the past year that larger quarters were necessary. The new location is occupied jointly with the Windmayer Music Co., dealers in sheet music and supplies. Fred C. Windmayer, manager of this concern, was formerly connected with the Phillips & Crew Co., being in charge of the sheet music department there.

EILERS CO. CHANGES ITS NAME

Will Now Be Known as the Hopper-Kelley Co.

Dealers in Talking Machines.

Seattle, Wash., April 3.—The Eilers Talking Machine Co. has changed its name to the Hopper-Kelly Co., dealers in talking machines. Since taking over the talking machine department from the Eilers Music House some two years ago, C. H. Hopper and E. P. Kelly have been conducting the business under the old firm name, but upon the opening of their new branch in Tacoma, Wash., the first of the month, it was deemed advisable to change the name of the concern. Mr. Hopper recently returned from a trip to the East, where he inspected the Victor plant at Camden, N. J. He also paid a personal visit to Thomas A. Edison and spent some time at the headquarters of the Columbia Grafonola in New York City.

Avery & Hurrie, of St. Cloud, Minn., have moved into a new store at 14 Fifth avenue South, where they will have a much larger display room for their stock of pianos and talking machines.

The Piano Underwriters Agency

Baltimore, Md.
Victrola Supremacy is real

It is backed by its wonderful musical achievements.

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


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.
T his is an age of ideas. Never before in the history of the world has there been such an urgent and increasing demand for bright thoughts of a commercial nature.

The competition which yearly draws the lines of trade tighter, and sifs men and affairs with a relentless force, turns the business mind upon some new object with which to strike out from the crowded highway into an unbeaten path toward success.

In every office, store and shop throughout the wide world there is somebody who is continually thinking and seeking for an idea which will help his affairs. The clergyman is thinking of an idea which will extend his influence. The physician, as he sits by the bedside, is seeking for some new idea which will aid nature.

In every office, store and shop throughout the world there is somebody who is continually thinking and seeking for an idea which will help his affairs. The clergyman is thinking of an idea which will extend his influence. The physician, as he sits by the bedside, is seeking for some new idea which will aid nature.

The banker is puzzling his brain for an idea which will master finance, and talking machine manufacturers and dealers are on the still hunt for ideas to improve their business. It only requires a mere idea, if it is a perfect one, to prepare the foundation for a great success; but, like inventions, ideas which stand the test of practice are rare indeed.

Men who have that peculiar faculty which enables them to so apply old principles to new purposes as to produce a novel idea or method are the sort of inventors whom the world admires and rewards.

It is said that ninety out of every one hundred business men fail who continue in a given line for a term of years, and the majority of those who do succeed will tell you that a new idea which turned the current of their thoughts was the keystone of their prosperity.

As the talking machine develops and broadens it naturally presents a number of problems for the earnest consideration of a dealer who desires to take advantage to all the opportunities presented to him.

In the case of the established companies there are naturally to be considered the guarantees that have had their worth proven by years of service, guarantees that the dealers have had confidence in. Through the entrance of many new interests in the trade, however, this building of business on a foundation of confidence has been lost sight of, and the old Latin slogan of caveat emptor has been perverted to place machines of doubtful value on the market.

The dealer in making his purchases should satisfy himself fully that the house he is placing the order with is responsible in the business sense and has at least started out with the idea of remaining in the field permanently. It is the dealer and not the manufacturer who must stand the abuse for unsatisfactory machines. If the manufacturer is the responsible one, he will see that the trouble is remedied promptly, for trouble is liable to occur under the best of conditions. It is a very easy thing for the dealer to have a machine returned to him with a broken motor or unsatisfactory sound box, and then learn that the concern from whom he bought the machine has passed out of existence.

The dealer who of his own free will or through force of circumstances finds himself faced with the line of talking machines must realize that there have been many changes in the condition and efforts of the trade during the past year and should exercise an unusual amount of care.

The loss of valuable talking machine records by theft is becoming so common they demand more than casual attention from dealers and managers. Within the past month several talking machine dealers in New York and vicinity alone have lost quantities of records valued in some cases at $200 or more through the work of an organized system.

Talking machine records are, at times, very easy to hide, especially in the winter when customers wear the usual large coats, but if the salesman is wide awake there should be no rea-
son why the proposed customer should get away with a couple of dozen records. In the first place, the customer cannot listen to a dozen records at one time, and if the salesman keeps track of those he keeps out for testing, counts the accepted ones left in the booth, and files the rejected records away again without delay, the losses should be materially reduced.

The great majority of talking machine owners are honest, but there are enough dishonest ones to make the retailer stay on his guard at all times. The records used for demonstration should be checked carefully in every case. It means a little work, but it also means safety.

The approval plan in connection with the retailing of talking machine records has been receiving an unusual amount of attention from dealers in all sections of the country during the past few months and the probabilities are that in the very near future the practice will be eliminated in many localities.

In certain cases protests have been made by customers against the discontinuance of the approval plan on the plea that record collections are more satisfactory when made leisurely and in the quiet of the home; that frequently the purchasers do not have the opportunity to visit the store and spend an hour or more making selections, and that certain restrictions should be made that will serve to discourage the record buyers who have abused the privilege.

Although the talking machine men have, for good business reasons, displayed a strong inclination to consider the convenience of the customer, there are too many people who do not appreciate this attitude, and through their abuse of privileges accorded have forced their abandonment.

Careless handling of records, thereby destroying their value, the keeping of records beyond the stipulated trial period, the loaning of the records to friends and neighbors, have all tended to work against the interests of the dealer.

With the modern demonstration booths, and with the talking machine stores for the most part open evenings, the record purchaser who cannot find the opportunity for making selections in the store is in a desperate plight.

The opponents of the Stevens, or Price Maintenance Bill, are carrying on an active campaign throughout the country, backed to a great extent, by the large department stores and other concerns who believe in price cutting.

It is evident that the advocates of price maintenance must be on the alert to meet the strongest kind of opposition when the Stevens Bill comes up in Congress, for the opponents of the measure are sending out letters and literature in which the purpose and scope of the Bill are grossly misstated.

The statement that the Bill will create monopolies and subject the consumer to other forms of imposition is absurd, and on the face of it the use of the word "monopoly" and "trust" are utilized as a bale to interest politicians and to start a stampede against the Bill. A very timely comment on this development appeared in Printer's Ink recently, which we quote in part:

"Now it ought to be evident by this time that one of the most useful tools in the outfit of the trust-builder is the power to manipulate prices. The keenest weapon in the arsenal of monopoly has always been the exercise of price discrimination. We find it in some form or other in practically every one of the anti-trust cases which have been decided. The power to reduce prices in territory where competition is strong, while maintaining them in the localities where it is weak, has been used over and over again to drive competitors out of business. Whether disguised as an extra quality discount, a rebate or a 'profit-sharing' plan, the result is the same. It simply prevents other concerns from competing on even terms.

"Price-maintenance, on the contrary, will go far toward insuring the opportunity for competition on the even terms of quality and service. So far from encouraging monopoly, it is a bar to the attainment of monopoly by means of unfair price manipulation. The price that is "fixed" in the sense of being publicly known and universally applied cannot be juggled for an ulterior purpose. It cannot be lowered or increased without making the fact speedily known to everybody concerned, and without making the change applicable to every part of the country alike. The establishment of a one-price-to-all policy is the most cordial invitation to a competitor to come in and give better quality at the same price, while the old system of price-cutting is a warning that the small competitor would better watch out. Subtract from the government's anti-trust cases all the evidence which has to do with price discriminations, rebates, preferential discounts, and the like, and you will have mighty little left to base convictions on.

"It may strike Congress as curious that the retail interests which are fighting this particular measure, and raising the cry of 'monopoly' against it, are themselves the very retail establishments which come closest to being monopolies in fact; and that the dealers who most largely favor it are the very ones which are most in danger of being crushed by monopoly. It may sound strange to hear the big department stores protesting against price-maintenance as a weapon of monopoly, while the small retailers hail it as a protection against monopoly. We only hope that Congress will get the facts straight. Nothing is better calculated to make a full-fledged monopoly howl with anguish than the inability to cut the price in the face of straightforward and vigorous competition on a quality basis."

Members of the talking machine trade throughout the country should make it a point to get in touch with their Congressmen and impress upon them their wishes as well as the wishes of their clientele in favor of the passage of this Bill.

Pearsall Victor Service Is UNIFORM

Remember when electric lights shifted from brightness to dimness several times an hour. Until the light was made uniform, no great demand appeared.

That's the test of real service—Uniformity.

SILAS E. PEARSSALL COMPANY
18 West 46th Street (near 5th Ave.)
NEW YORK
Doehler Die Castings

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

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

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

Send blue print or sample part for estimate.

DOEHLER DIE CASTING CO.

BROOKLYN, N.Y.

TOLEDO, OHIO.

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

ARTISTIC PATHE WINDOW DISPLAY BY KANSAS DEALER

WICHITA, KAN., April 3.—The Wallenstein & Cohn Dry Goods Co., who operate the Boston Store in this city, recently added a Pathé phonograph department to the fifty-three departments under the roof of its great establishment.

The arrangement was made last December through the E. E. Trower Music Co., Pathé and many of his successes to date has been due to his ability to develop clever exploitation of his product.

Interesting Invention of G. T. Buckwalter for

Use on Large Types of Cabinet Talking Machines Has Some Excellent Features

ROZERSFORD, PA., April 5.—D. T. Buckwalter, well-known piano and talking machine dealer of this city, has just secured a patent on a new contrivance for talking machines which com-

bines a lid supporter and automatic brake. The lid is so arranged that it rises to the proper height on a pressure of a button and is balanced in the upright position without the aid of any sort of catch. At the same time the raising of the lid serves to apply the brake automatically without the need of a rubber band which is necessary in the ordinary type.

A new display set up in the window of the store by Mr. Goodwin recently created considerable interest.

The Pathe Display of the Wallenstein-Cohn Dry Goods Co.

jobbers in St. Joseph, Mo. Arrangements were made to exploit the line in a big way and exclusively. The new department on the third floor of the big building is handsomely equipped with elaborate demonstration parlors and a large recital room where afternoon concerts are given to large audiences.

B. W. Chappell, formerly with the E. E. Trower Music Co., is in charge of this department.

LID HOLDER AND AUTOMATIC BRAKE

The Pathe Display of the Wallenstein-Cohn Dry Goods Co.

One of the advantages claimed for the invention is when the lid is kept down when the machine is not operating, the motor is always allowed to run down and there is no danger of damaging the machine by keeping the spring continually under tension. Mr. Buckwalter has demonstrated the invention very successfully, but has not yet made arrangements for marketing it.

Good results from recital

Ivan White, Hanover, Pa., Features Edison Diamond Disc Phonograph and Records Before Big Audience in St. Mark's Chapel, That City

HANOVER, PA., April 4.—Ivan White, who handles Edison diamond disc records and phonographs at 113 Abbotstown street, this city, developed excellent publicity for that line recently when he furnished an Edison diamond disc machine to take the featured part in a concert recital given in St. Mark's Chapel under the auspices of St. Mark's Missionary Society.

The diamond disc machine was used in seven of the nine numbers on the program and was featured in connection with piano, violin, pipe organ and vocal numbers. The program attracted an audience that taxed the capacity of the chapel, and was a subject of a flattering article that occupied nearly two columns in the local paper.

The assisting artists were Viola Brodbeck, soprano; Lela Rudisill, pianist, and Edgar Daniels, violinist. Mr. White was in personal charge of the entertainment.

Sales show substantial gain

Frederic Goodwin, head of the Columbia Co.'s educational division, stated this week in a chat with The World that his department's activities for the first three months of the year had been satisfactory in every respect, the sales showing a substantial gain over last year. Mr. Goodwin recently arranged to considerably enlarge his staff, in order to extend to Columbia dealers an even closer co-operation than they have received in the past. A number of important deals have been closed since the first of the year, and Mr. Goodwin states that prominent educators throughout the country are appreciating more and more the value of the graphophone as an educational factor.

Price transfers

APPLIED UNDER LIDS OF PIANOS

PROMOTE SALES

Price $425

Above is actual size of transfer. When applied it appears in gold face, like makers name on fall-board.

GLOBE DECALCOMANIE CO., NEW YORK CITY, N. Y.

GLOBE DECALCOMANIE CO., JERSEY CITY, N. J.

Produce of Die Castings in Aluminum, Zinc, Tin, and Lead Alloys

Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

Give these transfers a trial and you will be best as enthusiastic over the results as hundreds of other dealers. Easily applied. Name assortment preferred, 25c, 35c, 50c, 75c, 95c, $1.00, $1.50, $2.00, $2.50, $5.00, $10.00. Drawn assortment, 5c 10c less than doz., 1c apiece. Remit by Money Order or Check, otherwise goods sent by parcel post. G. O. D.
AEOLIAN-VOCALION
REPRESENTATION
Its Present Value and Promise
for the Future

The phonograph business, tho' still comparatively new, is already undergoing the change which is inevitable in every industry. Real competition, without which development and progress is almost impossible, has made itself strongly felt in the field of manufacture and is rapidly becoming more and more apparent in the selling end. The time has come when it behooves every intelligent and far-sighted merchant to face the new condition and make provision for the present and the future.

To the merchant who does this, the opportunity to secure the representation of The Aeolian Company's phonograph—the Aeolian Vocalion—must appeal as the most valuable franchise available in the music-industry. Not only is the Aeolian-Vocalion today far superior to any of the machines of older type, both intrinsically and as a sales proposition, but its leadership in the future is equally assured. During the past twenty-five years, The Aeolian Company, its manufacturers, have been responsible for the most important developments in musical instrument construction. It is therefore safe to assume that the same spirit of initiative, backed by its wide experience and unparalleled equipment, will enable this company to keep its phonograph far ahead of all competitors.

Moreover, the Aeolian policy of exclusive representation, which assures to the dealer the benefit of all the business in his territory, is not only a vital consideration at the present but is destined to become more and more important in the years to come.

Valuable territories for representing the Aeolian-Vocalion are still available. Information as to these and full particulars will be furnished to those who inquire.
The Aeolian plants included in this group are Aeolian Hall, New York, the largest musical establishment in the world; Aeolian Hall, New Bond Street, London, and the Aeolian Branches in Berlin, Paris, Melbourne and Sydney, Australia, and other foreign and American cities; the great Aeolian factories at Gotha, Germany, and Hayes, England, as well as the Company's factories in America. All are Aeolian
structures and thus grouped they graphically portray the size and importance of what has been termed Aeolian City.  

Aeolian City is the impressive embodiment of the Aeolian spirit—that spirit which for twenty-five years has been the leading influence in the music-industry. Looking at this imposing evidence of supremacy and achievement, the conclusion is inevitable that the most important development in the musical instruments of the future may be anticipated from that organization which has contributed those of greatest value, in the past.
THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

The stock models reflect the broad experience and ample artistic capacity of The Aeolian Company's department of design and case-making. Utmost care and technical skill are apparent in every detail. Simplicity and the repression characteristic of genuine art are evident in every design.

In the Art Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING
MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office.
First recordings of Louis Graveure in the Columbia May List; also new selections by Godowsky the poetic genius of the piano; also other recordings of various type for every occasion to meet the demand for music. No chance at all of missing a sale.

(SAN FRANCISCO ASSOCIATION HOLDS BIG BANQUET

Many Dealers in Wide District Attend the Session and Listen to Some Excellent Addresses and Discussions—Many Changes of Interest Reported in the Pacific Coast Trade—Interest in Pathe Line—Edison Tone-Tests Attract Much Attention—News of Month

SAN FRANCISCO, CAL., April 3.—The past month has been a busy one in the talking-machine trade all over the Pacific territory, as weather conditions have been more settled than earlier in the year, permitting a general opening up of the country business, which last month was still showing the effects of winter. The more remote parts of the country are expected to show a great growth this year, as the mining and lumber industries are especially prosperous, and the talking machine has become well established as an amusement feature in places where other high-class amusements are scarce. In the city trade, this department is holding up better than most lines of musical instruments. Goods are still scarce in most lines, but the situation is becoming a little easier than it was.

Local Association Dines

The monthly meeting of the San Francisco Talking Machine Dealers' Association on March 9 was made the occasion for a banquet, which was held at the Chantilly cafe. H. P. Beck, president of the association, set things in motion, but aside from the acceptance of some new members, the regular business procedure was suspended, and Mr. Beck presented W. F. Morton, of Sherman, Clay & Co., as toastmaster. Mr. Morton kept things moving right along throughout the evening, calling on everyone present for a brief talk, and filling the intervals with amusing stories and amusing anecdotes. Every dealer in the vicinity of San Francisco was invited, and most of them came, including some from down the peninsula and a large crowd from across the bay. San Francisco was invited, and most of them came, including some from down the peninsula and a large crowd from across the bay.

Improvements in Oakland Store

Sherman, Clay & Co. are now making use of the new first-floor as talking-machine rooms in their Oakland store, the improvements to which are nearly complete. Andrew G. McCarthy, of this house, reports a continued increase over last year's business, and says there is still difficulty in getting many lines of goods, especially the Tungs-Tone needles, for which there is a great demand.

Interest in the Pathe Line

Louis S. Walker, who runs a store here last month for the Pathephone, is just getting in shape for business and has been visiting a few of the dealers, among whom he has found considerable interest in the new line. Although the demand has been done as yet in the matter of agencies.

Gus Eilers, manager of the talking-machine department of the Eilers Music House, has just returned from his tour East, where he found business rising, and says business here is in very good shape. The Eilers department has recently been considerably enlarged, and changes to the rear of the store have placed it in a more prominent position.

Success of Edison Tone Tests

Miss Elizabeth Spencer, who has been giving tone-test demonstrations with the Edison machine in all the principal towns of the Coast, has just brought her tour to an end at Spokane, Wash, having had a great success all along the route. The demonstrations were given to select audiences, admission being by invitation, and it was notable that in her recital at the Oakland Auditorium the attendance was almost entirely of the automobile crowd. A very successful demonstration was also recently given at Spokane by Thomas Chalmers, of the Boston Opera Co., and Marie Rappold is now on the way here to give a series of tone tests.

Columbia Graphophone Co.
Woolworth Building, New York
A Broad and Fertile Field

Edison dealers enjoy the widest field possible for the sale of a musical instrument.

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

Added to this is the fact that every Edison dealer has plenty of “elbow room.”
Edison Dealer Qualifications

The art dealer sells not merely strips of canvas covered with paint, but the incorporated spirit of the genius who stroked the brush, the inexpressible appeal that speaks to the eye as nature herself. And he would not adopt the same sales methods as the dealer in cheap prints.

So the merchant licensed to sell Edison Diamond Disc Phonographs realizes that he is selling more than a device for the mere mechanical reproduction of sound. He realizes that the NEW EDISON and Edison records are but the tangible mediums of the greatest musical achievement of all time—Thomas A. Edison's Re-Creation of the human voice and the sound of musical instruments—a new art that requires sales methods of the highest order.

If you feel qualified to maintain the Edison standard, you might hear something of interest to you by addressing

THOMAS A. EDISON, INC., 279 Lakeside Ave., Orange, N. J.

JACQUES URLUS of the Metropolitan, world's greatest Wagnerian tenor, matching his magnificent voice against Edison's Re-Creation of it.

MARIE RAPPOLD dramatic soprano of the Metropolitan, singing in direct comparison with Edison's Re-Creation of her golden tones.
THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., April 7—March proved an unusually good month in Boston and the dealers in the various types of talking machines felt highly gratified when examining the reports of these four weeks. The more enthusiastic members of the trade are making big predictions as to what the year 1916 will show, and in view of the experience of other years, it is a question if they are so far out in their reckoning. One dealer in speaking of the month's business said it exceeded the entire year's business of four or five years ago, which is some showing, and indicates, too, what the growth is under normal conditions.

Grand Opera Helps Sales

The presence of the Metropolitan Opera Company in Boston for a period of three weeks has accentuated the sale of the records of the prominent operatic stars. The windows of such stores as the Eastern, the Columbia, the Ditson Co. and others are filled with pictures, literature and records all bearing on grand opera and to the uninitiated it is interesting to note the increased sales as an operatic season draws near. These windows are attracting much attention and not an hour of the day passes that there are not crowds renewing acquaintance with the faces of operatic celebrities with whom they are most familiar.

That Talking Machine Club

When one starts to discuss the Boston Talking Machine Club, so enthusiastically born back last October, one must first ask where is it? What has become of it? So far as any activity is concerned it is no more than a name or a memory. Month after month the leaders have tried to arouse an interest in a dinner, but to no purpose; they are not even able to assemble a reasonable number of men for a meeting. Similarly the bowling teams have passed out of existence, for, after a month or two the men lost interest. From the outset the burden of work fell on a few men who were anxious to see the organization succeed and be a recognized factor in the business the same as other trade organizations; but their good intentions have met with discouragement. Now there is an attempt being made to get the boys together for a summer outing, to take place possibly on June 17, and some are even talking of a baseball team to play Saturday afternoons. We'll see.

Join the Columbia Co. Force

One of the conspicuous additions to the Boston business at this time is Walter S. Gray, who comes here from the Pacific Coast, where he has been located for several years, to join the Columbia Graphophone Co.'s force. He will be connected with the wholesale department and will in every way prove a distinct addition to the company's Boston headquarters, for he is a capable man, possessed of much business tact and a fine personality. Mr. Gray at one time was manager for the Columbia concern at Detroit and he has also traveled in China and Japan making records for the house. While on the Pacific Coast he was in charge of the Columbia exhibit at the fair. He has long had a desire to get into the New England territory, as he has felt that in this section there is a distinct appreciation of music which the Columbia Co. is able to foster and encourage through its products in a most substantial manner.

Steady Advance in Business

Business in the Eastern Talking Machine Co.'s headquarters in Tremont street is showing a great advance week by week and every one of the staff puts in a busy day attending to the wants of customers. Manager Billy Fitzgerald of the wholesale department is preparing for a busy several months and the only spectre that looms up at the present time is his inability to get sufficient goods to supply the demand for Victor outfits. The Eastern has lately put in a complete list of foreign records.

Attended Anniversary Celebration

Frederick H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., spent a few days in Maine the early part of the month. Mr. Silliman, with L. H. Ripley and Guy R. Coner, went down to New Haven the latter part of March for the anniversary celebration of the opening of the Pardee-Ellenberger Co.'s store in that city, when a feature of the occasion was a fine dinner tendered by the members of the firm.

W. A. Braden is one of the latest additions to the Boston force of the Pardee-Ellenberger Co. He is in the shipping department.

In Charge of Record Department

At the Boylston street warerooms of the Vocalion Co., Miss L. Woodman is now in charge of the Columbia record department, these being the discs which the Vocalion Co. is using for demonstration purposes. Miss Woodman formerly was assistant to Manager Mason of the talking machine department of the Gilchrist Co.

Install Tasteful Demonstration Booths

Charles S. Norris, of 181 Tremont street, who conducts one of the large retail piano warerooms of the city, who is one of the latest to become a Columbia dealer, has lately a series of tasteful demonstration booths installed on the ground floor, which are proving of great value, as the Columbia business of the house is rapidly growing. A feature that is attracting much attention these days is the playing by a young man on an upright and sometimes on a banjo, to the accompaniment of a Columbia graphophone. He has a conspicuous place in the junction of two windows, one of which is open and the sound carries quite a distance and attracts a large and interested crowd.

Arrange Attractive Department

Business in Victor and Edison equipments at the warerooms of George Lincoln Parker, is making a rapid growth with the advent of Spring and lately there have been some good sales made by Manager John Allen and his husting staff. With the new rearrangement of the suite of rooms a larger state of efficiency is now obtained in all departments of the business.

Congratulations on Promotion

Manager Arthur C. Erisman, of the Columbia Graphophone Co., is being congratulated on all sides for the honor which has come to him in his promotion to the post of district manager of New England, for it is felt that this is a deserved recognition of one of the company's most faithful and efficient employes. This appointment does not mean that Mr. Erisman gives up his present offices, but his duties henceforth will be more defined and of a somewhat different character. He will make occasional trips into the New England field, but his idea is that the best results can be obtained by summoning the outside men to the Boston office for conference, and in coming here they will get into that atmosphere of business efficiency and hustle and economy of time in which Manager Erisman has been so well educated.

Proves Big Drawing Card

The opening of a downtown office for the big "Elijah" performance on the Braves' Field on May 28, at the headquarters of the Eastern Talking Machine Co., has helped to draw a large number of persons and to acquaint them with what the warerooms have to offer in the way of complete Victor outfits. The manager of this big outdoor performance is Sam Kronberg, but...
many of the details have been turned over to George Spaulding, who has had some valuable experience with the Boston Opera Company in a publicity way during its last two seasons at the Boston Opera House. Mr. Spaulding has a lot of hustle and is able to be of vast assistance to Mr. Kronberg.

**Some Changes in Columbia Staff**

There have been some changes in the Columbia Graphophone Co.'s staff which will add to the general efficiency. Miss Pearl Perrett is now outside demonstrating and this week she is at the store of the C. T. Sherrill Co., at Worcester. Miss S. E. Nugent has been added to the stenographic force and Miss M. A. McMahon is a new billing clerk. Miss Violet Sanders will take care of the work formerly performed by Miss Margaret Collins, who has been advanced to the position of private secretary to Manager Erisman.

**Unusual Order for Saskatchewan**

Rather an unusual order came to Manager Wallace L. Currier, of the Edison and Victor departments of Chickering & Sons a few days ago. It was for a Victrola to be sent to Outlook, Saskatchewan, B. C., which is about 2,500 miles northwest of Boston. The purchaser was Philip Hood, of the Bank of Montreal, at Outlook. The machine already is on its way and should reach its destination in ten days. Manager Currier reports that the March business showed a large increase over March of last year, and the indications are good for a busy spring trade.

**Takes Charge in Manchester**

Leroy Webber, who has been associated with the wholesale end of the Columbia Co.'s Boston warerooms, has gone to Manchester, N. H., where he is manager of James A. Scully's talking machine store.

**Joins the Traveling Force**

E. A. Welch, who has been connected with the retail staff of the Eastern Co., has become a traveling man and is now in the New England field, working in cooperation with William Weale.

**Our Noted Visitors**

Caruso and Amato, star singers of the Metropolitan Opera Company, dropped in to the Eastern Co.'s warerooms a few days ago and listened to some of their own records.

**Oliver Ditson Co. Activity**

Victor business at the Oliver Ditson Co. is showing some handsome gains this week and Manager Henry A. Winkelman is consequently well pleased. Next month there should be an interesting announcement to make concerning this large house.

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**VOCALION CO. MEETS WITH SUCCESS IN BOSTON STORE**

*Double the Amount of Anticipated Business Has Been Done in the First Two Months in the New Store on Boylston Street—A Description of the Headquarters*

BOSTON, Mass., April 1—Success seems to have crowned the efforts of the Vocalion Co. from the very start. When the house opened its doors at 190-192 Boylston street, the officers set a certain amount of business that it expected to do during the first month, during the first three months, and for the first whole year. The staff of employees were imbued with the idea of their superiors and busily set themselves to work to make good the first month, and to find the place that the Vocalion Co. should occupy in Boston. That the company has made good goes without saying, and the statement was made to The World representative to-day that the business for the first two months was more than 100 per cent. beyond what had been expected, which is certainly going some for a house that had to make its own place in the talking machine business of this city.

When two hard materials are “rubbed” together, ONE MUST WEAR. No one can dispute this.

Now, Bagshaw steel needles wear to SAVE records. They are made right to secure the best music, and the cost is as near nothing as is possible.

Buy, use and sell Bagshaw quality needles. You will secure satisfaction and profits.

---

**BAGSHAW TALKING MACHINE NEEDLES**

Oldest and Largest Manufacturer
Established 1870

W. H. BAGSHAW
LOWELL, MASS.
THE OPERA SEASON in Boston brings the great Victor artists to New England and the Victor dealers to Steinert's. Every occasion that creates a demand for any class of Victor goods emphasizes the value of Steinert Service. Now when you want Victor operatic records, remember that a letter or telephone message to us will obtain at once the supplies you need.

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

Our Boston telephone number is Oxford 1330.

M. STEINERT & SONS COMPANY
Victor Distributors
35 ARCH STREET :: :: BOSTON, MASS.
Good product, sold to the dealer and by the dealer, strictly on its merits, co-operation always—that's business, Columbia style.

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

CLEVER EDISON EXPLOITATION

How the Visit of Mayo and Tally to Los Angeles Was Utilized by Barker Bros. to Demonstrate Edison Re-Creation

LOS ANGELES, CAL., April 5.—While the popular Empire Theatre quartet was filling an engagement at the Orpheum Theatre, this city, recently, Barker Bros., prominent talking machine and piano house, local representative for the Edison Diamond Disc phonographs, took advantage of the opportunity to have Harry Mayo and Harry Tally, of the quartet, appear at this store and demonstrate personally the manner in which their voices have been re-created by the Edison method. The selection used in the demonstration was "At the Ball, That's All."

In connection with the appearance of the quartet at the Orpheum, Barker Bros. carried large advertisements in the newspapers calling the attention of the public to the singing of Messrs. Mayo and Tally at the Orpheum and in which their voices were re-created in the Edison discs.

The accompanying photograph shows Harry Mayo with his arm on the Edison phonograph discussing with Manager LaBude of the Barker Bros. department, the tone-reproducing powers of Mr. Edison's invention. Standing next to Mr. Boothe, with his arm also on the machine, is shown Mr. Tally.

NEW PATHE JOBBER IN MINNEAPOLIS

Northwest Pathephone Co. Incorporated in That City with Mayor at Its Head—Opera Recitals Given at Talking Machine Shop—Columbia Co. Branch Makes Good Record

ST. PAUL and MINNEAPOLIS, MINN., April 5.—If the talking machine dealers of the Northwest were offered any more business than they are getting they would worry, mainly because they can't even now get the goods that they want. General reports among the older dealers are to the effect that the volume of sales is fully fifty per cent higher than normally is the case at this time of the year. This goes also for the jobbing houses which report excellent business.

A new jobbing house was launched in Minneapolis by the incorporation of the Northwest Pathephone Co. last week. The incorporators are W. W. Dunn, George M. Nye and W. G. Nye, the former Mayor of Minneapolis. The two first named have been operating a retail Pathe shop at 921 Nicollet avenue and will do a general jobbing trade from the same place. The new concern will be capitalized at $100,000, and will establish connections in all parts of the Northwest. A Pathe store in St. Paul is one of the first objects in view.

Manager Souders of the Columbia Graphophone Co.'s Northwestern headquarters is somewhat elated over the fact that Minneapolis ranked next to New York and Chicago in the amount of dictaphone business in thirty-five cities. The company has transferred its St. Paul office from 17 East Seventh street, where the old retail store was located until taken over by the Emporium, to 137 Endicott Arcade. H. R. Peterson is the local manager.

The Beckwith-O'Neill Co., which supplies the Northwestern dealers with Victrolas, has just one complaint and only one—it can't get enough parts.

Excellent business is reported by the Minneapolis Phonograph Co., jobbing in the Edison lines. The totals for each month of 1916 are declared to be far in excess of the 1915 and 1914 figures.

The Oster Bros. Furniture Co., of Birmingham, Ala., will devote a large space to a display of Columbia Graphonolas and records.

DITSON VICTOR SERVICE

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

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

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

DITSON

Building of the Ditson Company at Boston

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.
RECITALS HELP CLEVELAND TRADE

Appearance of McCormack, Hempel and Ober and Other Artists Followed by Big Record Sales — Shortage of Stock Still Apparent — Various Concerns Make Excellent Trade Reports

CLEVELAND, O., April 4—Every one connected with the talking machine trade in this city, is well satisfied with the unusual activity displayed at this season of the year. The industry has broadened materially and although up to a short time ago only one or two makes of talking machines had the preference now at least five distinct varieties enjoy popularity. March has proven a phenomenal month in many ways and only for the shortage of goods there would have been even a better showing. The record trade has been stimulated through the recent appearance of such artists as John McCormack, Margaretta Manzenauer, Frieda Hempel and Margaret Ober.

The Eclipse Musical Co., exclusive Victor jobbers, reports a very substantial increase over the same month last year, despite the fact that there has been a tremendous shortage on Victrolas from the $75 model up. T. H. Towell, president of the company, just returned from a week's visit to the Victor factory.

The J. T. Wamelink & Sons Piano Co., Grafonola and Aeolian-Vocalion department under the management of T. A. Davies, has enjoyed one of the largest month's business in the history of the department, being over 100 per cent. in excess of that of last year. The numerous Unico booths handsomely furnished and surrounded by works of art make the department one of the most attractive in the city.

W. G. Bowie, manager of the talking machine department of the B. Dreher Sons Co., reports excellent success with their two lines, i.e., the Grafonola and the Aeolian-Vocalion. There has been such a rush on Vocalions that the company has received numerous shipments by express.

The Columbia Graphophone Co., according to Manager Madison, has had an excellent month's business. The Columbia Music Shoppe, under E. E. Gott, the former automobile man, has been opened in the exclusive Lakewood residential section. A beautiful Grafonola department has also been opened in the store of the Robert Young Furniture Co. The Columbia Co. now has over 150 dealers in Northern Ohio.

The J. T. Wamelink & Sons Piano Co., Columbus dealers, report an unusually large record sale. C. G. Morton, manager of the Grafonola department of the G. M. Ott Piano Mfg. Co., reports that he is devoting most of his efforts to the electric Grafonolas with great success.

The Phonograph Co., of this city, jobbers of the Edison Diamond Disc phonographs, has continued its tone-test recitals and has had excellent success. Over twenty tone-test recitals have been given recently and the principals in these tests were Madam Marie Kaiser, vocalist, and Alexander Bond, violinist. All these exhibitions were given to capacity houses and very pleasing results have materialized from them.

The Diamond Disc Talking Machine Co., located in the east end of Cleveland, reports business equal to the preceding month. The company is dealer exclusively for the Edison Diamond Disc phonograph, and Manager E. A. Friedlander, formerly manager of the Bailey Co., of this city, is well pleased over the results thus far attained.

The Harmony Music Shoppe Co., dealers in the Victrola, has added two new and beautiful booths and is amply equipped to take care of the increasing demands.

According to Manager Phil A. Dorn, of the Collister & Sayle Co., the Victrola business has been very good and a very heavy demand has prevailed for the new Marimbo band records.

Harry J. Drumm, special representative of the Unit Construction Co., Philadelphia, was in the city. He has taken many orders for the Unico demonstration booths.

The May Co.'s Victrola department built a considerable number of booths a year ago to take care of the large business transacted at that time, but the business has increased to such an extent that the department needs more room to accommodate the increasing demands. Manager C. H. Johnston, of the Stearn & Co. Pathophone department, says that March was the largest month's business since the department was opened last October.

HAS ANTIQUE TALKING MACHINE
Edison Phonograph, Made in 1878, Is Hand-Operated and Uses Record of Tinfoil

FAIRFIELD, Ia., April 10—James F. Wilson, Jr., has a rare relic in the nature of a phonograph. It was purchased from the Edison concern in 1878 by Mr. Wilson's father, the late Senator J. F. Wilson.

The bill of sale is with it and shows that the machine was No. 11 and was called the "Edison Speaking Phonograph." It is about as heavy as a letter press and not quite so large. It looks like a handy household grindstone. Iron and steel should have been cheap in those days and the instrument looks as if it might be dropped out a second-story window without great injury.

The solid steel cylinder is about two inches wide and five in diameter. On this the owner pasted a certain kind of tinfoil, smoothly and carefully. This cylinder is turned by a hand crank while some one talked into the megaphone receiver. When the "record" was completed the operator ground out the message. Mr. Wilson well remembers the machine in operation and states that it produced a remarkably good record, considering the crudity of the machine and the reproducing apparatus.

Records could not be preserved and interchanged, for they were easily destroyed in taking them off from the cylinder. Mr. Wilson is in communication with the Edison concern in order to see if they are interested in preserving the old relic.

FRAZEE LEASES ANOTHER FLOOR

In order to take care of the requirements of his fast-growing trade, James Frazee, manufacturer of Crystal Edge mica diaphragms, has been obliged to materially increase his manufacturing facilities, and has leased another floor in the building he occupies at New Brighton, S. 1. Mr. Frazee states that new accounts are being opened daily with well-known manufacturers, who are desirous of equipping their product with Crystal Edge mica diaphragms.

Charles R. Williams, at present acting as assistant superintendent in the American graphophone factory at Bridgeport, was married recently to Miss Helen Stary Randall.

We Fill Your Orders

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

ECLIPSE MUSICAL CO., VICTOR DISTRIBUTORS
CLEVELAND

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

Fall in
Join the Army of Nyoil Dealers and

You
Will
Profits
Will
Share

With

Us

Let Us Submit Our Latest Proposition

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

A TRIAL WILL CONVINCE.
It Will Cost You Nothing To Have Us Plan Your Unico Demonstrating Rooms

Take a steel tape measure
Measure off the amount of space you can afford to give to your Talking Machine Department.
Then merely send us the rough dimensions, indicating location of Walls, Windows, Columns, etc.
We will do all the planning and send you a detailed Estimate and blue print of your problem—economically solved.
Hundreds of successful dealers frankly acknowledge the debt their success owes to The Unico System.
Unico Rooms are built in units and furnished in any Standard or Special Finish.
They reach you entirely complete, ready to be instantly installed without dirt, disorder or costly interruption to business.
Patented Features make Unico Rooms Soundproof, Dustproof, Elastic and Interestingly Easy to assemble.
Instead of wasting good gray matter and time, use our experience in the building or enlarging of your Talking Machine Department.
Fill in and mail the enclosed postal. We do your preliminary work for nothing—and save you considerable money in the cost of the actual installation itself.
Sign this card and toss it in the outgoing mail.

The Unit Construction Company
121-131 South 31st St
Philadelphia, U.S.A.

WARNING
All the special features of the Unico System are in both Construction and Design are thoroughly patented by Luminor Patents and protected against unauthorized use.
The Manufacture, Use or Sale of Construction embodying the patented features of the UNICO SYSTEM are equally infringing laws and anyone invading those rights as secured to us under our Letters Patent will be rigorously prosecuted.

The Unit Construction Company
Kindly submit Plans, Suggestions and Estimates for Unico Rooms to occupy space indicated in plan below.
Size of rooms to be
Our preference is for Design No.

Signed
Date
Plan and Est. in.
DETOUR TRADE STOCKING UP
Talking Machine Men Taking No Chances with Possible Future Shortage of Goods—Local Association Progressing Rapidly—New Concerns Enter the Field and Old Ones Grow

Detroit, Mich., April 5.—The general situation in the talking-machine trade in Detroit and vicinity is unusually satisfactory and in the majority of cases the business handled by the distributors and dealers in all leading lines is limited only by their ability to secure sufficient stock from the factories, particularly in the matter of machines.

The local talking-machine men who have visited the factories recently have been much impressed with the volume of orders flowing in from all sections of the country and have, in consequence, been inclined to order liberally themselves, in order to prepare for the future.

E. K. Andrew, manager of the talking-machine department of the J. L. Hudson Co., returned April 3 from a week's trip to New York, Camden, N. J., and Philadelphia. While at the Victor factory, he placed a good-sized order for the Hudson concern—sufficient to take care of a good portion of his business until September, and in July will place another order for fall delivery.

At the local Columbia branch Manager Mills says the first three months were the greatest the branch has ever had, including holiday months. He set a high figure for March—and beat it.

At the Pathé headquarters for the State, Manager Harry Shea says that every month shows improvement and that general business is way beyond expectations. Of course, the prosperity of Detroit and of Michigan has something to do with making the talking-machine business so prosperous, although traveling representatives through here lately say that the same percentage of increase applies to every part of the country.

The talking-machine dealers who were members of the Detroit Music Trades Association have withdrawn feeling that membership there was really unnecessary in view of the fact that they now have their own exclusive organization, and not wanting to pay two membership fees. The talking-machine men met March 14 at the Hotel Cadillac with an attendance of thirty-five. Many new applications for affiliation with the organization were reported. The topic discussed was that of charging interest, the outcome being the appointment of a special committee to study the question and report at the April session. The general sentiment exists that to charge interest is a good thing and the right thing to do, but there is some opposition from some of the smaller dealers in the outskirts who naturally feel that they can't do business exactly on the same lines as the down-town dealers, most of whom have unlimited financial backing. A vote was taken and resulted in three to one in favor of charging interest.

Clarence L. Price, special representative of the Victor Talking Machine Co., was a March visitor among local dealers.

Mandel Bros. is a new concern in Benton Harbor, Mich., manufacturing talking machines. The first order was for 1,000 machines, which will be delivered soon. Fifty cabinet-makers are employed.

The Goldberg Phonograph Store, 167 Gratiot avenue, Detroit, held its "spring opening" last month and it was largely attended. This firm handles more foreign records than any store in the State. The store is open evenings to accommodate its large foreign trade. Both Victorolas and Grafonolas are handled.

There is some talk of the Rudolph Wurlitzer Co. opening a large store in Detroit to handle everything from small goods to pianos and talking machines for retail trade.

Crowley, Milner Co., Detroit, has a new talking-machine department on the second floor; it is much larger than formerly, and enables this department store to carry more stock than ever.

Frank Bayley, Edison dealer, 11 Witherell street, will move sometime in May, to a new location, which may be permanent, as he has not definitely closed with the firm which plans a new building on the present site. He is endeavoring to keep as close to Woodward avenue and Grand Circus Park as possible.

Max Strasburg will give up his store at Library and Grand River avenues, Detroit, sometime in April, and will thereafter do all business at his new store at 74 Library avenue, which is considerably larger and where the rent is considerably less—despite its being just as good a location. Robert Barclay, for the past eighteen months in charge of the talking-machine department at the J. H. Ling store, Detroit, has resigned to engage in the real estate business.

Harry C. Shea, of the Pathéphone Shop, Detroit, says he is doing very little approval business—does not encourage it—nor has he sold a single instrument at less than the list price.

Gordon Kilmer, 718 Drex avenue, Detroit, the Alan Music Store, Alina, and the Almendinger Music Store in Ann Arbor, are now Pathé dealers in Michigan.

Harry Zickel, of the Cable Piano Co., Detroit, predicts a big future for the electric operated machine—if not too soon surely before another two years—and particularly for high-class trade.

H. E. Russell, formerly with the American Phonograph Co., now out of business, has been appointed road ambassador for the Pathéphone Co. of Detroit.

Sidney J. Guest, 541 Drex avenue, Detroit, handling Columbia machines, reports a big increase in trade since the theatre in his block opened for business. It is a large house seating 1,500 and is bringing a lot of people to his store.

The Goodfellowship Club of Grimnell Bros., Detroit, held a smoker at the Alt Heidelberg, Wednesday evening, April 5th.

Grimnell Bros. are giving a series of recitals before lodges, clubs, societies and fraternal organizations in charge of Henry Schumann Heinik, son of the famous singer. At these recitals the Duo Art pianola and the Victrola are used. At a recital given before a literary German society on March 31, several selections by his mother were played.

The Cable Piano store, Detroit, has been considerably enlarged on the first floor by building a mezzanine over the top of the present sales-rooms, to be used for storing talking machines.
Philadelphia, Pa., April 7.—The time seems to have passed when you find the talking machine dealer bubbling over with enthusiasm as he handed the slip by his bookkeeper showing him the big advance in his business over the previous year. He has had this experience so often that the novelty has worn off, and he is now taking it as a matter of fact, and would be visibly disappointed were it not so.

The month of March in Philadelphia brought to the talking machine dealers business limited to the capacity or ability of the manufacturers to furnish material with which to work. There has been a great shortage of machines and the jobbers and retailers were only able to supply a portion of the demand. Many of the jobbers are holding standing orders for machines, and it is the retailer who places such an order and stands close to the jobbers who can hope to get his wants satisfied to at least a reasonable degree.

There will be two important moves in Philadelphia during the present month. The Louis Buehn Co. will occupy the store at 835 Arch street on or before the first of May, and the Pennsylvania Talking Machine Co. will separate its wholesale business from the retail, and move its wholesale end the coming week to 210-212-214 North Broad street.

The Louis Buehn Co. is at present located at 825 Arch street, so it will not have far to move, but in its new home it will occupy three of the floors, which are 25 by 190 feet, and this will give double the floor space of the present building. This will practically be the largest amount of floor space in Philadelphia given over to the wholesaling of talking machines. The business of this firm has grown so rapidly within the past year that it found this move absolutely necessary.

The business of the Buehn firm was exceptionally good in March and this is attributed to the fact that it has been able to fill orders in such good shape. Mr. Buehn states: "Unsolicited orders are coming in somewhat in excess of the quantity of machines that we are receiving from the factory.

The Buehn record stock is in very good shape, but in its present quarters it has been somewhat hampered in the handling of this stock. The new quarters are being fixed up in the most modern way with every known appliance to facilitate innovations of its own.

The Talking Machine Co. recently removed its West Philadelphia store from the southeast corner of Fifty-second and Chestnut streets to the northeast corner, where it has a much more attractive-looking store.

William F. Lamb, the Pottstown, Pa., dealer in talking machines, was here the past week. He reports that he has made extensive plans for the enlargement of his department and will install several extra booths.

T. Connelly, the Philadelphia dealer at 2633 Girard avenue, is having a number of extra booths placed in his store at present.

The Penn Phonograph Department reports that the past March was by far the biggest March that the firm has ever had, and that orders are coming in just the same as they did before Christmas. The Penn Co. is much elated over the outlook and believes it will have a very heavy spring business, and only hopes the Victor factory will be able to keep it sufficiently supplied to handle it. Harry Miller has just returned from a two weeks' trip to Bermuda, and reports having had a most delightful time. The Penn Co. reports that its record business has increased very much over last year in March.

Walter L. Eckhardt, the head of the Pennsylvania Talking Machine Co., reports that business has been keeping up wonderfully well, and progress is only stopped when the amount of goods is exhausted. The company is promised much better conditions in the very near future. The firm will disassociate its wholesale business from its retail, and will move the former to North Broad street, where it has fitted up large and commodious warerooms for the handling of practically an unlimited amount of stock.

In its new wholesale building the firm will have 13,000 square feet of floor space, which will be devoted exclusively to the stock and storage of all the current types of machines and records. The retail business will be continued at 1109 Chestnut street. Mr. Eckhardt will eventually have his permanent office at the wholesale store.

The Pennsylvania Talking Machine Co. has had its territory extended down to and including Florida. Thus this firm will control the sales in every State along the Atlantic Coast up to New Jersey and as far West as the Mississippi.

The past week the firm were favored by a visit from James P. Bradt, general sales manager of the Columbia; W. C. Fuhri, United States manager, and H. L. Wilson, assistant general manager. Mr. Eckhardt has just completed the moving of his Baltimore store from its former location on Howard street to 111 German street, and he has been devoting much attention to the Washington office and territory and to the Atlanta office and territory.

The wholesale department in Philadelphia is now booking orders for summer delivery, and
BLOCK SIGNALS PROTECT YOUR INTERESTS when you use Buehn Service. Several high priced experts watch the incoming and outgoing freights with the surveillance of detectives. They work with a knowledge that has been obtained from study and experience, and automatic signals co-operate with them so that tabs reading “out of stock” are seldom utilized.

Speaking from an elementary standpoint, it stands to reason that if we are seldom out of machines and records, that your chances are BETTER of obtaining the machine models and records that you need for your profits. We care for our stock in rather an expensive way, but this extra cost is more than offset by SHIPPING goods when you want them.

The only profit that we can make is on the goods shipped; you can’t make any money unless you have the goods, so while the extra expense paid for insuring our stocks may be above the average, we more than offset the expenditure by receiving profits on merchandise that we might not otherwise be able to deliver. This policy helps us both.

Buehn Victor Service in distributing circles is the Pennsylvania of railroad achievement. Again we say: “The proof of the service is in the filling.” Why not look over your record stock this afternoon and send us a list of those “you want but cannot get”? Buehn Service will give you a surprise.

THE LOUIS BUEHN CO.

Record orders are now being better filled than for several months. Shipments from the Victor Co. have made it possible for us to fill some orders as well as 90 per cent. Orders for Supplies and Repair parts filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means co-operation that is modern in every characteristic. We will guarantee a larger percentage than any other jobber.

Philadelphia’s Exclusive WHOLESALE Victor Distributor
THE TRADE IN PHILADELPHIA
(Continued from page 20.)

from the present aspect of the business dealers will be wise to have their orders booked in advance in order to protect themselves against the same conditions as existed last fall.

The Dictaphone business of the Pennsylvania Co. has shown a fine increase in March, when the firm got a star quota, and five of its salesmen made the quota. It has been doing such a heavy business that it has found some difficulty in getting machines sufficiently fast to supply the demand. It had a fine display at the recent Business Men's Show, and secured much new business and closed a number of accounts upon which they had been working for some time. Manager J. D. Westervelt has been in Harrisburg several days this week.

Among some of the largest orders received by the Dictaphone department in March were: H. K. Millford Co., Electric Storage Battery Co., R. M. Hollingshead, Camden; the Notosavm Hostery Co., the Link Belt Co. and the Travelers' Insurance Co., all of which added a number of machines to those already installed, and the biggest orders among new firms were given by Frank Winnie & Sons, the Hugnerford Brass & Copper Co., McElvain Bros., drugs; F. J. Stokes, chemical engineer; the Ferracut Machine Co., Bridgeton, N. J.; the Lee Tire & Rubber Co., Rayner & Parker, lumber merchants; the Lower Merion Realty Co., and many others. Among the visitors to the Dictaphone offices the past week were Frank Dorian and N. F. Milnor, general sales manager.

H. A. Weymann & Sons have found that the Edison business is doing such a heavy demand that they were unable to supply eighteen of them, while he had duplicated the order to another one of the largest dealers, and was able to get only nine records of the lot requested.

The Weymann's have not only found their wholesale business most satisfactory, but also note a big increase in their retail business. Blake & Burkart enjoyed in March a most satisfactory business on the Edison and they tell me that all of the Edison dealers in Philadelphia have been doing very well, and especially N. Steckson & Co. The new room of the firm has been handsomely papered and decorated and is quite a show place. While their business has been so heavy of late that they have been unable to give any special invitation concerts, they have been having a number of private demonstrations about the city which have been bringing them very good results. Their business is way ahead of what they had ever anticipated, and their factory has been keeping them pretty well supplied with stock. They have less to complain about as to this in the month of March than during the previous two months of the year.

SPALDING'S TRIBUTE TO EDISON

Albert Spalding, the noted violinist and exclusive Edison artist, in a recent interview, had the following interesting remarks to make regarding Edison's re-creation of his playing.

“Which record do I like the best? I always like best the next one I am going to do. That's too general. For tonal qualities, for what I find of myself in the record, my favorite is the 'Serenade Molenscoque' (No. 92,007), by Tchaikowsky. This is the one that gives me the most pleasure. And I am very fond of the 'Ave Maria' I made with Madame Marie Rappold. I have noticed that Mr. Edison claims to re-create music instead of reproducing it. I will say frankly, the Edison is the only phonograph that makes a violin sound like a violin. Others seem to give a violin the sound of a wind instrument.

"Your tone tests are wonderful. While I have never actually gone tone testing on the road, I have many times played in comparison with my records with really astonishing results. Even my friends noticed the striking fidelity of the tone of the Diamond Disc to the tone of my violin.

"My violin is a very famous one. It is a Guarnerius del Genu and about one hundred years old and beautifully preserved. It has both the mellowness of age and the fresh tone of a young violin. It is with this violin that I make all of my records for the Diamond Disc. Some times this old violin actually surprises me. I get to wondering where the beauty, the richness and the charm of its tone all come from. It seems so wonderful—and it is wonderful to think of the music that sleeps in a violin."

H. A. Riker is now manager of the talking machine department of the Spring-Holzwarth Co., a big department store of Alliance, O. The department handles the Aeolian-Vocalion and Columbia Grafonola.

Otto J. Bober, of Eau Claire, Wis., is preparing to remodel his store. A room will be added at the rear of his present place of business for the display of Pathe phonographs.

Adolph Lasus, of New Rochelle, N. Y., recently divided his talking machine department from his bicycle and sporting goods department, and now has an up-to-date and attractive talking machine shop.

The Hood & Wheeler Furniture Co., Birmingham, Ala., has added a talking machine department to its business.
An Invitation

It will be a pleasure for the sales and factory heads of our company to show our factory to any member of the trade who may be interested in the manufacture of talking machine motors.

The views shown in the accompanying pages form only a very small percentage of the unique and highly instructive phases of motor manufacture. In this factory may be found new types of special machines which I believe can be found in no other factory, and from one end of the plant to the other efficiency and quality of production are the keynotes of our efforts.

We are naturally well pleased with the success of the Heineman "Motor of Quality." Although we have been only engaged in the talking machine business for the past two years in this country, it is gratifying to note that our products have already achieved signal distinction in the talking machine field.

We are always willing to learn, and if any of our friends in the trade, after reading the accompanying story, has any suggestions to make regarding any phase of the motor manufacturing business, they will be accorded careful consideration and attention.

Otto Heineman
President
Making Phonograph Motors and Part

A description of the manufacturing of a full line of high-grade talking machine motors and accessories from the raw material in the Heineman American factory is both interesting and instructive. Modern American methods are closely adhered to in the effort to produce a high-grade product in large quantities.

The first principle of the American manufacturing method is interchangeability, which can be obtained in no other way than by employing the most modern machinery and factory methods. There has been rapid progress in the development of machines and tools during the recent years that has revolutionized many industries. For example, the American-made watch is both reliable and its parts are all interchangeable. The automobile of today, a product of interchangeable factory methods, produced by the latest and most highly developed machines and tools.

It is natural that American-made talking machine motors and other mechanical parts must be made by similar factory methods to be produced in large quantities and enjoy the scheme of interchangeability.

To the skilled mechanic, as well as the uninitiated, a superficial examination of a Heineman "Motor of Quality" would fail to indicate the many factor operations and progressive methods which combine to make the smoothness of operation and reliability. Also, a hasty trip through the Heineman factory would fail to show the fineness of the methods employed.

It is the correct sequence of machining operation, extreme accuracy of manufacture, where such accuracy is necessary, and the proper selection of materials that make these talking machine products successful.

Following the raw material, steel, brass, bronze etc., from the Stockroom through the Heineman factory is indeed interesting, and shows the extensive use of a plant devoted to this industry.

In the Punch Press Department will be seen long rows of presses, making—from sheet metal—motor frames, gear blanks, spring barrels, turntables and even the delicate parts of a sound box. One operation after another, these parts progress until they are ready for the finish or assembly in the completed apparatus.

A companion department, employing rods instead of sheet metal, is without doubt the most interesting in the factory. Here are long rows of automatic screw machines taking the rods in long lengths and producing...
The most complicated pieces nearly finished for use.

One of the most important machine operations on monographs is the cutting of the teeth in gears and pinions. The correct design of gear teeth and the uniformity of the cutting are paramount features. Special machines are used in the Heineman factory for gear cutting. The teeth are formed by "generating" methods so that they will roll together freely and without noise.

Accuracy of mounting the gears, pinions and speed-regulating governors, as well as all other rotating parts, spring motors, requires the use of watch makers' hones of precision, and the checking of important dimensions by means of micrometer calipers that gauge the fraction of one-thousandth of an inch.

In addition to the foregoing, are the departments devoted to drilling, where the work goes into what is called "jig," which latter is provided with hard steel bushings which make the drilled holes come in the same positions in all like parts. Many of these drilling machines are of special design with multiple spindles, which make it possible to drill all of the holes in one piece at the same time. Here speed is coupled with accuracy.

The mere drilling operations, however, are not sufficiently accurate for these spring motors, so reaming operations finish the holes to micrometer size and assure interchangeability with quiet running action.

Motor frames and plates, as well as sound box parts, have many threaded holes for machine screws. These holes are tapped on special machines which operate similar to a drill press, excepting that the tap or cutting tool goes into the drilled hole accurately and to the proper depth, when the machine automatically reverses and the cutting tool is threaded out.

The Heineman factory has a large complement of milling machines for planing surfaces on castings, etc., also hand screw machines for turning metal parts that cannot be handled on the automatic machines heretofore described.

The finishing of the parts in nickel, gold, etc., is done by the most modern methods, giving lasting as well as attractive appearance to the completed Heineman product.
Making Phonograph Motors and Parts at the Heineman American Factory

All of the careful machining and gauging of parts in the Machine Room of the Heineman factory show to advantage in the motor assembly department. Here the work of putting the component parts of the motor together into a working whole, is done without machinery or any cutting tools whatever. Each motor, regardless of the person assembling the same, is exactly alike, when they come from the particular department. There is a distinction, however, as to the skill of the assemblers on the various designs of motors. It is a rule to keep all of the workmen who are proficient on any one design of motor on that particular job, and in that way secure a greater uniformity of product.

Rigid inspection, in process, as well as of the finished article, is absolutely necessary in a large factory which uses modern machine methods. There can be no "shading" here and adding to another part to get the final results, as in the older hand methods. All parts must come to gauge, and, therefore, are interchangeable in any particular design of motor made to-day or in the future.

The making of Heineman sound boxes and other phonograph parts uses similar machining methods as employed in the production of spring motors. There is a big difference, however, as great skill in assembling and adjusting are necessary in the case of sound boxes, so as to get the utmost in tone quality and latitude. Again, the proper selection of materials plays the most important part.

While the foregoing description of factory operation indicates some of the processes employed in making the Heineman phonograph equipment, the most important part must be omitted for obvious reasons—that is, the first-hand knowledge of making of these specialties which comes by long years of experience in this line; also the description of the experimental work on the various details of this equipment and the many special factory methods which form the basis for the Heineman phonograph equipment.
Why substitute when you can secure First Quality MICA Diaphragms for your Sound Boxes?

Something Good in a universal tone-arm too. Now ready for delivery.

JAMES FRAZEE, Manufacturer
30 CHURCH STREET - NEW YORK

REFERENDUM ON PRICE MAINTENANCE

The Federal Chamber of Commerce Will Conduct Referendum Among Business Men on the Question of Maintaining Resale Prices

WASHINGTON, D. C., April 3.—The Chamber of Commerce of the United States will conduct a referendum among the business men of this country as to whether or not the Federal Trade Commission shall be authorized to prevent price cutting. A special committee of ten members, headed by Paul T. Cherrington, recently made an exhaustive report on the question of the maintenance of resale prices, full mention of which was made in a former issue of The World. The majority recommendation favored legislation permitting such price maintenance, and was signed by seven of the ten members. The minority reported that they were unable to approve of the principle of price maintenance as being in the public interest.

This referendum, which will be conducted among chamber of commerce, boards of trade and other civic organizations affiliated with the Federal Chamber, will be the thirteenth, Pitts- burgh which has been taken among the business men of this country for the purpose of ascertaining for the benefit of Congress and the President, the thought and wishes throughout the United States on questions of immediate importance. This will give the business men of this country, all of whom will be affected more or less by the result, an opportunity to go on record as to whether or not American business needs legislation permitting producers of "identified merchandise" to fix the price at which such goods shall be resold.

These days will be the ones on which the vote will be taken, and the result of the referendum will be determined in the third week of May.

THE PATHE LINE IN PITTSBURGH

M. H. Pickering & Co. to Become Distributors for Pathe Phonographs in That City

The Pathe Freres Phonograph Co., New York, has closed arrangements whereby M. H. Pickering & Co., 10th Street, Pittsburgh, Pa., will act as distributors for the Pathe products in that territory. The Pathe Freres Co. has received numerous applications for the distributing franchise in this important section, the growing popularity of the Pathephones and Pathe discs having been recognized by successful houses in several fields, M. H. Pickering & Co. are already making plans to give the line aggressive wholesale exploitation in their territory.

GETS EDISON LINE IN PEEKSKILL

The B. Greenfes Co., Peekskill, N. Y., has closed arrangements to handle the complete Edison Diamond Disc line of phonographs and records, and will give these products aggressive exploitation. The store is being refurbished and redecorated to take care of this line stocked to afford additional conveniences for patrons.

VICTROLA FOR U. S. S. "MAINE"

The Koch & Droge Piano Co., Inc., Brooklyn, N. Y., has just disposed of a handsome Victrola to the officers of the U. S. S. "Maine." The sale was made by Geo. Gumper, who states that the officers are highly pleased with their purchase.
The Lyric
Something Entirely New in the Phonograph Field
"Ask the man who has heard it"

ITS DISTINCTIVE FEATURES INCLUDE:

UNIVERSAL RUBBER TONE ARM
A Most Important Invention that eliminates the harshmetalic or nasal sound. Flexibility keeps the needle in record channel and saves wear on record.

THE LYRIC MOTOR
Built like a high-grade watch of best materials, and thoroughly tested, and plays two records.

THE LYRIC REPRODUCER
Scientifically designed for perfect reproduction. Fitted with best India mica diaphragm.

THE LYRIC CASE
is round and there are reasons for its being round. Gives perfect tone. Elegant in appearance.

THE LYRIC PHONOGRAPHER
Combines elegance, simplicity and high tone quality. Constructed on true acoustic principles. Reproduces every detail of expression, shading and fine gradations of over-tones without a flaw. Will not blast on high notes. Every machine is perfect—no "seconds." THE LYRIC PHONOGRAPHER is its own best salesman—a sample will prove this to you.

ONE STYLE—ONE PRICE
An Economical, Profitable and Wonderful Selling Proposition for the Dealer. Write for Descriptive Booklet, Prices and Our Sales Proposition.

THE LYRAPHONE CO. of America
220 Fifth Avenue, New York
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

[In this issue of The Talking Machine World there is inaugurated a new department, which we believe will prove of material value to the talking machine dealer, especially to the man located away from the larger centers and not able to secure prompt service. Often the mechanical troubles of a talking machine are minor ones that, although interfering with the operation of the machine itself, can be adjusted readily if the cause of the trouble is known, and the remedy outlined. Andrew H. Dodin, while on a recent trip through the country, talked with one of the most expert talking machine repairmen of the country, and is particularly well-informed in the East, which has been connected with various prominent distributors before opening his own shop recently, at 25 East Twenty-second street, New York. In addition to outlining the common mechanical troubles of talking machines and the remedies for them in a special article each month, Mr. Dodin will answer all inquiries regarding repairs from dealers sent to him in care of this office. This service is absolutely free to readers of The World.—Editor.]

JUMP SPRINGS

Perhaps the greatest trouble of the talking-machine dealer is the so-called jump springs in motors. Since the advent of the talking-machine business, the dealer has been called endless trouble from the fact that the springs in various types of motors would jump, or knock, during their operation, greatly interfering with the proper demonstration of the machine, and in many cases giving the customer the impression that that particular machine was bad, and sometimes causing the loss of a sale.

In a majority of cases the cause of this jumping, or knocking, is the lack of proper graphite, or lubricant, in the spring cage. Graphite should never be used as a substitute for graphite, or lubricant, in the spring cage. In a case of this kind, I advise first removing the springs from the cages, washing them thoroughly in gasoline, replacing and lubricating with a mixture of Dixon's powdered graphite and heavy oil, mixed to the consistency of molasses. In a case of this kind, I advise first removing other causes of jump springs.

SPRING KNOCKING

"Eaton, Talking Machine World."

"In several machines I have recently made one particularly I have been puzzled by a loud snapping noise in the spring of the motor, although other working parts are smooth running and silent. What is the cause of this?"—L. H. B.

ANSWER.—See "In several machines of a new make recently imported, the trouble probably lies in the fact that the spring is too narrow for the cage. In the first instance the spring jams against the cage until the tension forces it back with a snap, or a knock, and in the latter case too great play permits the spring to rattle. Both troubles are due to the use of a spring that is not of the proper width. There should be about an eighth of an inch difference between the width of the spring and the depth of the cage.——A. H. DODIN.

DEATH OF JOEL SPEAR

Secretary of Spear & Co., Pittsburgh, and Manager of Talking Machine Department of That House Succeeds to Pneumonia

PITTSBURGH, PA., April 3.—Joel Spear, secretary of Spear & Co., the well-known furniture house in this city and a most successful young business man generally, died at his home here last week of pneumonia. Mr. Spear was born in Plymouth, Ohio, and attended school in that city, and later entered the furniture business in Cincinnati. He came to Pittsburgh in 1900 and three years later, with his brothers, incorporated Spear & Co. Mr. Spear was keenly interested in music and was in direct charge of the Victrola department of Spear & Co.

Talking machines worth more than fifty dollars are to be taxed by the city authorities of Portland, according to recent advances.

CHANGES IN THE PITTSBURGH TRADE

William Frey Appointed Assistant Manager of the Boggs & Buhl Department—Dawson Bros. Piano Co. to Move on May 1—Rosenbaum Co.'s Department Settled in New Quarters

PITTSBURGH, PA., April 7.—William Frey, formerly connected with McKelvey & Co., Youngstown, O., has been appointed assistant manager of the Boggs & Buhl talking machine department. Mr. Frey is experienced in both the Victor and Columbia lines, which the department carries, and his continued success in his new connection is assured. Manager C. Fred Newman reports the business of the Boggs & Buhl department running well ahead of last year; in fact, each month thus far has shown a consistent gain, both in machines and records. The second anniversary of the department was observed April 3.

Dawson Bros. Piano Co., located for the past five years at 418 Sixth avenue, are preparing to move into new and larger quarters at 957 Liberty avenue about May 1, and contemplate adding a line of talking machines. An entire building, measuring 120 by 23 feet, with four floors and basement, will be occupied, thus providing ample room for the additional department. With improved location and increased facilities the new quarters, it is expected, will prove of substantial value to the talking machine dealer, especially to the man located away from the larger centers and not able to secure prompt service. This service is absolutely free to readers of The World.—Editor.

TALKING MACHINE EXPORTS

The Figures for January Presented—Exports Show Increase for the Month

WASHINGTON, D. C., April 3.—In the summary of the exports and imports of the commerce of the United States for the month of January, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,547, valued at $1,223,007, were exported for January, 1916, as compared with 813, valued at $27,372, sent abroad in the same month of 1915. The total exports of records and supplies for January were valued at $74,092, as compared with $34,708 in January, 1915. For the seven months 20,562 talking machines were exported, valued at $642,638, and records and supplies valued at $921,108 were sent abroad for that period.

HANDLE THE PATHE AS LEADER

Walter Drey & Co. 1553 Third avenue, New York, a new local concern, held the formal opening of their store on April 1. The Pathé line is handled as a leader and Mr. Drey is preparing to use considerable space to properly present Pathéphones and Pathé discs.

Harry Lederman, a well-known piano retailer of New Orleans, La., was seriously injured by an automobile in Alexander, La., recently.

We Have MADE GOOD

Last December we told you that the Shelton Electric Phonograph Motor would increase machine and record sales.

It has done so; ask any Shelton Dealer.

We have sold Shelton Electric Phonograph Motors to Dealers in all parts of the country. The motor is giving perfect satisfaction and creating new customers.

"Write our nearest office or factory for special proposition.

Shelton Electric Co.

NEW YORK: 30 East 42d Street
CHICAGO: 30 East Randolph Street
BOSTON: 101 Tremont Street
SAN FRANCISCO: 62 Post Street
Factory: Fort Wayne, Ind.
The Talking Machine World

Records for Pathé Disc Library

Miss Grace Hoffman, Who Has Sung with Many Organizations, Has Won a Large Measure of Success as a Soprano Soloist

The Pathé Frères Phonograph Co., New York, has just announced that Miss Grace Hoffman, a soprano of considerable prominence, will record exclusively for the Pathé disc library. Miss Hoff-

man visited the Pathé recording laboratories last week and her records will be announced in the future.

Miss Hoffman is a graduate of Smith College and appeared as a soloist with a number of prominent orchestras in the East. For some time past she has been the soloist at the Strand Theatre, New York, where she has won praise from newspaper critics. Miss Hoffman has also appeared in a number of important operatic roles, in which she has commanded favorable notice.

The Great Value of That Instrument in Providing Entertainment for Those in Isolated Communities Emphasized by Recent Editorial

The value of the talking machine as an entertainer and educator on the farm was strongly emphasized recently in an editorial in Pierce's Farm Weeklies, which rated that modern instrument as one of the chief factors in improving the conditions of farm life and detracting from its isolation. The editorial, which is worth studying, reads as follows:

"It seems to me there is no end nowadays to the commendable plans to improve country life and conditions.

We are adding modern comforts and conveniences to our farm homes; we are beautifying our rural schools and churches; we are bringing town and country closer together in a diversity of ways and removing the isolation that once characterized life on the farm. Let me call your attention to one of the things which is playing an important part in this praiseworthy work, bringing cheer and pleasure to young and old.

"We have one of the standard makes of talking machines in our home, and nothing gives us all—young and old—greater pleasure. Our assortment of records ranges from 'Believe Me, If All Those Endearing Young Charms,' from the ever-popular 'Bohemian Girl,' and solos by John McCormack, the gifted young Irish tenor, to the always beautiful Barcarolle from 'Tales of Hoffmann' and the Intermezzo from 'Cavalleria Rusticana.' My musical education was sadly neglected in my youth. I attended a round-log schoolhouse back in Ohio, and reading, writing, arithmetic were considered sufficient unto the day and were really about all that it was possible to give us, so that I am not as well posted on music as are the young folks of to-day, with their splendid opportunities both in the schoolroom and at frequent concerts. I have to thank the talking machine (which I consider one of the most marvelous inventions of my time) for acquainting me with musical masterpieces which would otherwise be unfamiliar to me. I am not quite as bad as General Grant, who knew only one tune, and that one 'Hail to the Chief,' played every time he made his appearance, but before we installed the talking machine in our home I knew only a few tunes, now I am being educated and entertained at a rapid rate.

"I had an interesting experience out West a few years ago. Business called me to a little settlement twenty-five miles across the sage-brush plains from a railroad station. We made the trip by stage, spending the night at a typical frontier 'hotel,' a two-story frame building, right on the bank of one of the brawling mountain streams which irrigate that country. The next morning, before sunrise, a young rancher reached the hotel, having traveled fifty miles on foot and horseback (coming down the mountain-side on snowshoes) in order to catch the stage back to the railway, where he was to receive a shipment of new records for his talking machine. He had packed the machine up the long, step trail and was spending his winter nights in the company of the best operas and the best singers of the whole world. That talking machine was keeping him in touch with civilization and culture, it was whiling away the long winter nights and giving him an enjoyment otherwise impossible to him.

"My friends, there is not one of us who cannot enjoy the same privilege, thanks to these talking machines. With music in our homes and our schools we are almost certain to have our lives refined and sweetened so that we will confront the future with brighter, cheerier hearts and find greater good in everything that comes our way."

Incorporation papers for the Pueblo Phonograph Co., of Denver, have been filed with the Secretary of State. The incorporators are C. A., A. J., and Gertrude Reynolds; the capitalization of the concern being $25,000.

The Eastern Steel Co. has been awarded a contract for 500 tons of steel for the new building to be erected at the Victor Talking Machine Co.'s plant in Camden, N. J.

Music for Everybody

Operophone Records

The only popular priced records on the market.
Retail at 35 cents.
Are 8 inches in diameter.
Are double sided.
Play only with a tapering or Operatone steel needle.
Have more music than the 10 inch records of other makes.
These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.
Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.
Our catalogue is up to date; has 72 numbers, 144 different selections.
Twelve new numbers, 24 selections, are added each month.
The records are of unusual quality; and merit attention from a musical and artistic standpoint.
The songs are by popular and well-known artists.
The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.
The Talking Machine World, April 15, 1916.

The INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
PHONOGRAPH

The ACHIEVEMENT

PASSING the superb tonal beauty which won the
Highest Rating at the Panama-Pacific Exposition,
being handsome in appearance, playing all disc
records with marvelously flexible sound control, the
instrument which today is the world’s phonographic masterpiece—the instrument which is nearest to perfection—
this, the instrument you want, is the

Sonora

There are nine unrivalled models at the following prices:
$35, $50, $75, $100, $135, $150, $225, $300 and $1,000.

Send for catalog

SONORA PHONOGRAPH CORPORATION
George E. Brighton, President.
Demonstration Salons: 525 W. 53rd St. 697 Broadway
General Offices and Sales Rooms: 57 Rudee St. New York
Representatives throughout the country

The Invincible
Oak or Mahogany $300.00
Circassian Walnut $30.00 extra
March, 1916, marked the twentieth anniversary of the establishment of the Pardee-Ellenberger Co., Inc., Boston, Mass., and New Haven, Conn., and this event was celebrated at New Haven when the executive sales force attended the dinner at the Hotel Taft.

The entire staff from Boston and New Haven attended and the whole affair was a tremendous success. After the dinner a little "shop talk" was held, during which W. O. Pardee, president and treasurer of this organization, reviewed the history of the company.

F. H. Silliman, manager of the Boston headquarters, expressed his views regarding the future aspect of the phonograph industry. Other speakers followed with extemporaneous chats. Several musical selections were also rendered. The concluding event of this celebration was a burlesque sales sketch by Lena Baskette.

Mr. Baskette is naturally enthusiastic over the manner in which the Victrola has benefited his little daughter and the excellent effect it has upon children. He has placed a number of those instruments in homes.

The Pathe Freres Phonograph Co., New York, has closed arrangements whereby Joe Welch, a talking machine department to his store, where he will handle the Aeolian-Voicelion, for which he has secured the exclusive agency here, and also the Columbia Grafonola line of machines and records. Demonstration booths have been installed on the main floor. Harry B. Crawford, special Aeolian representative, spent a few days at the store following the opening of the talking machine department, demonstrating the Aeolian-Voicelion.

Mr. Baskette's sketch was spontaneous and appeared in the June 1916 edition of the Pardee-Ellenberger Co.'s bulletin, which is the official organ of the company. The bulletin is available for examination at the Pardee-Ellenberger Co.'s office in New Haven.
Local trade the past month in talking-machine circles has been very satisfactory, the dealers as a whole reporting the best March in the history of the local business. The establishment of new sales records has been so common the past few months that the dealers almost expect that each month will prove a record breaker as compared to corresponding months in previous years.

The demand for talking machines and records is phenomenal and as the available supply cannot by any means cope with the demand there is every indication that 1916 will prove the high plane it well deserves, and it is gratifying to know that notwithstanding the handicaps which have been caused by stock shortage the individual dealer in practically every instance is conducting his business along high-class lines.

**Machine Shortage Continues**

There has been no startling development in the local trade the past month. The stock shortage continues, although in certain types of machines there has been a distinct improvement in this respect. This is balanced, however, by a shortage in other types. The record situation is very pleasing, as the factories have practically caught up with the record demand, and there is very little complaint to be heard from the trade in this direction.

The newspapers are being liberally patronized by the local trade, and the character of this copy is in keeping with the prestige and dignity of the talking machine industry. The "nothing-down-and-thirty-days'-trial" style of copy is rapidly being eliminated and a personal of the advertising pages of the leading newspapers shows an inclination on the part of the great majority of talking machine advertisers to feature the higher priced machines along logical and profitable lines.

**Anent Victor Advertising**

H. C. Brown, advertising manager of the Victor Talking Machine Co., was the guest of honor last month at the regular monthly dinner of the sales staff of Landay Bros., New York, Victor distributors. Mr. Brown delivered one of his usual forceful and intensely interesting addresses, the keynote of his address being the present and future prospects of the Victrola. Mr. Brown commented briefly upon the policy and ideals which direct the destinies of the Victor Company's advertising, and paid a tribute to the aggressiveness of Landay Bros., which is evidenced in the splendid advertising they use in the daily newspapers. Mr. Brown pointed out to the assembled salesmen that their work was being made far easier because of the willingness of their house to materially assist them in developing and creating new business.

Landay Bros. have just inaugurated a mammoth poster campaign which is attracting the attention of the local advertising fraternity. Large posters are being used in Manhattan, Brooklyn and the Bronx, the aim being to feature these posters in the leading residential sections of the Greater City. Landay Bros. also achieved considerable publicity in the parade of floats and trucks which was part of the celebration in Harlem last week. The Landay truck with the Victrola doors was a prominent feature in this parade and was the recipient of enthusiastic applause along the entire route.

**March a Record-Breaker**

"March was the biggest month in the history of this establishment," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with The World. "Our sales totals were well in advance of last December, our previous high-water month, and as March usually falls far behind December's figures, we are naturally more than pleased with the showing made last month. Columbia dealers must evidently be closing a healthy, substantial business, as they are pressing us for immediate delivery of their orders, and emphasizing that they need the machines and records for their current sales. It is safe to say, judging from all indications, that 1916 will be a wonderful year for the talking machine business. Our record business has been especially good the past four weeks, showing a higher percentage in the sales totals last month than ever before. The demand for the new Columbia Electric is steadily increasing, and the revised prices have created a new field for our dealers to develop."

**Triples Business in First Quarter**

Referring to the general activities in the Edison Diamond Disc phonograph line, Geo. L. Babson, manager of the Phonograph Corporation of Manhattan, wholesale distributor for the Edison Diamond Disc products in this territory and which also conducts the Edison Shop, said: "Our wholesale division closed a very satisfactory March, and our business for the first quarter of this year was triple that of our sales during the corresponding period last year. Our dealers report an ever increasing demand for the Edison Diamond Disc phonographs and records, and the models retailing from $10 upward seem to be the most favored. "We have just been advised by the factory heads of Thos. A. Edison, Inc., that certain material improvements and changes in the manufacture of Diamond Disc records will be ready for announcement in the very near future, and we understand that the new records embodying these changes will be in our hands within a few weeks. Phonograph and record shipments from the factory have been very satisfactory; and

(Continued on page 30.)
Here is a New Service!

This one column electro for your newspaper advertising will cost you 40 cents—a two column electro 90 cents.

119 West 40th Street
New York
TRADE IN NEW YORK AND VICINITY
(Continued from page 28)

the situation as a whole gives us good reason to believe that the Edison Diamond Disc line is growing in popularity by leaps and bounds.

Rejoins Wholesale Staff
John Y. Shepard, formerly manager of the Victor department of Wm. Knabe & Co., New York, has rejoined the sales staff of the G. T. Williams Co., Brooklyn, New York, Victor distributors. Mr. Shepard was formerly a member of the T. Williams travelling staff, and his thorough knowledge of all phases of the Victor wholesale and retail business will enable him to render valuable co-operation to the Victor dealers in his territory, which is an important one in the busy Metropolitan district.

The Columbia in Films

The Columbia department in the store of the Goldburg Furniture & Carpet Co., One Hundred and Sixty-third street and Third avenue, New York, was "filmed" last week as a part of a novel advertising scheme which this progressive house is now introducing in various sections of the Bronx. A moving picture was taken of the many departments in the store incidental to the action of a plot which included the complete furnishing of a home by a newly married couple. Considering that no home is complete without a Grafonola, the store managers arranged for Lawrence Feth, manager of the Columbia department, to sell the "married couple" a Grafonola 200 with a good-sized library of Columbia records. Among those who witnessed this interesting scene were R. F. Boltere, district manager, and Lester Leverich, of the Columbia advertising division. The reel is now being shown in many of the leading Bronx theatres where it is receiving the attention that is usually accorded a drama or comedy subject and not an advertising film.

The Pathé in Piano Stores

"A noteworthy feature of our local business the past few months," said J. F. Collins, sales manager of the Pathé Frères Phonograph Co., "has been the many new accounts that we have opened with live-wire and progressive piano houses. It would seem from the splendid reports that we have received from our dealers all along the line that the Pathophone is admirably adapted for aggressive exploitation by piano houses, large and small, and the fact that these piano stores are featuring the Pathé line more than ever before is a substantial indication of the success which they are achieving with our product." Among the local piano houses which handle the Pathé Frères product in this territory are Hardman, Peck & Co., Jacob Doll & Sons, Wesset Bros., Winteroth Piano Co., O. W. Wurster and several others. I am pleased to say that our sales totals the past month have far exceeded our expectations in every way.

An Aggressive Victor Dealer
One of the most progressive and up-to-date Victor dealers in Pittsburgh, N. Y., is the Adams Music Store, 6994 Third avenue. Less than a year ago Mr. Adams was located at 6950 Third avenue, but his business grew to such an extent that he was obliged to move up the street into a much larger store. He has spent considerable money in installing sound-proof booths and has also put in two very large show windows. Mr. Adams is also planning to occupy the entire building (three stories) and only recently erected an eighteen-foot electric sign on the front of the building.

Stevens-Ayres Bill Activity
J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, visited Washington, D. C., last week to further the interest of the Stevens-Ayres bill. Mr. Blackman is a member of the committee of the National Association of Talking Machine Jobbers, which is working indefatigably on behalf of this bill. He conferred with Mr. Whittier, secretary of the American Fair Trade League, and also discussed the measure with Joseph Tumulty, secretary to President Wilson, in reference to getting the President's support. Mr. Blackman stated that he has received word from an authoritative source that some action on the bill will be taken in the near future and that the Interstate and Foreign Commerce Committee which has the bill in hand will probably hold hearings on the measure in a short time. Talking machine men must be on the alert regarding this measure.

A Productive Campaign
The Aeolian Co. has continued its local Aeolian-Vocalion advertising campaign with unabated vigor and force, and the results of this wonderful publicity are not only evidenced in the excellent sales totals achieved at Aeolian Hall, but also in the fact that the Aeolian-Vocalion is becoming more popular among music lovers and musicians day by day. The advertising copy used by the Aeolian Co. has won the hearty commendation of all factors of the industry, and its educational and informative character has served to impress newspaper readers with the musical standing of the modern phonograph.

A New Columbia Dealer
Christianson Sons, which recently opened very attractive retail warehousites at 733 Sixth avenue, New York, have closed arrangements to handle the complete Columbia line of graphophones and records. The company plans to construct a number of sound-proof demonstration rooms to properly exploit the Columbia product and will use good-sized advertising space to present the

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 021

Columbia line to its many prominent patrons.

Additional Repair Facilities

Alterations are being made at the wholesale offices of the Silas P. Pearsall offices, Victor distributors, whereby the company's record stock capacity will be greatly increased. These additions are made as a result of intensive work by Thos. F. Green, general manager, whose hobby is complete record service.

Makes Changes in Offices

The New York Talking Machine Co., New York, Victor distributor, has made a number of changes in the layout and arrangement of its general offices which add considerably to the attractiveness of the floor, and permit the executive officers a greater degree of comfort and convenience. Partitions were erected between the offices of the executive staff and the general clerical forces. Additional doors were constructed, and there is no noise or confusion to interfere with the work of General Manager Morey, Efficiency Manager Marbourgh and their assistants.

OUTLOOK GOOD IN CANADA

Otis C. Dorian, Assistant Canadian Manager for Columbia Co., on visit to Headquarters in New York, Declares that Shortage of Stock Is the Chief Worry Over Border

Otis C. Dorian, assistant Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, was a visitor to New York this week. Mr. Dorian stated that the business outlook in Canada is encouraging and that a shortage of product is the only handicap encountered by the Canadian division of the Columbia Co., as the demand for Columbia machines and records is far in excess of the supply. The general business situation in Canada is showing a marked improvement, although in certain industries there is a scarcity of help owing to the desire of the employees to leave for the front. Recruiting officers are visiting the Columbia factories at frequent intervals, and quite a number of workers in the Columbia plant have volunteered and joined the English army.

The Ansonia Furniture Co., of Ansonia, Conn., has secured the agency for the Reginaphone in that section.
DEALERS
SPECIAL
ANNOUNCEMENT

Has it ever occurred to you what it would mean in profits, were you able to offer your list of talking machine owners an article that would increase the pleasure and efficiency of their machines 100%; an article that you would be proud to represent, and had the same implicit faith in, that you had in the talking machine you sold them, and which has won for you their good-will, thereby helping you to build the firm foundation of your present business?

You cannot only increase the profits on your past, but also on your present and future sales, and convert your owners' list into a big tangible asset by representing and handling

VEECO

What is Veeco?

It is the first and only practical and complete electric device for talking machines. A glance at the accompanying illustrations and a survey of a few of its many advantages enumerated below will convince.

It is a complete electric power plant in itself, eliminating the spring motor entirely; not the customary unsatisfactory attachment.

Price complete, $35.00

NO MORE WINDING
Installation takes five minutes
Made for any current from 6 to 250 volts

NO BROKEN SPRINGS
Operating cost 3 of a cent per hour
Runs on A.C. or D.C. without resistance

No running down in the middle of selection
No discordant music due to uneven spring tension
Just clear, clean-cut enjoyment, that's all

PRESS THE BUTTON
and
WRITE AT ONCE TO

VICTOR ELECTRICAL EQUIPMENT COMPANY
248 BOYLSTON STREET, BOSTON, MASS.

ENDORSED AND SOLD BY EDISON ELECTRIC ILLUMINATING CO. OF BOSTON
VICTROLAS AID IN TEACHING PENMANSHIP IN THE PUBLIC SCHOOLS.

The use of the Victor talking machine in the public schools of the country has become widespread, its versatility rendering it exceedingly adaptable to almost every branch of study pursued by the pupils. One of the somewhat unusual uses to which the Victrola has been put in the Hawthorne School, Spokane, Wash., is that of aiding the pupils to learn to write legibly and speedily, the children endeavoring to make the outlines of the letters while keeping time to the music of the Victrola. Frank P. Arnold, supervisor of writing in the public schools of Spokane, is the author of the following article which appeared in the Spokane Review recently:

"Do you remember these words of the old-time schoolmaster: 'Sit up straight, children. Open your copy books to page four. Try to get a perfect copy. Try to get one that looks just like the copy.' The writer remembers his own experiences. He traveled this writing path for years, and went from the public schools unable to write an easy, rapid, legible hand. And such an experience was the fate of the majority who went to school thirty years ago. Only the few acquired the essentials of good writing which are summed up in the following definition: 'The essentials of good writing are legibility, rapidity, ease and endurance.'

"Modern writing instruction is different from the old methods. A visitor steps into a primary room in one of the Spokane schools some morning. He sees what to him is a strange sight. Possibly a Victrola is being used and the children are writing to music. Twenty or thirty little tots are at the board and as the Victrola plays 'Pop Goes the Weasel,' or some other familiar selection which permits quick time, these children make large ovals, keeping almost perfect time. They are taught speed and form and they enjoy it, too."

This indorsement of the Victrola, coming from this well-known authority on modern class-room methods, demonstrates the high place which the Victrola has won for itself in the estimation of the leading teachers and educators of the day.

URL: Not How Many, But How WELL!

This organization aims to serve Victor Dealers in a spirit of co-operation and assistance which will develop their business and increase their profits. We do not aim to secure more business than we can adequately handle, but, on the contrary, the

G. T. WILLIAMS SERVICE

is a real service which assures our clients receiving a full measure of individual attention and consideration.

Our increased facilities will permit of our handling a number of additional accounts at this time, although we do not attempt to sacrifice quality of service for quantity. We try to make every one of our clients realize that each member of this organization is ready and willing to help him solve his problems. May we not serve you?

G. T. Williams & Co.  VICTOR WHOLESALE EXCLUSIVELY  217 Duffield Street, Brooklyn, N. Y.
inside incidents in the recording laboratories

some of the factors, amusing and annoying, that enter into the making of records, and with which neither the dealer nor his customer is familiar—"the old guard" still at work—ambitious truck driving tenors and busy suffragettes get real action

insolent talk is wrong," said the chief critic. "try it with your voice lower, ed."

"in singing for reproduction we have learned something is wrong. ed objected. ed was doing the incidental south sea islander jargon between the verse and chorus, to ridicule accompaniment."

"well, something is wrong. suppose you do this: suppose you imagine you are the king of the natives, making a speech to your followers—sort of a political speech—and you work up to a climax where you demand, "am i right?" and they come in strong with "sure you're right, and we're with you!" you need have more swing in that cannibal speech, that's all."

they did it again. the cannibal king got his speech into great shape; but one of the natives slipped immediately after it, and the king had all his trouble for nothing."

"had we better make it right," ed objected. ed was doing the incidental part."

the director explained: "we are not bothered if these champion popular recorders went over a quartet several times, even after practising it, is it any wonder that hundreds of otherwise capable, even famous singers fail to please the critics of the great laboratories? they never come in by dozens—people of all shapes and sizes and from all walks of life, to try their talents and to perpetuate themselves on the discs that circulate all over the world. in some of the laboratories all applicants are given a trial, for it is always possible that the great genius may turn up. but few, very few, are successful. few are the volunteer records made—and sold.

recently a truck driver stepped into one of the studios, fired with the desire to sing for posterity, "gee, i wish i had a girl," as conceived and rendered by himself. he had changed his voice. long training had accustomed the reception committee to endure anything, and not a face cracked. but the ordeal was almost too much. the man was musically deluded. song was not his métier.

on another occasion there entered a brisk, business-like but over-confident woman who had a plan whereby she hoped to circulate propaganda in the form of records made by herself for the good of some cause or other. her "line" wasn't so bad, but she made a fatal mistake. she ended up as follows: "so you see, it would be a splendid plan for the cause and also fine advertising for you. i would do all the recording myself, and, of course, if i were successful, as i am sure i should be, i would expect you to take me onto the regular staff."

the lady is still a volunteer.

the real difficulty of recording for the merciless disc has been brought home not only to the aspiring amateur, but to many professional performers. confident stage stars find that singing for reproduction on a scientific machine is an art distinct from that of the footlights. bill murray explained this:"

"in singing for reproduction we have learned a number of tricks and facts unknown to the professional performer. for instance, to round out our vowel sounds. if we didn't do that, the reproduction would be flat and unsatisfactory. many stage singers get into the way of cutting off their vowels, and they can get away with it. the result is less critical because it isn't listening in the quiet of a small room, where every small slip is apparent. we are taught to keep perfect time, and then again the process of recording baffles us. we are puzzled. they are not always held strictly to the minute as we are. in singing for the recorder you can't play with rests and pauses to suit your own musical tastes. the selections have been timed to fill a certain period, and any deviation throws things out. sometimes actors and actresses come into the studio on their way to keep an appointment somewhere else, and are allowed to keep them when they have spent three hours making a single record. even at that, the record is often discarded as imperfect. that is one good reason why you miss some of the well-known stage artists from the talking machine lists."

along the same lines were bill hooley's reminiscences of the days when the "old guard" used to sing anywhere from thirty to sixty rounds of "down went maginity," or "the shade of the old apple tree." hooley, by the way, is a gentleman of a distinguished presence which accords well with his famous bass voice. mr. hooley recalled that he and steve porter began making records way back in the infancy of the talking machine, in the year 1898. steve had nothing in particular to offer in the way of wisdom gained through experience, but his genial countenance radiated the good spirit he has been putting into his records all these years.

"it seems strange sometimes," said bill murray, "that with thousands of people ambitious to sing for the records, and few of them being refused a trial, we of the old guard go right on doing most of the songs. but it is a matter of

real profits

the savoy line

of machines includes models retailing at $10, $25 and $65. all are equipped to play all makes of records. cabinets are highest grade finish, and are made complete in our own plant.

style 65 shown, retail at $61, mahogany. size on casters, 43 inches high, 26 inches wide and 23 inches deep. double spring, worm gear motor, 12 inch turntable.

write for attractive dealer proposition

nanes art furniture co. grand street and east river new york
knowledge and practise as well as of ability. We have learned the game. Others are getting on to it, though. Take for instance, our young friend, Van Brunt.

Our friend Walter Van Brunt, one of the not too numerous youths who have succeeded in making popular records, is twenty-three years old but he has been singing for one talking machine or another since the more or less tender age of sixteen, when he started in with the Columbia Co. Previous to that he was a choir boy solist at St. Mark's, New York. Now he has a manager and a marvelous collection of letters from sentimental women, young, middle-aged and old, thanking him for singing as sweetly as he does. One recent note went so far as to term him a spiritual paragon.

"It would be interesting to trace these letters," said Van Brunt. "They must come principally from people who are slightly unbalanced."

The public has been arming itself to make records for the big producing companies to-day—making records and money for the companies, for the companies' representative dealers, and incidentally for themselves.

But while the so-called popular records are important, and while they sell fast and widely, of course the operatic numbers, concert numbers and instrumental music of the better class are demanding more space in the newspapers every day, and more attention in the recording rooms. With the four or five biggest companies commanding the services and producing the best singing of practically all the grand opera stars, violinists, cellists, pianists and dramatic recitative luminaries, the public is taking a more and more active interest in the "big stuff." The reproduction is demanding the attention of the most expert of those who have studied the talking machine. And there are some surprisingly keen, musically better-perfect gentlemen among those who are supervising the big studios. They know all the operas, German, French, Italian, Spanish. They are students and poets and practical men combined. Let one of them speak for the brotherhood:

"You would be very much surprised to know how often we find that a singer known to fame has been singing phrases or individual notes incorrectly. It is our business, of course, to get everything absolutely right. When you come to think of it, progress in producing such a thing as the talking machine record is well worth while. Nobody knows how long after we are dead the generations to come may be judging this age by what is contained on the talking machine records it has left behind it."

A VISITOR FROM VANCOUVER

A. J. Dorland, president of Dorland's Music House, Vancouver, Wash., was a visitor this week at the executive offices of the Columbia Co. Mr. Dorland handles the Columbia line in his territory, and is most enthusiastic regarding the success which he has achieved with these products. He commented especially upon the popularity of the new record ejector model which is winning the approval of patrons all over the country.
An Invitation

To spend a day or two with us for the purpose of going into the Various Problems and Conditions that confront you each day in the conduct of your Victor business:

Analysis of your Profits---Stock---Sales---Turn-over
Interest Proposition
Installment Terms
Retail Credits
Dealers' Record Systems
Record Approval Proposition
Sales Schemes and Business-prompting Ideas
Motor and Sound Box Repairs---Adjustments---Short-cuts

A good many of our Dealers have found such a visit most profitable—you will too. You will go back with many valuable Ideas.

Let us know a few days before coming—we'll be ready for you.

Chicago Talking Machine Co.
Victor Distributors
12 N. Michigan Ave.
FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager

HARRY S. KINGWILL, Associate

CHICAGO, April 12—Middle western jobbers and dealers are continuing to have trouble in securing machine deliveries and are beginning to wonder whether or not conditions in the matter of supply are going to be as much improved over last year. This shortness in receipts is especially felt in that class of machines which retail around $100, and dealers in all lines agree that there has been a decided predilection recently upon the part of the public for machines of this description. According to one big dealer, the fancy of the public for famed and golden oak finishes, which has been prevalent the past sixty days, has shifted back to mahogany and calls are now mainly for that color.

Smaller machines are becoming more active with the jobbers, due in a great part to the intentions of the trade to go after the summer business. This is proven by the larger city concerns and dealers in the resort country.

Among the newer manufacturers there has been a severe and ever increasing shortage of parts, mainly motors. This shortage is due to the inability to secure wire for springs, and to date there appears to be but comparatively little hope that this condition is to be very quickly remedied. One of the largest manufacturers of spring steel in the country has two large mills working to capacity and other spring manufacturers are equally pressed. The supply is far from equaling the demand and there are some who say that prices are going to go up even more within the next four or five months.

The call for records is now mainly for the standard numbers. For instance, Melba's record from equalling the demand and there are sonic manufacturers are equally pressed. Working to capacity and other spring manufacturers are equally pressed.

The State Street Pathe Shops, that remarkable enterprise which has seized upon one of Chicago's finest loop corners with the intention of bringing the Pathophone as close to the Chicago public as can possibly be done, has been opened after weeks of preparation and, although the shop is far from completion when details are considered, there has been a volume of business done that bids fair to bear out Manager Harry K. O'Neill's faith in doing business from a location that reaches every one. A rental of $25,000 a year for thirty-seven feet of frontage at the corner of Monroe and State streets is a record-breaker for the talking machine trade of Chicago—that is—for stores that are exclusively talking machine shops, and the experiment is being watched by the entire local trade. In fact, dealers of all kinds have been visitors.

The store is planned in a color scheme of blue, black and gray. Ceilings and side walls are also worked out in black and white. On the main floor there is a general reception and display room. Immediately to the right and left of a centre aisle are four handsome demonstration rooms and back from these are the record rooms, offices, etc. On the mezzanine floor a concert room that will seat seventy people is being completed and on this floor there is also a demonstration room that is devoted to the very highest grade of machines exclusively. The whole effect is a most pleasing one and many dealers who are planning to remodel or enlarge their places of business are adopting many ideas from it.

H. L. Woodward Shifts

H. L. Woodward, the prominent traveler for Chase & West, Des Moines, Ia., has just been annexed to the forces of the Chicago Talking Machine Co. Mr. Woodward has had a wide experience in the talking machine business. He started out with the Victor Co. at Camden, covering what is known as the western Pennsylvania territory and the State of Wisconsin. After two and a half years' connection with the factory, Mr. Woodward went with Chase & West.

During the six years Mr. Woodward spent with this Western Victor jobbing house, he created a large series of successful dealers on account of his unique methods of service to the dealers. This service involved much in the way of installing efficiency systems, simplifying shipping methods and dignifying advertising appeals. In his new role with the Chicago Talking Machine Co., Mr. Woodward will benefit by this constructive work already done, as he is to travel the Iowa territory and part of Illinois.

Geo. P. Cheatle Leaves Town

Geo. P. Cheatle has just started on a one month leave of absence from the Chicago Talking Machine Co. He will spend the month at Springfield, Ill., with his father and brother, who have just bought out the Bernard Music Shop, of that city, and who will run it as an exclusive Victor house.

Novel Service Feature

The latest innovation conceived by the Chicago Talking Machine Co., Mr. Woodward will benefit by this constructive work already done.

(Continued on page 35)

LYON & HEALY'S OWN POLISH

ZOL

Admirably adapted for polishing and cleaning Talking Machines and other high-grade woodwork. The polish that does the work and leaves no sticky or greasy effects.

Zol is put up in three sizes:

No. 45 T—4 ounce bottle, packed two dozen in a case.
Net Wholesale 1.00 per dozen
Retail 20c. per bottle

No. 46 T—8 ounce bottle, packed one dozen in a case.
Net Wholesale 2.00 per dozen
Retail 35c. per bottle

No. 48 T—Half-gallon bottle, packed two bottles in a case.
Net Wholesale 1.90 per gallon
Retail 1.75 per bottle

Dealers should carry it constantly in stock

We use Zol in all our own repair shops

LYON & HEALY

CHICAGO
Service is what enables you to increase your profits and meet all competition.

Every dealer is in a position to meet your prices, but when you are a L. & H. dealer you are in a position to give your customers Service that cannot be equalled elsewhere.

Right now is the time to let us show you how our trained force enables us to fill your record orders the same day they are received.

Victor Records. Our enormous stock enables us to fill record orders from 95% to 98% complete.

It is to your advantage to place your orders with the Distributor who can give you service that enables you to meet all competition.

Call on us at any time to prove that Lyon & Healy Service is O.K. and its equal cannot be obtained elsewhere.

Efficiency and promptness in filling your orders, from a complete stock, are the conditions on which we solicit your Victor business.

Lyon & Healy

Chicago

Largest Victor Distributors
American Phonoparts Cabinets

“NOW READY FOR DELIVERY”

Equipped with tone modifiers and wooden sound chambers.

Highest Grade Construction

Made of five-ply selected veneer stock.

Finished in mahogany, golden and fumed oak, ready for you to install motor and tone-arm.

Our Cabinets

ARE SELLING LIKE “HOT CAKES.” GIVE US A TRIAL ORDER — YOU WILL “HOLLER FOR MORE.”

Electric Phonograph Motors

We can furnish for quick delivery the best electric motor made. Suitable for high-grade phonographs—equipped with 12 inch turn-table, etc. Perfect speed control, or we will supply electrically equipped phonograph complete. We have the goods—first come, first served.
A Little Home-cooked Comparison

From ancient history, we repeat, "It certainly is a nuisance—everytime the dear girl plays a record on her hornless talking machine, she must lift the cover up and then lower it down—because she doesn't like to leave it open."

From Miss Uptodate, we quote, "You know the cover on this machine is honestly fascinating. Why, I just have to tell the cover to open and shut without helping it at all. It stays anywhere I want it to without so much as a wiggle or murmur."

Of course, the Chicago Hinged Cover Support and Balance is on Miss Uptodate's machine, because this remarkable innovation eliminates the weight of the cover when raising or lowering and also balances at any desired point. It cannot drop or get out of order. We are glad to prove these statements by sending you a model or demonstrating on your own machine.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35)

furnish circulars, poster cards and other constructive sales ideas for the dealer's benefit.

The first work of the promotion department has been along the line of poster cards. The four records of the month which "should be the most popular," have been featured in the up-to-the-minute poster style of yellow skies and brilliant stripes. This plan of concentrating publicity upon a few records instead of pushing monthly lists is to be a permanent feature and the dealers are being supplied with neat frames to fit the standard size which has been adopted for the poster cards.

L. C. Schrader, of Ishpeming, Mich., and A. F. Korn, of Michigan City, Mich., are the new Victor dealers announced by Lyon & Healy. Miss Anna Wood, a popular and experienced "record girl" will leave Lyon & Healy within the next few weeks for matrimonial reasons.

The Victor stock was somewhat damaged by the smoke and water of the fire which Sprang up next to the store of the W. H. Aton Piano Co., of Madison, Wis., and "Ave Maria," by Gounod, and "When You're Away," by Victor Herbert, in union with the re-creation of her voice on the Edison machine. Mr. Bond plays the violin in union with such as "Long, Long Ago," by Bayly; "Julie's Waltz Song," by Gounod, and "The Merry Widow," by Victor Herbert, in union with the re-creation of her voice on the Edison machine. Mr. Bond plays the violin in union with such as "Meditation from Thais," and "Ave Maria," by Gounod, with the recreation of these pieces as rendered by the violin of Albert Spalding and Carl Plech. This applying of the Edison "acid test," in which the real and the reproduced music are rendered simultaneously, is to be further supplemented by Miss Marie Rappold, who will appear in a tone test May 4 at the North Shore Talking Machine Co.'s concert hall.

The Playerphone Talking Machine Co. moved its temporary quarters at 25 W. Lake Street last week from the temporary quarters on the sixteenth floor of the Republic Building, where permanent quarters have been fitted up. Besides a general reception and showroom, there are two large private demonstration booths, private waiting room and clerical department. The acquisition of the added facilities is already proving its worth and the unavoidable delays that were present during the occupation of the temporary quarters have been entirely eliminated.

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

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

Most Complete
Pathé
Stock in the United States

Promptest Deliveries Best Service Heartiest Co-operation

Address the
PATHÉ PATEPHONE COMPANY OF ILLINOIS
17 N. Wabash Avenue, CHICAGO

PARTS
If you can't get the talking machine repair parts you want, try—
CHARLES BRYAN
25 W. LAKE STREET CHICAGO
Expert repairing for the trade a specialty
President D. W. McKenzie is perfecting his wholesale salesforce and Phonograph travelers are now working all parts of the Middle West. Sydney De La Vars is covering Michigan and Indiana; George A. Cowen is in Minnesota; A. L. Kugel is taking care of Ohio; L. E. Hutchins is kept busy with Pennsylvania and New York; Louis and Van Sickle are in charge of the work in Iowa, and G. E. Candler is showing the "Show Me" State. G. E. Hutchings has been appointed Kansas City jobber and the Oklahoma Book Co. has been appointed Playerphone jobber of the State of Oklahoma.

Some radical changes and improvements have been made in the construction of the Playerphone, particularly in connection with the tone arm and sound chamber. Changes have also been made in the construction and design of the cabinets and President McKenzie announce that some attractive designs in Chippendale and William and Mary periods will be brought out in the near future.

How the Chicago Cubs Enjoyed Their Trip

When the Chicago Cubs left for their training trip to Palm Beach, Fla., a few weeks ago, they were followed with good wishes and gifts from thousands of "bugs." Everything possible for the comfort and convenience of the ball tossers was done and prominent in the relief work was Fred. A. Siemon, of the Rudolph Wurlitzer Co. Siemon had installed in the club car of the train a Victrola XVI, with an ample supply of records, a Wurlitzer automatic piano and one of the small, but big-toned. Princess pianos. The Brunswick-Balke-Collender Co. also had a small pool table on board. The hard-worked of the four was the Victrola, with the other three devices tied for second place. It is rumored that small ivory cubes with mysterious black symbols upon the six faces thereof, were also used on the smooth surface of the table, thus creating a new use for pool table, and produces mellow, rich, smooth music.

It is rumored that small ivory cubes with mysterious black symbols upon the six faces thereof, were also used on the smooth surface of the table, thus creating a new use for pool table, and produces mellow, rich, smooth music.

The "Orotund" Sound-Box


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

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

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

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

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

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

Attractive discounts in quantities.

Combination Attachment Co., 624-626 South Michigan Ave., Chicago
We are as interested in the retail sales as you are. Co-operation is the jewel point of our sales policy. Write us. There is nothing to lose and with a machine of proven quality like ours there may well be $$$$$$ to gain—and after that some more $$$$$$$$$$$$$$$$$$$$$$.

Interesting Visitor from Java

A very prominent visitor here recently was L. Zecha, who is proprietor of the Soekaboom, which provides that it shall not become my insured.

From Our Chicago Headquarters (Continued from page 37)

South Michigan avenue, this city, has issued a very attractive circular of the Orotund sound box, which they manufacture. It is attractive and tells why and how the Orotund produces the excellent tonal results for which it has become so well known.

Highland Kilts Aid Lauder Sales

The talking machine department of Rothchild's offered a novel concert and incidentally benefited its sales by the offering of a free concert of record recitals in connection. Manager Ivorak arranged for the service of J. Coates Lockhart, the tenor soloist of the Killies Band. The program consisted of a group of songs with piano accompaniment and also accommodation on the Victor. Mr. Lockhart's interpretation of the Lauder songs in connection with his costume and ability to sing the songs in real Highland accent, interested a large crowd.

Music dealers can add from $1,000 to $5,000 a year to their profits by selling Playerphones alone.

Invest Less—Make More

We extend you liberal terms so that you can sell for cash or on time. You receive your money before paying us. Moreover your profits will amount to about 100 per cent. on your investment. You avoid tying up your money in a big stock, and at the same time make a more liberal profit on each sale. Music dealers can add from $1,000 to $5,000 a year to their profits by selling Playerphones alone.

Full information and prices by return mail.

THE PLAYERPHONE TALKING MACHINE CO., Republic Bldg., Chicago

The Playerphone meets every desire in talking machines. It incorporates the final developments in this field. The Playerphone combines the best features that both dealers and customers look for in a phonograph. The price at which you sell Playerphones is the most unusual feature of all. In performance and appearance it often equals and excels instruments retailing at from one-quarter to one-third more.

Plays Every Disc Record

In the Playerphone you give your customers an instrument that plays every disc record distinctly and musically. And no change of equipment is necessary to play any of them. The Playerphone has a naphthene ball and a diamond point for "hill and dale" cut records.
devoted to reception room and display, the general offices and the private offices of H. T. Schiff, S. S. Schiff and Jeffrey Schiff are to the rear of this in the shipping department.

Calls for Vitanola goods continue to be received in ever-increasing numbers, but despite this work on new styles has proceeded very rapidly.

Personals and Visitors.

C. L. Price, of the traveling forces of the Victor Talking Machine Co., was a visitor to Chicago during the month.

Emil Thierry, prominent in music trade circles of Milwaukee, was in Chicago this week. He will probably engage in the talking machine business.

Mr. and Mrs. Arthur Sweetser, the latter formerly Miss Ruth Gregory, daughter of Robert B. Gregory, president of Lyon & Healy, are the proud parents of a baby boy.

PITTSBURGH JOBBERS ENTERTAIN

Have Local Dealers as Their Guests at Dinner Given at the Fort Pitt Hotel—Association Elects New Officers—Discuss Approval Question and Listen to Good Addresses

PITTSBURGH, Pa., April 11.—The Talking Machine Dealers' Association of Pittsburgh held its regular monthly meeting Monday evening, April 10, which was also the occasion of the first banquet of the trade, given by the local jobbers for the retail dealers. There was a full attendance, every house in the city having one representative or more present. Covers were laid for sixty in the English Room of the Fort Pitt Hotel, and an elaborate dinner preceded the business session.

Among other important matters that came before the meeting was the election of officers to fill places left vacant by resignation. President French Nestor, manager of the W. F. Frederick Piano Co., occupied the chair. All present received with much regret Mr. Nestor's announcement that the weight of other duties compelled him to give up the office with which he had been honored during the past year. Mr. Nestor made the principal address of the evening, reviewing the accomplishments of the organization during its one year of existence and forecasting even greater things for the future. In the election which followed, C. L. Hamilton, secretary, of the S. Hamilton Co., was named to succeed Mr. Nestor as president. He made a brief but very graceful speech in assuming the chair. Jacob Schoenberger, of Lechner & Schoenberger, was elected treasurer, succeeding Mr. Hamilton. A. R. Meyer, of the Henry Co., was elected secretary, succeeding Norman Cook, formerly manager of the Boggs & Buhl talking machine department, who resigned upon leaving this city recently.

Seventeen new members were then received into the organization. The membership now numbers forty-five, including practically all of the talking machine dealers in Allegheny County. A general discussion of trade topics followed, nearly every one present taking part. The question of cabinet outfits was gone into at length, it being agreed that all advertising of outfits be explicit and in no wise misleading as to value and prices. Another topic was that of sending out records on approval, a large majority favoring the absolute abolition of this practice. It was brought out that a number of large local houses have already discontinued the approval policy. The discussions were entered into with the greatest of enthusiasm and interest, although no definite action was taken at this time. Preliminary plans were made for the annual outing of the association in July.

VICTROLAS FOR U. S. S. "NEVADA"

Seven Machines of Various Types Included in Order Secured by Lord & Taylor, New York

A recent and important Victrola deal was put through last week by Manager H. E. Speare, of the Victrola department of Lord & Taylor when he sold seven machines of various models to be installed on the United States battleship "Nevada," now at the Brooklyn Navy Yard. The order included four machines of the $75 type and one each of the $100, $150 and $200 models, together with a suitable supply of records.

The Nebraska Cycle Co., Omaha, Neb., Victor distributor, reports a very active trade in its territory. Conditions closely resemble a Christmas demand.

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

STRIKING WINDOW DISPLAY

The Field Lippen Piano Stores have a Victor window that savors very much of "war in Mexico," and carried a strong intimation that the Victor machine is the official musical instrument of the American force. There is an abundance of sand, cactus and other Mexican scenery and some soldier trappings. Chas. Crouse is the artist who designed the display.

This Is Our Line

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<thead>
<tr>
<th>No.</th>
<th>Price</th>
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<tr>
<td>100</td>
<td>$75.00</td>
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<tr>
<td>150</td>
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Mr. Dealer

These talking machines play any disc record, either lateral or vertical cut.

These talking machines come in either mahogany or oak.

These talking machines are ready to ship—our new factory is now running. The sooner you come, the better we'll serve.

International Talking Machine Co.
1216-22 So. Jefferson St.
Chicago, Ill.
The most significant trade-mark in the world of music. 

What do the two tied music notes mean to you as a dealer?

Musical sounds—that's what they meant, and that's all they meant, until we put Columbia on them and then put them on Columbia products.

Soundness—that's what they mean right now: merchandising soundness—soundness of manufacturing method, soundness of selling policy.

The Columbia twin music-note, trade-mark, this prosperous month of April, 1916, stands for prestige—prestige of dealer and manufacturer, in equal quantities, on equal terms.

We don't need to tell you to keep your eye on it—you have unmistakably been doing it.

Columbia Graphophone Co.
Woolworth Building New York
LARGE ATTENDANCE AT TALKING MACHINE MEN'S DINNER

Members of Local Trade to Number of 250 at Annual Banquet of the Association at Hotel McAlpin—Listen to Some Excellent Addresses and Have Good Time Generally.

With over two hundred members of all branches of the talking machine trade of New York and vicinity gathered around the banquet tables in the ballroom of the Hotel McAlpin, that the industry has reached the point where a local association assumes genuine importance. At the tables were representatives of the manufacturers', jobbing, retailing and accessory di-

visions of the industry mingling together in perfect harmony.

After the discussion of the attractive menu provided by the hotel, John E. Hunt, president of The Talking Machine Men, Inc., assumed the duties of toastmaster and introduced as the first speaker, Wm. H. Weeks, former District At-
torney of Putnam County, New York, who had for his subject "Good Fellowship." Mr. Weeks' address was of a general character, at all times interesting and inspiring, though he succeeded in injecting considerable humor into his remarks. The next speaker was Henry C. Brown, advertising manager of the Victor Talking Ma-

'Imposing Attendance at Annual Banquet of the Talking Machine Men, Inc., Hotel McAlpin, April 12, 1916

THE REAL RECORD CABINET

WITH REVOLVING HOLDER FOR STORING RECORDS

Patents Pending

THREE OR FOUR TIMES. THE CAPACITY OF ORDINARY CABINETS. INDIVIDUAL SHELF FOR EACH 10" OR 12" RECORD. ALL RECORDS ACCESSIBLE AND MAY BE REMOVED AND REPLACED WITH FACILITY BY REVOLVING THE TIERS OF SHELVES.

WE ALSO MANUFACTURE TO ORDER COMPLETE CABINETS READY TO INSTALL TALKING MACHINES THESE MAY BE EQUIPPED WITH ORDINARY SHELVES OR WITH "REEL" REVOLVING RECORD HOLDERS.

PIANO, PLAYER AND TALKING MACHINE DEMONSTRATING ROOMS

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET :: CARLISLE, PENNA.

The next speaker was Henry C. Brown, advertising manager of the Victor Talking Ma-

chine Co., who began his remarks with an interpretation of what constitutes dominating ad-

vertising. "To have your advertising dominate," said Mr. Brown, "does not mean that you must take a full page in the newspaper and say noth-

ing. It means rather that you take whatever
The firm of ANDS KOCH is well known to each Music House all over the World in regard to quality. I offer this fine rubbed finish mahogany Talking Machine with reversible sound box, which plays all makes of records, at the price of $4.40 each, retail price $9.

Write for catalog of Phonographs and Phonograph parts.

ANDS KOCH, 296 Broadway, New York City.
THE TALKING MACHINE'S RIVAL

If Recent Experiments Work Out Successfully
Future Generations May Get All the Music
They Require from an Electric Bulb

A recent issue of the Editor and Publisher, commenting on some experiments which have been made to convert light waves into sound waves, heads the story with the following couplet:

When every little twinkling light
Shall sing a different tune,
I fear we'll lie awake at night—
Then sleep till almost noon,
and goes on to say:

"The other day a mechanical wizard fabricated an electric light bulb from whose tongue of fire he succeeded in making audible waves of sound to issue. The gulf hitherto existing between acoustics and optics was bridged and the two philosophies joined hands to take a synthetical place among the world's marvels.

"The achievement was at the time heralded far and wide with scare headings, but in reality the thing still rests in the experimental stage, which accounts for our not hearing anything more about it for many weary months and years.

"The magnificent possibilities that lurk in this marvel are, however, simply staggering. When they shall have passed the research period and emerge from their present dormancy to enter into the commercial application that awaits them, the imagination halts in its contemplation of what can be done with the partnership of sound and light.

"If the light of the sun can be converted into collateral sound—but what's the use?

"In a minor key there is a large field for the conversion in the Tungsten filaments and in the flaming arc.

"If to the dazzling light of the modern electric signs, now so attractive to our rural visitors as well as to the natives of our great city, shall be added the resonance of sound, the result will, in many ways, be typical of a healthy boiler factory.

"Shriekin' will only faintly describe the ultimate condition of things in the new dispensation.

"We may indeed confidently look for an early application of the future developments of the marriage of sound with light in the advertising field that is so sensitive to the enlargement of publicity as a tillable field.

"When the flood of light that streams from theatrical fronts and vaudeville houses shall take on the speaking voice the megaphone shall hide its head in very shame and dire confusion. The sound of the human barker, for obvious reasons, will no longer be heard in the land.

"Color music will then come into its own and optical sonatas and light songs and words will have their day.

"The society for the suppression of useless noises will necessarily take on a new lease of life and there will be many sighs for the good old days that now seem so unbearable when light and sound were separate entities.

"There is something exceedingly fascinating about talking light, but before inconsiderately embracing it let us take a leaf out of the railroad book and 'stop, look and listen.'"

HOW HE ARRANGED IT

"Bobby," inquired the mother, "did you wash your face and hands before the music teacher came?"

"Yes'm."

"And your ears?"

B. H. Buelow, formerly manager of the Edison department in the store of C. Niss & Sons, Milwaukee, Wis., is now connected with the Edison Shop, that city.

Warning Notice

Our attention having been called to attempts on the part of unscrupulous concerns to appropriate many of the special features of

Unico Demonstrating Rooms

We hereby give notice that all of the novel and special features of

The Unico System

As to both construction and design, are thoroughly protected by LETTERS PATENT already granted, and pending applications.

The manufacture, use or sale of construction embodying the patented features of THE UNICO SYSTEM are equally infringements and anyone invading the rights secured to us under our letters patent will be vigorously prosecuted.

The Unit Construction Company
121-131 South 31st Street
Philadelphia, U. S. A.
SOME HINTS ON SALESMANSHIP


Some salesmen have individual qualifications which make it easy for them to suggest directly or indirectly the idea they wish their customers to receive. The salesman with the right personality, what we may call a "selling personality," finds it easy to direct the channels of thought of his customers. His whole attitude and expression convey the idea he wants absorbed, and the customer unconsciously develops a favorable feeling.

In developing suggestive salesmanship, salesmanship which shall act through the indirect expression as well as through the direct, the salesman needs to know his customer's peculiarities. The better you know the individuality of the prospective buyer, the better you can lead his mental processes. The better you can read human nature, the better you can handle the individual buyer. Unless you are able to read human nature in others they will get the better of you. Your customers will prove too much for you.

It is necessary for you to keep the upper hand with the customer if you are to do the leading. This does not mean that you are going to browbeat him, but that you are going to understand him better than he understands you. Yours should be the self-confident position, but not the overconfident.

If your suggestions of any kind are to carry weight they must be made with enthusiasm. The customer will feel in a minute any lack of faith in your own goods. If you are apathetic, apathy will show in all you say and do about the goods. Competition has been for a man to be a success in selling if he feels no enthusiasm over his goods. Buyers are apt to buy that over which they themselves wax enthusiastic. But the buyer will not develop much enthusiasm when the salesman cannot develop it. Enthusiasm suggests enthusiasm and apathy suggests apathy. Without knowing why, the prospective customer who is met by an unenthusiastic salesman will himself fail to continue even the enthusiasm he felt when he came in.

You may talk in strongly favorable language of the article you are trying to sell. The price and the quality may be all you claim, and you perhaps claim enough, but along with your talk you will go a sub-conscious suggestion which will unconsciously be absorbed by the buyer, and this suggestion will be one of apathy or of enthusiasm about the goods, just according to your own inner feelings.

Every sale you make is a mental transaction rather than a verbal or a financial one. In order to make the sale it is necessary that you talk and it is necessary for money to change hands. But the talk is merely the medium for the exchange of ideas. The ideas themselves are existent only in the mind. The money end of the deal is only the result of the mental transaction. It is your own mental attitude and the mental attitude of the buyer that are to be considered. The situation is controlled by these mental positions.

There is a great deal of talk about the psychology of salesmanship. That is nothing but the mental side of buying and selling; and, after all, what is there about salesmanship that is important in such a degree as the mental feature?

When salesmanship is regarded from its mental side the consideration may be slightly more technical. It may appear more theoretical. But then nothing is more practical than sound theory.

If we are to suggest definite ideas to a customer through manner and through any direct means, we must see that the conditions are as favorable as possible. In making a distinct and accurate record on the cylinder of a phonograph it is necessary to eliminate all unnecessary noises and to concentrate the desired sound waves in the receiver. In taking a long-distance telephone message where the voice is indistinct it is necessary to concentrate attention. If you are going to get a delicately expressed suggestion registered on the prospect's mind, you must see that there is no conflicting idea in the air, that the suggestion has a clear field and the mind of the recipient is in a favorable attitude. This involves careful operating, but careful work is necessary in order to perform any difficult task, and high-class salesmanship may be filled with difficulties—all of which you can overcome.

In getting an idea before the prospective buyer clearly it is desirable to emphasize its most striking characteristics. Any suggestion that is involved in a maze of detail is not a well-defined suggestion when it reaches its destination and it will probably fail of an effect.

The man who can say "thank you" as though he meant it when he sells you a postage stamp is headed straight for success.
THE EDUCATIONAL VALUE OF THE TALKING MACHINE

By Mrs. Hariette De Ment-Packard, Los Angeles, Cal.

My experience in using talking machine records to illustrate lectures before my students and the public leads me to believe that the discovery of the record as a means for spreading and bettering knowledge is one of the greatest importance to the educational world in this century.

The lesson that is taught by precept is of value; so is reinforcement of that precept by example. It is the illustration of precept, through the words of the artists, that makes the record valuable to the pupil.

Those who have had their education in the so-called music centers can hardly appreciate the value of correct ideas of traditional interpretation, but the less fortunate student who by circumstances of environment has never heard an opera, but the value of correct ideas of traditional interpretation, artists, that makes the record valuable to the pupil.

To illustrate lectures before my students and the public leads me to believe that the discovery of the talking machine records-a value, not only to people who live in parts of the country where the arts have not yet penetrated (except through pioneer pedagogy in schools and so-called conservatories of music, whose recitals by students and faculty constitute the sole means of disseminating music, but to people in our large cities, where acquaintance with what the public expects to hear is so lacking.

To the Pianola and other player-pianos great honor is due for acquainting the world with the work of orchestral and other instruments, but to my mind the talking machine has brought an advance of incalculable value in contributing the reproduction of the human voice and also the interpretation of the classics gained from years of study by the artists with the masters.

When we begin the education of a child we give the first lessons from pictures. When he progresses we give him books illustrated by artists—best artists available. When he studies literature as such we frequently benefit him by showing him pictures. A personal but the subject by artists, who express in color and line the thought of the poem.

The interpreter of music must have the tone-picture of music in mind. If he is defective, the painter must have the picture of the poem before his eyes before he can interpret or recreate in music the conception of the composer who gave that creation, not in color and outline, nor the poem's tapestry of words, but music.

The records bring within our reach the most wonderful of all music by the greatest artists the world produces. Can anything be said to add to their value as factors for education? Nothing except this: The talking machine record not only brings music within the reach of everyone, but it results from frequently hearing artists interpret music the conception of the composer who gave the picture of music in his mind quite as definitely as he gave it to the eyes before he can interpret or recreate in music the conception of the composer who gave that creation, not in color and outline, nor the poem's tapestry of words, but music.

WANTED

A practical and experienced man, who understands all details purchasing parts and assembling talking machines. Salary and percentage of profits will be given the right man. References and past record must be given in confidence to advertiser. Box 800, The Talking Machine World, 373 Fourth Ave., New York.


CAPITAL and services of business man who is a good sales getter for a talking machine business that can be handled. Address “Opportunity,” Box 803, care The Talking Machine World, 373 Fourth Ave., New York.


B & B

Phonograph Covers

$5 each

NOW you can obtain the famous B & B phonograph covers, so you can deliver your machines less all scratches and plus all the snap, mar, no scratchy finish. Illustration shows the cover, and the cover itself will say more than we can say in an advertisement of this size.

Write for one of these to-day—or a dozen. B & B is going up in price and if you obtain your Fall supply of Covers now, you can not afford to wait.

BRISTOL & BARBER

115 FAST 14th ST. NEW YORK

W E are also factors for a beautiful line of quality cabinets for talking machine records, player rolls and sheet music, as well as piano benches and other phonograph and piano store supplies.

MUSIC PUBLISHERS BOOST RECORDS

Despite Declared Animosity Against Mechanical Music, Publishers Are Now Supplying Special Posters to Help Record Sales

In contrast to the frequent complaints on the part of music publishers that the copyright law does not give them a fair deal in the matter of the protection offered in mechanical reproduction of their music and that the talking machine record and music roll tend to injure the sale of popular songs, it is significant that not only are the majors realizing the value of the '90s roll records not only and but insist that their publications are recorded only in mechanical form. Not only that, but the publishers have for some time past been making efforts to assist in the sale of records and rolls.

In many cases music publishers have watched the list of the talking machine companies and have prepared elaborate display cards and posters for featuring their songs in stores and show windows and have distributed them to music dealers at no cost. The special advertising undoubtedly increases record sales materially, especially where it links up the record with a show or an act in which the song is used. That the music publishers may not be accused of acting the spendthrift through an excess of generosity in this particular, it might be mentioned that every one of the standard records sold nets, say, two-cents royalty to the holder of the copyright, which means the publisher himself.

A Rare Opportunity


WANTED


Business For Sale

Clean stock of Victor and Edison goods and small Musical Merchandise. Well located in Southern town of 120,000 population, and doing profitably $10,000 to $15,000 to handle. Will accept part cash. For detailed information address "Clean Stock," care The Talking Machine World, 373 Fourth Ave., New York.

$2500.00 Buys

DEBATE ON PRICE MAINTENANCE


Trenton, N. J., April 10.—Issues involved in the maintenance of re-sale prices by legislation were the topics of a debate last evening before the members of the Trenton Chamber of Commerce. The negative side of the debate was taken by Percy S. Straus, president of R. H. Macy & Co., and the affirmative side by Henry C. Brown, advertising manager of the Victor Talking Machine Co. Each speaker talked about two hours and covered the situation from his particular side most exhaustively.

The purpose of the discussion was to inform the chamber on the points raised in the referendum of the United States Chamber of Commerce, and at the close of the debate the Chamber of Commerce voted in favor of Federal legislation permitting maintenance of re-sale prices under proper restriction and went on record as opposed to Federal legislation taking the form of an amendment to the Trade Commission act defining conditions under which price cutting is an unfair method of competition.

The attitude of the local chamber, in short, favors legislation such as embodied in the Stevens bill.

THE FRAUDULENT ADVERTISER

Is Having Hard Lines These Days Owing to Advertising Organizations Everywhere

The fraudulent advertiser in every branch of trade is not finding the clear sailing that he did some years ago, owing to the work of the vigilance committees of the various advertising organizations throughout the country in weeding out the real fakers and protecting the interests of the legitimate manufacturer. Among other things the vigilance committees have been after those who make a specialty of "breaking up home" sales in which patented articles and trade-marked articles of wide reputation are offered at bargain prices and goods of inferior quality substituted.

In commenting upon the activities of the vigilance committee the Voice of the Victor says, of the work of one of the bodies: "Some time ago this particular committee noticed that a number of advertisements appeared, which read about as follows: 'Must sell at once my $200 Victrola talking machine. Will accept half price if taken at once.' These advertisements bore the address of a private residence in each case, though the addresses varied from day to day. They were issued every day, first in one paper, then in another.

"A visit was paid to one of the addresses given by the secretary of the vigilance committee, who was invited to sit and listen to the instrument. When he asked the woman who had admitted him if that was the $200 Victrola offered for sale, she said, 'Yes.' The secretary, who was not well-posted on Victor products, examined the instrument and found that it bore a somewhat similar name, but was not a Victrola. When the woman's attention was drawn to this fact, she said that her sister had written the advertisement and 'must have made a mistake.'

"Her visitor, carrying the investigation a little further, discovered two other similar machines hidden behind a curtain in a corner of the room, and thereupon asked the woman how she happened to have so many machines on hand. To this the woman replied that her friends had found her to be such a good saleswoman that they wanted her to sell their machines also.

"The same excuse regarding the advertisement and the extra machines was given at three other flats which were subsequently visited by the vigilance committee, and which were being used as salesrooms by the women. In one flat three machines were found, in another two, and in a third there were four machines.

"The inside history of the case is this: The firm making what the vigilance committee described as 'a cheap imitation of the Victrola,' secures women as local agents in various cities and induces them to advertise as described above.

"Close inquiry revealed the fact that the woman in this particular case had sold eleven machines in two weeks. The vigilance committee gave her forty-eight hours in which to stop all advertising of such a nature, on the threat that the case would otherwise be taken to the district attorney. Result?

"There is a law against the publishing of misleading advertisements in most of the States, by means of which the way of the transgressor can be made too darned hard for comfort."

Nothing Succeeds Like Success

We SUCCEED because we have given our dealers BETTER SERVICE than they usually obtain elsewhere.

To SUCCEED is the ambition of every Victor Dealer, and that is the REASON the number of our dealers is STEADILY INCREASING.

QUICK SERVICE—CO-OPERATION

and our ability to fill 95 to 100 per cent on record orders is the keynote of our success.

Place your orders with BLACKMAN.

"Success Breeds Success"

Mutual No. 1 (Illustrated) $10 Retail

Mutual Talking Machine Co., 47 WEST 42nd ST., NEW YORK

In the summer of 1917. The fraudulent advertiser in every branch of trade is not finding the clear sailing that he did some years ago, owing to the work of the vigilance committees of the various advertising organizations throughout the country in weeding out the real fakers and protecting the interests of the legitimate manufacturer. Among other things the vigilance committees have been after those who make a specialty of "breaking up home" sales in which patented articles and trade-marked articles of wide reputation are offered at bargain prices and goods of inferior quality substituted.

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"Success Breeds Success"

February's Business Report Shows Increase in Many Branches—Workers Have More Money to Buy Musical Instruments

State's Industries Grow

February's Business Report Shows Increase in Many Branches—Workers Have More Money to Buy Musical Instruments

In February the factories of New York State employed 3 per cent. more operatives and paid 4 per cent. more wages than in the month preceding, according to a compilation by the Bureau of Statistics and Information of the State Department of Labor. These averages are based on monthly reports received from 1,300 representative manufacturing establishments, with nearly 500,000 employees.

The payrolls of factories in the State carried 19 per cent. more employees than in February, 1915, and paid 31 per cent. more wages. The dominant factor in the increase in volume of business between January and February was the extension of activities in the metals, conveyance and machinery groups, and in the clothing and millinery group. Smaller, though important, increases were in the wood manufactures group, the textiles group, the paper making industry and by the food, liquors and tobacco group. The stone, clay and glass products registered a distinct loss between January and February.

The metals, machinery and conveyance group paid 37 per cent. more in wages than in February, 1915, and employed 40 per cent more operatives. The fur, leather and rubber goods group paid 33 per cent. more in February than in February, 1915.

Between January and February the metals, machinery and conveyance group increased its employment by 4 per cent. and paid 6 per cent. more wages.

New home for Oliver Ditson Co.

Boston, Mass., April 12.—The Oliver Ditson Co. has just signed a thirty-five year lease on the old Knickerbocker Hotel property at 79 Tremont street, this city. The company is planning to erect a ten-story building on the site and to occupy it in the summer of 1917. Special attention will be given to the layout of the Victrola and musical instrument departments.
**$1,000 SONORA PHONOGRAPH**

The Latest Addition to the Line of the Sonora Phonograph Co. Announced to the Public Has Many Unusual Features That Interest

Public announcement was made recently by the Sonora Phonograph Corporation, 57 Reade Street, New York, of its newest and greatest achievement, the "Supreme" Model, retailing at $1,000. This phonograph has many radical improvements in its construction and tone quality, and one of its important features is the wonderful way it reproduces sound from records which are apparently worn out. As will be seen from the illustration, this model possesses a very striking design, being made with a double bulge effect. The first cabinet for this machine took fourteen months to make, which shows the tremendous amount of effort and energy utilized to accomplish this achievement.

Since its announcement, President Geo. E. Brighton has been showered with congratulations not only from dealers but from jobbers and the public.

The first model shown at the Sonora Fifth Avenue saloon, at Fifty-third Street, was purchased within a few hours after it was on exhibition.

A special catalogue will be issued devoted exclusively to the "Supreme" model of the Sonora, and unusual efforts will be made not only by this company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

**AMEND UNFAIR COMPETITION LAW**

Law Passed in New Jersey in 1913 Now Changed By Striking Out Certain Words

The law which was passed in New Jersey in 1913, prohibiting the use of manufacturers' names or good-will of any maker in whose product said goods were used for the purpose of attracting trade for other company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

The law which was passed in New Jersey in 1913, prohibiting the use of manufacturers' names or good-will of any maker in whose product said goods were used for the purpose of attracting trade for other company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

The amended form of the law, which was approved by Governor Fielder on March 16, reads as follows:

"It shall be unlawful for any merchant, firm or corporation to appropriate for his or their own use a name, brand, trade-mark, reputation or good-will of any maker in whose product said goods are used for the purpose of attracting trade for another company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

The employees of the American Graphophone Co. factory at Bridgeport gave a dance on April 8.

**NEW SCIENTIFIC NOVELTY**

Recently the National Toy Co., 273-279 Congress St., Boston, Mass., created a new scientific novelty which was named the "Wireless Pup"—"comes when you call him."

This scientific novelty is operated entirely by sound waves, and when the dog is in the kennel any one whistling will cause him to come out. The apparent life in the dog is almost unbelievable and people have to see it work before they believe it.

The novelty is retailed at $5, allowing a good profit to the trade.

**Why Delay Any Longer?**

The PATHE Proposition Is a Live One for the Wide-Awake Dealer

The success of the PATHE line is one of the best indications of the quality of the PATHE product.

**PATHE dealers will reap a rich harvest of sales and profits in 1916**

Write us concerning proposition

PATHE PHONOGRAPH CO., Inc.
10 EAST WASHINGTON STREET
INDIANAPOLIS, IND.

INDIANA DISTRIBUTORS

**Another New Triton Style "C" (Retails $17.50)**

Notice the lines on this new model, conforming to all details of good phonograph construction. Cabinets possess a high-grade mahogany finish, and the visible parts are well nickel-plated. Size is 16 x 16 inches square, 11 3/4 inches high.

Each style "C" is equipped with the Triton reversible tone-arm, playing with a mere turn WITHOUT any special attachment—all makes of records, whether lateral or vertical cut. For the past FOUR years you have been hearing a whole lot about Triton phonographs, and this achievement is our best effort. Consider, too, that we grant exclusive territory to live dealers, and that our discounts are 40% in small quantities and 40% and 10% in large numbers. Write us to-day for territory allotment. Sample machine sent for $12.

Triton Phonograph Co. 41 Union Square New York
Whether looked at from the viewpoint of art, reproduction, volume or tone, the Columbia Grafonola 200 is a winner for any line.

LAW-MAKERS VISIT VICTOR PLANT

CAMDEN, N. J., April 5.—Members of both Houses of the State Legislature were the guests of the Victor Talking Machine Co. here a few days ago. Senator Reade, Clerk of the House Jefferys, and Assembliesmen Kates, Wolverton and Panoast acted as a reception committee, in conjunction with the officials of the concern. The visitors were conducted through the entire plant, and were much interested in watching the various processes used in the construction of the Victor talking machine. Luncheon was served in the company's restaurant building on Second street, opposite Cooper Park, where President Eldridge R. Johnson will erect a $130,000 public library as a gift to the city of Camden, and for which the Legislature recently passed an enabling act. State Assessor Baird addressed the visiting law-makers during the luncheon, after which they went to the recording laboratories, where former Judge William N. Runyan, Assembliesman from Union County, sang "A Perfect Day," making an excellent record, which included the applause of the legislators.

Elizabeth Brice and Charles D. King (Brice and King), the popular artists at present with "Watch Your Step" company, have entered into a contract for the making of records for the Columbia Graphophone Co. through Harry D. King, manager of the professional department.

United States Army Pays Tribute

We have recently received a remarkable, unsolicited letter from H. T. Aplington, 2d Lieut., 15th Cavalry, U.S.A., stationed at Ft. Wm. McKinley, Rizal, Philippine Islands.

Lieut. Aplington states that a talking machine purchased by his troop in Texas and shipped in an "Atlas" Packing Case aboard the U.S.A. Transport "Sheridan" to Manila passed through what was probably the severest typhoon ever encountered by a vessel on the Pacific. This typhoon, with its terrific seas and wind of over one hundred miles velocity, necessitated the halting of the vessel for many hours and the tossing, rocking and plunging was more severe than that which falls to the lot of many vessels during their entire career. Of course the "Atlas" case arrived in splendid condition with its contents uninjured.

THIS IS ONE MORE PROOF THAT

ATLAS 3-PLY VENEER PACKING CASES

GIVE THE BEST POSSIBLE PROTECTION

A copy of Lieut. Aplington's letter may be had upon request.

NELSON & HALL COMPANY

MONTGOMERY CENTER

VERMONT
THE TALKING MACHINE WORLD

NO NEEDLES TO CHANGE

THE PATHE

Notice the picture above, showing the ordinary needle and the Pathe Sapphire Ball magnified. This is a striking illustration of one of the most important differences between the Pathephone Method of Reproduction and that of other phonographs. The needle is bound to dig into the record surface and wear it out.

Ask musicians and music lovers to compare the Pathephone with every other phonograph. That's the line of least resistance for you. After they've heard the ordinary machines, they'll buy a Pathephone. The Pathephone benefits by comparison.

Model 50 Sells for $50

Model 100 Sells for $100

The Pathe Sak

grooves in an enjoying Ball and in the true musical Pathe Disc; Pathe Sapphire Ball and in the Sound Chamber.

Pathé Frères

28 W. 38th Street
The music lovers are buying PATHEPHONES all over the country! The PATHE Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHEPHONES and PATHE DISCS.

A PATHE Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHE FRERES," familiar to millions of people every day who attend the moving-picture shows.
CINCINNATI TRADE VERY ACTIVE

Shortage of Popular Goods the Chief Complaint - Phonograph Shop Very Successful - Record Demand on Increase - Other News

CINCINNATI, O., April 4—Sort of the old story about a shortage of goods and the phenomenal demand for talkers of all lines was the March story so far as Cincinnati was concerned. The trade is anxious to get an excess of machines on hand, but the jobbers and dealers believe this will not come to pass for some time. There appears to be but one exception, the Otto Grau Piano Co., which claims to be accumulating some Victor machines.

At the Cable house last month the business in both machines and records, according to W. A. Davin, was almost on a par with the holiday rush. This department, like all in connection with piano houses, was started rather reluctantly but has proven itself to be so substantial that Mr. Davin now devotes his entire time to that section.

The Phonograph Shop, dealing exclusively in the Edison Diamond Disc machine, which was opened less than a month ago at 146 East Fourth street, has been very successful from the start. According to Mr. Wabnitz, the owner, George Meeks, his assistant, was at Richmond, Ky., yesterday drumming up a new field for Edison machines. Mme. Rappold, one of the Edison artists, will take part in a tone test recital at Emery Auditorium, May 1. Initial preparations are being made for the event. Anna Case, another Edison favorite, recently appeared in a Symphony Orchestra concert. The coming of Miss Case and the opening of the Phonograph Shop were an exciting combination. Mr. Wabnitz was instrumental in securing an insert in the orchestral program which attracted considerable attention.

Manager Dittrich, of the Rudolph Wurlitzer Co., to-day said: "The feature during the last thirty days in the talking machine business has been the tremendous demand for records. There never is an idle moment in our record department either wholesale or retail, and we have had every reason to congratulate ourselves on the recent increase in our record stock, which has enabled us to take care of the situation in a more satisfactory manner."

"The new Tungs-Tone Stylus is a tremendous drawing card, although the shortage in the Tungs-Tone prevented us taking care of even a part of the tremendous demand. The wholesale business is extremely satisfactory in every way. While the machine shortage continues, the record situation can be handled in a satisfactory way, and dealers apparently are making the best of the big demand that exists for Victor records."

Manager Whelen, of the local Columbia store, stated that "Cincinnati has enjoyed another phenomenal month's business and total results went way ahead of March, 1915, despite the fact that there is still a shortage of the small machines up to $50. The larger machines are coming through fairly prompt now and business seems to be limited only to the stock that we can procure from the factory. We can dispose of all we can get and then considerably more."

Mr. Binger, auditor of the Columbia Graphophone Co., spent a few days in Cincinnati during the past month and reports big increases in total results all over the country.

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a day in Cincinnati, and as Mr. Nichols is always gladly welcomed at the Cincinnati store, his visit was entirely too short.

6,000 AT PATHE DEMONSTRATION

Some Excellent Publicity for the Pathéphone in Connection with the Recent Style Show Held by Zanesville, O., Dealers

ZANESVILLE, O., April 5—The H. A. Sturtevant Co., local representatives of the Pathé Fréres Phonograph, recently gave an elaborate demonstration of that instrument in connection with the big style show which was held in this city. The company hired the Heller Theatre for two days and gave four performances, the total attendance exceeding 6,000.

R. A. Alpers, traveling representative of the Fischer Co., Cleveland, O., opened the program at each performance with a talk concerning the construction, quality of tone and exclusive features of the Pathéphone and gave detailed information regarding the prices of both machines and records. The records themselves were demonstrated most effectively in connection with the playing of violins and other instruments by members of the orchestra.

P. M. Baker has taken over the talking machine business formerly owned by P. T. Eggleston at Waterloo, N. Y.
THE TALKING MACHINE STORE OF THE SMALL VILLAGE

Some Good Advice Upon This Subject from a Veteran Talker Man Which Should Be of Interest to All Dealers Who Contemplate Extending Their Business to the Rural Districts—How a Man with Ideas "Made Good" and Created Enthusiasm in His Town

It was within the cozy confines of a Pullman coach on the Atlantic-by-the-Sea Express, that the great John Jones, proprietor of the Unique Talker Shop, Blanktown, N. Y., unbosomed himself to the writer upon the absorbing subject, "The Talking Machine Store in the Small Village."

We were rolling smoothly along beside the ice-cold Delaware, watching with great interest the attempts of a rakish scooter yacht to keep pace with the flying train. For a mile, at least, it was anybody's race; then, as the engineer slowed down for Wilmington, the white-winged craft forged ahead and disappeared from our zone of observation; but, however, before I noticed, blazoned in huge letters across the mainsail, the words, "Unique Talker Shop, Jr., Port Haines, N. J." I also remembered with pleasure the picture of the skipper, a pretty young girl in white furs, waving us a saucy adieu with a mittened hand jauntily upflung.

"About that store at Port Haines?" I queried. "All right, son; I'm ready when you are." Then, noticing my poised pencil and opened notebook, he began:

"The idea of extending my business to a small village such as Port Haines did not originate with me. My star salesman, as you know, recently took unto himself a wife; deprived me of the best stenographer I ever had, too, when he did it. We had a little confidential chat just prior to that momentous event, in which I assured him that his salary would be materially advanced as became a married man; and, after he had thanked me, he said he had a scheme in his mind that he would like to thresh out with me at my convenience. He explained, incidentally, that there was money in it. "One good turn deserves another, boss," he remarked, with that contagious grin of his.

"Well, I let him have his head in the matter of talk. I knew by experience that nine out of every ten of his ideas were money makers, and I felt that it was up to me to sit tight and listen to what he might have to say.

"At the conclusion of our conference it was decided between us that Port Haines was to have a talker shop, and a good one—sort of a junior edition of the Blanktown establishment. That was just six months ago, and now, although we are doing business in a village of not more than one thousand inhabitants, counting chickens and dogs, we are making good, and the future looks as rosy as a June dawn. My star salesman is some boy."

We had crossed the Delaware by now and were swinging swiftly southward, the towns becoming more widely distributed, with the pine barrens close ahead.

"It seemed like a big risk to me at first," continued Mr. Jones, after a short interval of silence. "But I had such faith in S. S. that I gave him carte blanche. As usual, it was a safe bet. He breathed into the picturesque little hamlet on the banks of the dreamy Canrocas Creek one morning a few days after our meeting and called upon the genial storekeeper, who also basking in the sunshine shed by the offices of postmaster and overseer of the poor.

"After asking a few adroit questions, he learned that there was a very desirable location available at the corner of Main and Washington streets. There was a bungalow under course of construction at that point, which, with some alterations, would make an ideal talker shop."

"He next went to see the real estate man who had the property in charge, and made inquiries. Both of these gentlemen fell under the magic spell of my salesman's sunny smile, and, while they expressed themselves as being somewhat skeptical so far as the ultimate success of his project was concerned, they promised to give him all possible assistance. By evening the deal was closed, and it was spread broadcast over the whole countryside that Port Haines was to have a real talker store.

"In a week's time the alterations were completed and stock moved in. This accomplished, a cultured young lady of the village was installed in the store as assistant manager and social hostess. (Apologies to Bob.) That was she you saw on the river. Her idea of recreation is the indulgence of rare sport and unique advertising simultaneously. "Then S. S. went out after business."

(Continued on page 54)

LONG CABINETS

WELL MADE THROUGHOUT

These
With
Others
Comprise the

ELEGANTLY FINISHED

Most
Complete
Line of
Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO., HANOVER, PA.
THE STORE IN THE SMALL VILLAGE
(Continued from page 53.)
sistant was entertaining the village sewing circle, the girls' sunshine club, the Luther League and the women's thimble bee, serving tea in fragile cups, and thin sandwiches on paper napkins inscribed with the insignia of Unique Talker Shop, Jr., also render-
ing a skilfully arranged concert of choice records"

We crossed a clearing where a cabin lay sprawled in the snow and a stooped woman weakly plied an axe at the woodpile, while a ragged child clung to her skirts. Then, as we dashed on through the pines, a doe and her fawn gazed in mute curiosity at the iron giant thundering past. A moment more and these too disappeared, and again the grim wilderness engulfed us.

John Jones lit his second cigar and resumed: "The plan adopted from the first, both in the store and on the road, was to create enthusiasm. When S. S. called on a farmer, he explained very thor-
oughly just how badly that farmer and his family

155

were expected, it would be in bad form to disappoint them. His wife was told that her chum, Mrs. Browne, had given her word to be among those present, and would expect

her also.

"In the capable hands of the assistant manager these parties were a pronounced success from the beginning. By the display of rare tact just the folks who were most apt to be congenial were as-
sembled at the same time, and it soon became quite the usual thing for a matron in Port Haines to ask this question of her spouse, 'Going to lodge or the Lucy Teller shop to-night, Sam?' and the answer would almost always be, 'Well, I'll run down and hear a few orders he brought in. Once his prospective customer became in the least interested, he was

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"The store had not been opened two weeks be-

fore the minister called to congratulate us upon

our hotel, and to assure us that we were doing

real good in the community. It seemed that quite

a great deal of the money formerly spent in Holly

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diverted to the coffers of our establishment, and in

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for -
A Recent Aeolian-Vocalion Advertisement

fact that in every phrase and illustration this publicity has been in complete harmony with the standing of the Aeolian Co. in the musical and business worlds. It must be considered that the Aeolian Co.'s prestige is not local or even country-wide, but international and world-wide in its extent, as there is no civilized country on the globe that has not received one or the other of the Aeolian Co's products.

The direct and intangible influence of this Vocalion advertising was ably interpreted by H. Chamberlin, of the Aeolian Co.'s advertising division, who, in a recent interview with The World, said:

"The Aeolian Co. has endeavored to present the Aeolian-Vocalion to the general public in such a way that the position which our company occupies in the piano and musical worlds will be reflected in the steady growth of the Aeolian-Vocalion dealer's business. In other words, we are trying to aid the dealer to capitalize our prestige—to help him make one of his assets the stability and strength which stands behind the Aeolian Co., and which is recognized the world over.

"That we have succeeded in this to a remarkable degree is shown by the sales experiences of most of our Vocalion dealers. In the introduction of this new instrument they have met with little of the sales resistance that usually must be overcome in presenting a new fine to the public. The more than twenty years of consistent national advertising by the Aeolian Co. has created an easy market for any Aeolian instrument. Consequently, Vocalion sales are running along as if the public had always known the instrument.

"Many of our Aeolian-Vocalion representatives have told us that they attribute a material measure of their success with the Vocalion line to the unusual strength of Aeolian prestige. They have found their customers impressed with the fact that the Aeolian-Vocalion carries with it far more than the average guarantee of quality and perfection.

"We are planning to extend an even closer co-operation to our dealers in the future than we have in the past, and our publicity campaign will be prepared with one idea in mind of assisting our representatives in profitably developing and extending their clientele."
VICTROLAS FIRST IN AUGUSTA FIRE

Nine-Tenths of the Victrolas in the Burned District of That City Were Saved by Owners, Declares W. P. Manning—Has Done Much to Elevate Musical Taste in South

AUGUSTA, GA., April 8.—W. P. Manning, head of the W. P. Manning Co., this city, has some interesting incidents to relate regarding the great fire which swept through a large section of that city on March 22nd resulting in a loss of over $6,000,000. "It is interesting to note," declares Mr. Manning, "that about nine-tenths of the Victrolas in the section swept by the fire were saved. It appears that in almost every case the first thought when the flames got dangerously close was of the Victrola and in some cases handsome pictures, expensive furnishings, silverware and even relics which could never be replaced, were abandoned for the purpose of carrying the Victrola to a place of safety.

"In one instance a Victrola XVI was saved in preference to a very handsome piano, both could not be saved. We do not know of anything that speaks higher for the Victrola in our section of the South. It has done so much to elevate the musical standard in our city, and is being more firmly established each day, as is proven by the rush we have had for Victrolas in the past six months. We have done more real Victor business in this length of time than we did the whole of the four years previous. It seems that we can hardly keep them on our sales floor, for as soon as they come in they are sold, as we are selling them faster than we can get them in. It was only yesterday that we had to telegraph an order in for more Victrolas. While this fire would seem to have demoralized business, it has not done so, as the people who were de-pressed sought the Victrola and in some cases handsome pictures, expensive furnishings, silverware and even relics which could never be replaced, were abandoned for the purpose of carrying the Victrola to a place of safety."

W. S. Rier is now connected with the Victor Victrola department of the Spring-Holsworth Co.'s store at Alliance, O.

Doubles the Value of the Talking Machine

The VICSONIA

Puts Edison Record Music at the command of every one owning another leading make of phonograph.

Fits the Grafonola, Victrola, Sonora and Crescent Phonographs with special type for Aeolian-Vocalion. The VICSONIA, with its WONDERFUL DIAPHRAGM and jewel point, is a revelation in producers. Tested and endorsed by trade experts. Easily attached without altering any part of machine. The VICSONIA retails in the United States for $7.50, nickel-plated; $8.50, gold-plated. Liberal discounts to dealers. Write for exclusive territory now.

SPECIAL INTRODUCTORY OFFER

One VICSONIA, nickel, will be sent to any dealer in the United States for $4.00. Canada $5.00. Cash with order.

WALTER M. SEYMOUR (Solo Agent for VICSONIA) 313 E. 134th St., New York

NEW CONCERN ORGANIZED

The Greer Phonograph Corporation, Frederic Greer, president, 525 West Van Buren street, Chicago, is the title of a new company recently organized to market a low-priced phonograph. Manufacturers of spring motors, sound boxes and other phonograph parts are requested to submit samples and prices of their various lines of goods to the new concern.

Just what you are looking for

Simply Wonderful Wonderfully Simple

Electrical Engineers Astonished

They said it could not be done

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

Praised by everyone who has seen it

"PLAYRITE" Electric Phonograph Motors

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

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

Furnished, either for direct or alternating current, or for 6 volt storage Battery or dry cells.

QUICK DELIVERY—CAPACITY THREE HUNDRED MOTORS PER DAY

AMERICAN PHONOPARTS COMPANY

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

CHICAGO

WE ALSO SELL COMPLETE ELECTRIC OR SPRING MOTOR PHONOGRAPH—WHOLESALE ONLY
SECURE THE SONORA AGENCY
Chas. J. Orth, the Prominent Piano Dealer of Milwaukee, Plans to Feature This Instrument in a Prominent Way in His Locality

MILWAUKEE, Wis., April 5—The agency for the Sonora line of talking machines, manufactured by the Sonora Phonograph Corporation of New York, has been taken on in Milwaukee by Charles J. Orth, one of the best known piano men and composers in this city. Mr. Orth is the composer of the famous descriptive piece, "In a Clock Store," of which many thousand phonographic records have been made and the news that he is now selling talking machines will be of interest to thousands of dealers all over the country. When Mr. Orth made a recent trip through the East he was warmly greeted everywhere by talking machine men, who were glad to become acquainted with the composer of "In a Clock Store."

Mr. Orth has arranged special quarters in his store at 274 West Water street for the new Sonora department at the Orth store. Handsome new demonstration booths and other facilities have been provided at the Orth establishment.

NEW STYLE OF NEWSPAPER ADS.

The Victor Talking Machine Co. sent out to its dealers this week an announcement of a new style of newspaper advertising which will replace the former irregular sized advertising which has been used in newspapers throughout the country for a number of years. The new advertising occupies larger space than the former style, and the following letter which was sent to the dealers in company with the proofs of the April advertisements indicates the company's advertising policies for 1916, which, in all ways, is a most comprehensive one.

"We enclose advance proofs of Victor newspaper advertising which will appear in newspapers of your city during the month of April. Advertisements of the same size, but not containing any of our advertising, will appear in these papers every week in the year."

"This constitutes a large increase in our newspaper advertising space and takes the place of the irregular shaped advertisements which have been such a feature of your local newspapers for the past four years."

"This increased advertising in the newspapers has been placed with the distinct understanding that Dealers, distributors, or any other talking machine advertising shall not appear on the same page, and we feel sure that all Victor dealers and distributors will welcome this condition, because it will enable each dealer to advertise in some part of the paper and gather equal benefit from the big Victor advertisement."

"The necessity of enforcing this condition is due to the fact that some publishers disposed of all the space beneath the irregular shaped advertisement to one dealer, thus excluding all other dealers, which, as everyone will grant, was unfair and not in harmony with the Victor Co.'s policy of affording every dealer equal benefits from all Victor advertising."

"In many cities, additional newspapers have been added to our previous list, and, in addition to the cities that previously carried Victor advertising in their newspapers, there have been added about 200 other cities, taking in practically every city of 25,000 population, and over, and including quite a number of cities of less population."

"We want you to understand the motive that prompts this enormous increase in our newspaper advertising at this time, when the capacity of the factory is far behind the demand of our distributors and dealers. We do not intend, even in the face of our enormously increased business, that the public shall, even for a moment, lose sight of the fact that the Victor is, and always will be, the supreme musical instrument. We are not going to let any paroxysmous policy creep in and fool us into believing that our advertising should be curtailed even though we cannot fill our orders."

"In addition to this increase in newspaper advertising, which amounts to many hundreds of thousands of dollars, we have also greatly increased our big national advertising in the magazines, and it is our desire to impress upon every dealer and distributor that we will make this already considerable advertising just as free as the demand increases. If we can, by our example, make all Victor dealers understand that their business and profits will grow with every increase in their advertising, we shall feel that our dealers have awakened to a realization of their opportunities and have determined to get their share of the enormous victory business which is, in general, all over the United States, and which is growing bigger and bigger every day."

NEW DIRECTORS FOR SONORA CORP.

At a recent meeting of the Board of Directors of the Sonora Phonograph Corp., 57 Reade street, New York, it was decided to fill certain vacancies that had been in existence on the Board of Directors, and the following now represents the full electorate of the company: George E. Brigh- ton, S. D. Brightson, Joseph Wolff, Henry P. Chilton and Waldo G. Morse.

To record for Columbia Library
Harry C. Browne, of "House of Glass" Company, to make records for Columbia Library

Henry D. King, manager of the Columbia Graphophone Co.'s professional department, announced this week the consummation of arrangements whereby Harry C. Browne, leading man with the "House of Glass" company, will record for the Columbia library. Mr. Browne has already completed several records which will be announced in the near future. He is very popular in the musical and dramatic professions, and is a son of Isaac C. Browne, formerly a well-known composer for the banjo.

INCORPORATED

The National Talking Machine Co., manufacturer of sound-reproducing machines and musical instruments, was incorporated this week by Barnett, Sisson and Albert Epstein, of 792 Greene avenue, Brooklyn, N. Y. The capitalization of the new concern is $10,000.

Do You Sell Your Customers Improved Half-Tone Needles?

Sample and Prices on Request

BURLEY & BIESINGER
278 West Ferry St. Talking Machine Specialists
Buffalo, N. Y.

WHY

Do we receive so many repeat ORDERS?
There must be a REASON

Order samples to-day and find out why "The Very Best" Disc Record Cabinets are made by

SCHLOSS BROTHERS
637-645 West 55th St., New York

Get Our Catalogue at Once
IMPORTANT HEINEMAN ACCESSIONS

C. F. Rubsam in Charge of the Otto Heineman Phonograph Supply Co.'s Export Activities—W. C. Pilgrim Appointed Assistant Factory Manager—Two Important Posts

C. F. Rubsam, who for many years past has been prominent in the dictating and talking machine industries abroad, having been an important factor in these fields in France, has joined the forces of the Otto Heineman Phonograph Supply Co., Inc., New York. He is supervising the company's dictating machine division and has also taken charge of the company's export activities. The export department of the Otto Heineman Phonograph Supply Co., Inc., has assumed very imposing proportions the past few months, and the exports to South America, Australia and the Far East have reached large sales totals. The fact that these countries are cut off from their European sources of production is, in a measure, responsible for this very rapid growth of export business, coupled with the fact that the Heineman motors and other talking machine products have scored a big demand in this country the past year.

W. C. Pilgrim, who is well known in London financial circles, having been associated with a number of prominent houses in connection with the development of their domestic and foreign trade, has also joined the staff of the Otto Heineman Phonograph Supply Co., Inc. He has been appointed assistant factory manager with headquarters at the Heineman factory in Elyria, and will supervise the manufacture and shipment of the completed product, working in close co-operation with the home offices.

Arthur D. Vosteen has moved his piano and Victrola store from his residence in Oneida, N. Y., to the Madison Theatre Building. The Bates Piano Co., Middletown, N. Y., handling pianos and Sonora phonographs, has moved from King street to handsome new quarters at 115 North street, that city.

THE LYRIC PHONOGRAPH NOW READY

New Instrument Original in Design and Possesses a Number of Distinctive Features

The Lyraphone Co. of America, 220 Fifth avenue, New York, of which the active members are M. J. Samuels, vice-president, and T. J. Edwards, general manager, announces that it is now in a position to offer the Lyric phonograph to the trade in satisfactory quantities. The Lyric has been on the market for over six months and a number of substantial agencies have already been placed for it.

The designing and building of the Lyric phonograph, which possesses a number of original features, including a round case and a rubber tone arm, represent to a great extent the personal effort of Mr. Samuels, who has had a number of years of active experience in the inventive end of the talking machine business. Mr. Edwards' broad experience in merchandising has already made itself felt in the distribution of the product.

The Lyric is attractive in appearance and enjoys the advantage of having parts of special design, carefully tested and manufactured on dies and machinery made for and owned by the Lyraphone Co. of America.

The increase in business in the Victrola department of the James Black Co.'s store at Waterloo, Ia., has necessitated the enlarging of the space hitherto devoted to this branch of the business. The rooms have been entirely remodeled and refurnished.

Miss Undine Myatt, formerly with the Meyers Bros. Co., has accepted a position with the Huntley-Hill-Stockton Co., of Winston-Salem, N. C., and will have charge of the talking machine department of the store.

Robert Hetzel, of Winamac, Ind., has opened a music store in the Dilts Building, where pianos and players and the Victor machines and records will be carried.

ADVANCE SKETCHES OF THREE NEW ARTOPHONE MODELS

READY FOR DELIVERY JUNE, 1916

All equipped with regulation Artophone equipment, tone modifier, wood sound chamber, tone arm and sound box that plays all makes of records. Our biggest seller of all, Model 55, is not shown above. This is a cabinet similar to Model 60; retails for $55.00 with a substantial discount to dealers. We can make prompt shipments on Model 52. If you have not received our literature on this model write for it to-day and get our interesting dealers' proposition.

THE ARTOPHONE COMPANY

452-454 North Boyle Ave., St. Louis, Mo.
Line Up with This Famous Trade-Mark!

No need to change

Eight

PATÉPHONE Models

$15 to $300

Every prospect in your locality knows the PATÉ trade-mark:

and knows that it stands for quality and merit. This trade-mark

insures the respect and attention of your patrons and prospects. It

means real profits.

May we not tell you HOW?

A. VICTOR & CO.

Main and Genesee Streets, Buffalo, N.Y.

PATÉ DISTRIBUTORS

AN INTERESTING CONTRAST

The McClure Publications, Inc., in one of the

recent issues of a very attractive advertising book

which they publish in connection with their several

advertisements over the signature of the Columbia Co. One

of these advertisements, appearing in the McClure

Magazine under date of April, 1896, and the other

was a copy of the current advertisement of the

Columbia organization has made in the

alongside present-day advertising, and in one para-

A Columbia Advertisement of 1896

The Present Columbia Advertising

successful magazines, reproduced two advertise-

ments over the signature of the Columbia Co. One

of these advertisements, appearing in the McClure

Magazine under date of April, 1896, and the other

was a copy of the current advertisement of the

graph the company asks for "agents with small cap-

ital." At that time the advertising manager of the

Columbia Co. received a salary of $150 per month

and a 5 per cent. commission on all advertising.

Such an arrangement to-day would enable him to

retire in a few months.

BOOK ON "MR. EDISON'S NEW ART"

Volume Tells of the Accomplishments of the

Inventor in the Re-Creation of Music

"Mr. Edison's New Art" is the title of a most

interesting booklet just issued by the Phonogra-

phograph Division of Thomas A. Edison, Inc.,

Orange, N. J. The title refers to Mr. Edison's

accomplishment in the re-creation of the

human voice and the sound of musical instru-

ments. This booklet is a supplement to the new

instrument catalog recently issued and to be

used by dealers where a complete catalog is

not required.

An especially convenient size, 6% by 314

inches, has been adopted for the booklet.

This permits insertion in a No. 64 envelope,

the standard small business correspondence en-

velope, and is readily slipped into the pocket when

handed out in the store.

Two colors, black and Persian orange, are used

and the stock is a dull tone India tint, making a

very pleasing combination. The foreword deals

with the special features of the New Edison,

including reference to the testing of the "Mr.

Edison's New Art" in direct comparison with

the actual performances of great artists, which

tests have been heard by over one hundred

thousand music lovers, musicians and the critics

of more than one hundred of America's leading

newspapers who "confess here we quote from

the booklet itself] that their trained ears are

unable to distinguish between an artist's per-

formance and Edison's Re-Creation of that

artist's performance." The balance of the book-

let is taken up with illustrations of the various

models of the New Edison.

TO HANDLE TALKING MACHINES

L. C. Schraeder, of Escanaba, Mich., will open

a music store in Marquette, Mich., in the

MacEncroe Block, where a full line of Victor

Records and records will be carried.

The Victolumbia Co., incorporated recently,

will deal in talking machines, records and acces-

sories with a capital of $6,000. Incorporators:

D. M. Cohn, W. Phillips and D. Levine, 1472

Broadway, New York.

CHAS. L. GULICK NOW IN CHARGE

Charles L. Gulick, who has been covering the

southern New England States for the Victor

Talking Machine Co., has been appointed mana-

ger for the Victrola department of the Berlin

Department Store, 1013 Broadway, Brooklyn,

N.Y. The Berlin store is moving its Victrola

department to the ground floor, where three

sound-proof booths and other equipment have

been installed to take care of growing trade.

W. C. PRICE WITH BRUNO & SON

W. C. Price has joined the staff of C. Bruno

& Son, Inc., 353 Fourth avenue, New York, where

he will be assistant to Chas. F. Bruno, secretary

and treasurer.

Otto J. Boberg, of Eau Claire, Wis., is re-

modeling his store and after alterations are com-

pleted he will put in a full line of Pathé Pathe-

phones for which he has secured the local

agency.

Soss Manufacturing Co.

143-143 Atlantic Ave., Brooklyn, N. Y.

BRANCH OFFICES:

Chicago—160 North Fifth Avenue.

Los Angeles—204 Central Bldg.

San Francisco—164 Hanford Bldg.

Minneapolis—316 2nd Ave. S.

Detroit—922 David Whitney Bldg.

Invisible Hinges

"Out of sight

—ever in mind"

When you fail to see an unsightly hinge protruding and marring the

beauty of well designed

Talking Machines

Music Cabinets

Pianos

Player Pianos and Benches

you know Soss is the answer.

These hinges are simple, strong and

an improvement on any class of work.

Write for catalogue "T"
Big Profits and Discounts to Dealers

No. 415
PRICE, $15.00
SIZES - 8 in. high, 14⅛ in. wide, 15½ deep, 12 in. turntable.

No. 625
PRICE, $25.00
SIZES - 10 in. high, 16⅝ in. wide, 18½ deep, 12 in. turntable.

No. 840
PRICE, $40.00
SIZES - 13 in. high, 17 in. wide, 20 in. deep, 12 in. turntable.

No. 950
PRICE, $50.00
SIZES - 14½ in. high, 15⅞ in. wide, 20½ in. deep, 12 in. turntable.

With the added styles announced herewith (the $15, $25, $40 and $50 machines) we offer you, Mr. Dealer, a full line of

Musictrolas

ranging from $15 to $150, fitting any size purse, satisfying all demands of your trade.

Whether viewed from the viewpoint of a superior musical instrument or as a supreme art furniture production, the Musictrola appeals strongly to refined artistic tastes.

The Musictrola is made by a house with a reputation won during an honorable career of 45 years, and the dealer is protected by an unusual guarantee.

No. 110
List Price, $75.00
SIZES - 42 in. high, 19 in. wide, 23 in. deep, 12 in. turntable.

No. 111
List Price, $100.00
SIZES - 44 in. high, 21 in. wide, 24 in. deep, 12 in. turntable.

No. 114
List Price, $150.00
SIZES - 48 in. high, 23 in. wide, 25 in. deep, 12 in. turntable.

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK
WE GUARANTEE YOU that we will refund every cent of your money where goods are received exactly as ordered and represented but for some reason they are not fully satisfactory to you, providing however, that all goods are returned to us at Chicago within ten days in good condition, free of all transportation and cartage charges.

All Musictrolas except the $15 and $25 machines are equipped for playing hill and dale as well as lateral cut records.

PAS SOW & SONS

832 to 842 Madison St.
CHICAGO
Established 1871
The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.

(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

HODGE & SHERMAN HAVE UNIQUE GRAFONOLA DISPLAY

Tampa, Fla., April 9.—Hodge & Sherman, which is recognized as the largest and most progressive furniture house in this city, is devoting a considerable portion of its window displays to featuring the products of the Columbia Graphophone Co. Hodge & Sherman have handled this line for some little time past, and through the use of aggressive merchandising methods coupled with up-to-date publicity ideas, have established a profitable and fast-growing Columbia clientele in that city. The accompanying photograph shows one of the finest presented to the local trade this season. It represents practically an entire library, fully furnished, with a Columbia Grafonola prominently displayed. The only advertising in the window is a small card headed "Columbia Grafonolas." This display is an excellent example of the "opening" window and its powerful appeal.

Artistic Window Display Featuring the Columbia Grafonola

SYRACUSE

Located right in the heart of New York State is Syracuse, and right in the centre of activity of Syracuse are the warerooms of W. D. Andrews—amidst expresses, traction lines and fast freight service.

Drop your orders to Andrews—Victrolas, records and supplies. We’ll make good on shipments.

W. D. ANDREWS
SYRACUSE, N. Y.
V. W. MOODY DINED BY ASSOCIATES

Former Sales Manager of New York Talking Machine Co. Goes to Buffalo to Become Wholesale Manager for Neal, Clark & Neal

V. W. Moody was the guest of honor at a dinner tendered him last Friday evening by the members of the sales department of the New York Talking Machine Co., New York, Victor distributor, his former associates. Mr. Moody left for Buffalo Saturday to become manager of the wholesale division of Neal, Clark & Neal, Buffalo, N. Y., Victor distributor, and Friday's dinner was in the nature of a farewell party.

During his eight years' association with the New York Talking Machine Co., Mr. Moody had won the personal friendship of all his co-workers in the sales division, and as a token of their esteem they presented him on Friday with a beautiful silver loving cup.

The dinner was held at Reisenweber's and was marked by a spirit of sincerity which was indicative of the fact that Mr. Moody's departure for Buffalo would be a keen individual loss to every man present. Impromptu talks were made by each diner, at the close of which Mr. Moody paid a tribute to the loyalty of the New York Talking Machine Co.'s staff, which had made possible the company's phenomenal success as a Victor distributor.

Among those present at the dinner were W. D. Marbourg, R. G. Craig, Elaine Damon, W. L. Garber, Ernest Fontan, George Kelley, S. B. Schoonmaker, J. J. Davin, W. G. Porter, John Connelly and Jerome Connelly. R. W. Morey, general manager of the New York Talking Machine Co., was present as a specially invited guest of the sales force.

ACTIVITY IN NEWARK TRADE

Various Dealers in Talking Machines Working to Keep Up Interest—Stocks Scarce

NEWARK, N. J., April 4—There are signs of big Victor business at the Chalmers shop, where a conspicuous window sign one day last week bore the impressive statistical legend: "Sold yesterday, 197 records; largest day's sale, 1,093; sold since Sept. 28, 38,584. Watch the sales. It's proof of the service." Proof is the word. Selling 197 records in the course of an ordinary day's business is justification enough for a sign in the window, even without the 1,093 record, which, of course, dates from the holiday trade. A recent addition to the Chalmers selling force is Frank Lemaire, late of the Bamberger Department Store and formerly talking-machine manager with the Newark Lauter Co. A handsome new Chalmers branch has just been opened in Montclair, under the management of Mrs. Dugan, recently manager of the Summit branch.

Pathé business is excellent at the Doll store, due largely, no doubt, to an advertising campaign involving several full-page ads in the local papers. Newark people who become interested in the Pathé are holding their interest and bringing new customers to the Doll store.

The Griffith store reports having sold nine Vocalions on one Saturday recently, the value averaging over $100 apiece.

Assistant Manager Settle, of the Steger salesrooms, is doing some extensive Victor publicity work, the results of which fully justify his efforts. Through circularization and personal letters he is interesting the Newark public in the Steger efficient service.

The Habine store's Victor department is doing the usual big business, experiencing difficulty in obtaining enough machines of the popular styles.

At the Bradbury waterrooms the Columbia Grafonola and records are being featured with considerable success and a liberal space is now devoted to that department.

ISSUE AN INTERESTING CATALOG

The Wonder Talking Machine Co., which recently bought the entire stock of Phono-Cut records from the Boston Talking Machine Co., announces that it is now ready to place these records on the market, and has issued a catalog listing the various classes of records included in this purchase. These are being placed on the market in connection with the Wonder Talking Machine Co.'s new universal tone arm which will be a part of the equipment of all Wonder machines in the future. The universal tone arm will play all types of disc records.
NEW QUARTERS IN MILWAUKEE

Badger Talking Machine Shop, Exclusively Victor, to Be Located in Handsome New Store About May 1—Details of New Home

MILWAUKEE, Wis., April 6.—The Badger Talking Machine Co. expects to have its Badger Talking Machine Shop, the retail branch of its business, located in its new building at 425 Grand avenue, by May 1, when one of the largest exclusive Victor retail establishments in the United States will be thrown open to the public. The company has a fifteen-year lease for the entire building, two floors and basement, and the structure is being thoroughly remodeled. The new store, when completed, will be equipped with sixteen of the latest type soundproof booths, provided with ceilings of varying heights to afford purchasers acoustic properties as near as possible to those that exist in their own homes. There will be twelve booths on the first floor, besides two large store rooms for records, a cashier’s department, a ticket office for musical events, and the manager’s and general offices. The second floor will be fitted out with four extra large soundproof record and machine booths, retiring rooms for gentlemen and ladies, and a large recital and concert hall which will seat about 200 people. The entire basement will be used for adjusting and repairing machines, surplus stock and for the receiving and shipping rooms. Leading from the first floor will be a grand stairway to the second floor and concert hall. Daily concerts will be a feature in the new store and novel ideas have been planned for these afternoon and evening entertainments. R. H. Zinke, enterprising manager of the Badger Victrola Shop, has met with a steadily increasing business since he has been in charge.

OFFER PRIZES FOR STORIES

In the latest issue of Edison “Diamond Points,” the Diamond Disc house organ, cash prizes are offered for the two best stories regarding the Diamond Disc submitted to the editor before April 20 by any Edison jobber, dealer, salesman or demonstrator. The stories must be true and recite actual experiences; humorous, romantic or simply interesting, in connection with the exploitation of the Diamond Disc machine or records. The story must not be less than fifty words or more than five hundred. The prize winners will be announced in the May issue of “Diamond Points.”

OUTLOOK GOOD IN CANADA

H. N. McMenimen, Managing Director of the Pathé Frères Photograph Co., Found Industrial Situation Very Satisfactory

H. N. McMenimen, managing director of the Pathé Frères Photograph Co., New York, returned last week from a fortnight’s combined business and pleasure trip to Canada. Mr. McMenimen speaks enthusiastically of the industrial situation in Canada, and was particularly impressed with the hearty feeling of goodwill which exists toward this country. The Canadian outlook is most encouraging, and in all business circles confidence in the future is apparent.

The “Little Devil” Sweeper

The latest real record cleaner
It will not only perfectly sweep the dust off the record but it certainly will sweep BIG PROFITS into your pockets. Hundreds of dealers know this to be a FACT.

PRACTICAL—SIMPLE—PROFITABLE

SPECIAL: Send 1.20 for dozen samples with 4 display cards to your distributor or to

THE HERRMAN SELF SWEEPER CO.
1237 FIRST AVENUE
NEW YORK
Brice and King, vaudeville headliners, have joined the Columbia corps of comic entertainers. First recordings in the May Columbia List.

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

EFFICIENCY THE KEYNOTE OF THE VICTOR ORGANIZATION

High-Class, Expert Workers and the Most Modern Equipment Combine to Produce Efficiency of the Highest Order in the Victor Talking Machine Co.'s Great Plant

An idea of the magnitude of the talking machine industry and its present importance in the industrial life of America may be authentically pleased by a visit to the wonderful plant of the Victor Talking Machine Co., at Camden, N. J.

The series of gigantic buildings which house an army of nearly nine thousand employees, in which every part of the Victor talking machine and records is made in its entirety, and which have grown year after year with unfailing regularity, afford eloquent testimony of the appreciation in which the Victor talking machine products are held throughout the country.

A trip through the various Victor factories conveys a knowledge of the highest kind of efficiency which prevails.

One might easily write a dozen pages describing in detail the thoroughness and system with which every part of the Victor talking machine and records are made; of the interesting work in the recording laboratories; of the superior class of employees to be found in every department of construction; of the remarkable equipment; of the fine mental types of foremen and superintendent; and yet the writer would not be able to convey an adequate idea of the splendid organization and the superior methods which prevail throughout this establishment.

The growth of this company illustrates the value of preparedness and system. Everything is done in a most methodical and effective way. Building after building has been erected, all with the object of securing the highest degree of efficiency and the elimination of lost motion.

Observe the employees and you will find no driving or rushing, but the utmost contentment prevailing, with every employee doing his work as if he liked it and doing it well. Herein is displayed the skill of the general manager of the company as well as the president, officers and directors, who have developed the business in a most systematic way, so that there is a complete welding of the various forces, as there is a welding of the many buildings.

Year after year has seen valuable property purchased and razed and then replaced by massive new additions made to the Victor plant which will, in their superficial area, exceed many completed plants as well as the president, officers and directors, who have developed the business in a most systematic way, so that there is a complete welding of the various buildings.

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One of the most interesting features of the new office building is the large recital hall on one of the upper floors, which, with its stage, may be utilized by the company for recitals, in the interest of employees, or to provide for the musical needs of Camden, in which the Victor Co. are so keenly interested. In its size, equipment and acoustic properties, it stands forth as an important acquisition to the music halls of the country.

The building faces Cooper Park, where Eldridge R. Johnson, president of the Victor Co. will erect a $130,000 library as a gift to the city of Camden.

It is rather early to describe this building, for it is still in the contractor's hands and will not be ready for occupancy until sometime in May. The general plan, however, of the various floors gives an idea of the accuracy and precision exercised by General Manager Geisler in providing for the needs of the officers of the company and the large staff of workers. Nothing has been overlooked for their comfort, while with light and air on every side, the matter of health has been a vital consideration.

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The new office building successfully epitomizes the labor of the officers of this company, whose achievements have won universal renown in the larger spheres of industrial activity. Two useful structures which adjoin the new office building are the restaurant for use of the members of the Victor Co., and the hospital where a nurse and medical attention are provided for the employees. While accidents are not frequent at the Victor plant, yet, should any employee meet with an accident, he is taken to this hospital, which, with its furnishings and its white-capped nurse, is most complete in its ability to provide for the needs of those injured.

Visit this Victor plant, and you cannot come away without being overwhelmed with its magnitude, the efficient manner in which everything is done, no matter in what department, with the modernity of the buildings and their equipment, with the type of satisfied men employed there, with the wonderful results achieved in successful craftsmanship, all resulting in a completed product that reflects in its intrinsic worth the thoroughness of the methods prevailing in every branch of this gigantic enterprise.

New Patrons New Prospects

PATEPHONES AND PATHÉ DISCS

Mean New Fields for the Dealer

The Pathé line with its vast record library offers an unusual opportunity to develop record business.

The Pathephone line is complete

Patophones are priced at

$15.00 to $300.00

NO NEEDLES TO CHANGE.

IMPROVED TONE QUALITIES

We are at your service

DROP US A LINE FOR DEALER'S PROPOSITION

SWANSON & NOLAN SUPPLY COMPANY

Denver, Colorado

INTERMOUNTAIN DISTRIBUTORS

Columbia Graphophone Co.

Woolworth Building, New York
THE VIRTUE OF PRICE MAINTENANCE

Some Unusuall Convicing Arguments in Sup-
port of the Stevens-Ayres Bill Offered by the
Columbia Graphophone Co.—The Value of That Experience

It is the consensus of opinion in the talking
machine trade, says the Columbia Record, that
a strict price maintenance system is a great ad-
vantage to the manufacturer, and not only to
the manufacturer, but to the trade and to the
public generally. The dealer recognizes that
price maintenance is an insurance against prices being
hurt by a nearby competitor. Price maintenance to
a dealer means the elimination, to a large extent, of the possibility of having a stock
of goods left on his hands, without a fair oppor-
tunity to dispose of them. It also means that
he can figure his profit very nearly to the penny.
He, therefore, the more willing to handle
goods where his investment in the stock is
insured. The result of this confidence is a bene-
fit to the public in that they are always able
to obtain goods protected by price maintenance,
and it necessarily follows that when dealers
become dissatisfied because of price-cutting and
do not have a uniform, standard price.
The unscrupulous price-cutter advertises it at
"cut prices" for the express purpose of inducing
the public to buy unknown goods of doubtful
quality. He uses its reputation and sells it at
a cut price as a "bait" to deceive the purchasing
public into believing that all other articles for
sale in his store may be purchased below regu-
lar authorized prices and that they cannot get
equal values from their regular dealer, with the
result that they buy these other goods at prices
that more than compensate him for the loss
on the standard article. This not only deceives
the public but creates distrust in their minds
against their regular dealer of whom they soon
grow suspicious when they find that he has
charged them more for the same article, and
they hesitate before making further purchases
from him. Thus the sale of the said article
is limited and the retailer is ultimately im-
pelled to cease purchasing from the manufac-
turer which, in turn, reduces or cuts off entirely
the profits of the manufacturer, which injures if
it does not destroy the good-will of both.
The Stevens-Ayres Bill aims to correct all
this. It is intended to provide a remedy for the
unfair competition of great trading monopolies
with the independent merchants of the country.
Its enactment will put a stop to predatory price-
cutting, the agency by which the big trusts and
monopolies have killed
the standard article.

The Columbia Graphophone Co. long ago
adopted the price maintenance system. It be-
lieves that this system protects its dealers and
the retail purchaser and insures a standard of

quality. It believes that this one-price to all principle which
protects the consumers by assuring them that they are getting articles of proved high qual-
ty at a fair and uniform price. It will aid in cre-
ating conditions under which the independent
dealers will be relieved from the unfair com-
petition of the predatory price-cutters.
The Columbia Graphophone Co. and
the retail purchaser
and the public.

Gately-Haire

ALBANY—FOR CAPITAL SERVICE

SECURES EDISON AGENCY

The Woolven Drug Store, Oswego, Kan., has
secured the Labette County agency for the Edi-
on Diamond Disc line. William Matthews will
be manager.

APRIL and MAY are big record months. Go after
this business for all you are worth, and we will
co-operate with you to our fullest extent.

Complete stocks, totaling tens of thousands of rec-
ords, in all kinds of music, are at your IMMEDIATE dispo-
sal.

We fill record orders, from the time they are received
to the time of shipment, in thirty minutes—a record
time.

GATELY-HAIRE CO.
John L. Gately, President

New Address: 121 North Pearl Street
ALBANY, N. Y.
The Trade in the South

The talking machine situation in the South is reflecting to a great extent the commercial and financial conditions existing in that section of the country. In the Virginias the manufacturing industries have had a substantial boom, the steel and iron mills are working to capacity and new capital is coming in very rapidly. Farming conditions are much better than they were last year, and with these and also in North Carolina the cotton mills and cotton growers have felt for some time the wave of prosperity which has been sweeping over the country during the recent months.

Conditions in Kentucky have suffered somewhat from the rather poor crops, which have been caused by excessive droughts and floods. The Kentucky tobacco trade has been seriously hurt by the present war, and as this is the staple crop of that section general trade is not as good as it might be.

The outlook in Tennessee is very favorable, the manufacturing and trade centres there enjoying a greater volume of business than they have for sometime past, and the prospects for even better business in the immediate future are very bright.

In Georgia the farmers are in much better shape than they were at this time last year, and the trade which existed at that time has more than made up for the depression caused by the boll weevil coming into the State. The South's Leading Victor Distributors

OBERRY CO. INCREASES CAPITAL

MACON, GA., April 3—The talking-machine business in this section is in much better shape than it ever has been, according to Manager J. W. Oberry, of the Oberry-Williams Co. This concern has increased its capital, and is preparing to push the Victor line stronger than ever. Manager Oberry reports that farming conditions have improved, and that mercantile activity, which was seriously depressed at the beginning of the war, has entirely recovered. A new million-dollar depot is now being built in this city.

CORLEY TRADE INCREASING FAST

RICHMOND, VA., April 3—Frank W. Corley, general manager of the Corley Co., Victor distributor, reports a gratifying trade during the past month. 

RICHMOND, VA., April 3—Frank W. Corley, general manager of the Corley Co., Victor distributor, reports a gratifying trade during the past month. The large and very complete stock carried by this concern has enabled it to give its dealers prompt and up-to-the-minute service on machines, records and supplies. Preparations are now being made to break ground for the addition to its present warehouse, and work on the new building will be rushed as rapidly as possible.

PROSPERITY OBTAINS IN RADFORD

RADFORD, VA., April 3—H. F. Sembler, local agent for the Victor line, reports a good demand for the higher grade of machines and records. The local talking-machine trade has benefited greatly by the exceptional activity found in the industrial plants here, which are working full time. A short-line railroad, backed by local capital, is being built into outlying sections, and the farmers are doing better than they have for seasons past.

HAMPERED ONLY BY LACK OF STOCK

SUFFOLK, VA., April 3—The talking machine trade in this city is much better than it was during the corresponding period last year, according to R. O. Chandler, manager of Thompson & Co., Victor dealers. This concern also handles pianos and furniture. Prospects for future business are very good.

HOUSE & CO. REPORT GOOD TRADE

WHEELING, W. VA., April 3—C. A. House, of C. A. House & Co., is having a difficult time to secure a sufficient number of Victor talking machines to fill the orders which he is receiving. Commercial conditions are very gratifying, large orders having been placed with all of the factories here, and the steel mills are all working to capacity.

DAHLBERG RECEIVING LARGE ORDERS

MONTGOMERY, Ala., April 6—General conditions in this territory have undergone a wonderful improvement since the first of the year, and Manager Earle W. Dahlberg, of the Dahlberg Talking Machine Co., is working hard to fill the orders received for the Victor and Columbia line. The talking machine trade was somewhat slack last fall, owing to the effect of the boll weevil in the cotton crop, but the Dahlberg concern overcame this obstacle by giving good service, carrying large stocks, and advertising. Manager Dahlberg recently secured a license from the Victor Co. of Dothan, Ala., which is the treasurist in the southeast section of the State, and he anticipates a large business from this point. A full line of Victrolas and Grafonolas is carried.

NOVEL VICTOR DELIVERY TRUCK

NEW ORLEANS, April 3—The Collins-Pitcher Piano Co., of this city, recently purchased a specially made Packard auto truck, which is used to deliver Victor Victrolas. It is unique in construction, the body being designed by Mr. Collins, and the sides containing signs advertising the Victrola with a reproduction of the famous Victor dog. In a recent interview Mr. Collins stated that business conditions have been especially good since Mr. Oshey has taken charge of their Victor department, which was about two months ago.

CONDITIONS EXCELLENT IN FLORIDA

TAMPA, FLA., April 7—The Turner Music Co., one of the leading talking machine houses in this section, anticipates a large spring trade in machines and records, due to the constantly improving con-

We Admit—"There's a Reason"

If you are looking for close co-operation—you'll find OUR VICTOR SERVICE QUICK and satisfactory in every way.

LOW FREIGHT RATES. FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries. enable us to replenish your stock QUICKER—and at LESS SHIPPING COST to you.

Proof on the First Order


The Corley Company

The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.
For quality, variety, interest and activity the Columbia Record list for May is a Symphony!

(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 GATELY-HAIRE STORE
Vctor Distributors of Albany Open Retail Store
—Claude B. Haire New Treasurer

ALBANY, N. Y., April 10.—The new Gately-Haire store, 121 Pearl street, which was opened just prior to the beginning of April, has been doing a capacity business since its opening day. The Gately-Haire Co, Victor distributors, has spared nothing to make their new retail store one of the finest in this section of the country. Six large plate glass demonstration rooms occupy a portion of the main floor, a large part of which is devoted to a reception room. The mezzanine floor contains a lounge room and a dainty music room. Daily concerts will be given to the public and afternoon teas will be held frequently.

Claude B. Haire, son of James N. Haire, the former treasurer of the concern, and who died recently, has taken the position formerly held by his father, and will be actively engaged in the management of the new store.

Ten thousand square feet are devoted exclusively to the sale of Victor Victrolas, the customers being handled by a large staff of competent salesmen. The wholesale and retail departments are connected by an inter-communicating telephone service. The mezzanine floor is devoted to the private office of Mr. Gately and Mr. Haire, as well as the general offices.

So far as the wholesale department is concerned, it is excellently quartered in the basement where everything that helps speed and accuracy can be utilized in the filling of orders. More than 100,000 records are kept in stock.

President Gately in a chat stated, "Keeping a watch on orders shows us that it takes thirty minutes to receive, pack and ship an order, and even in this age of progress this is about the limit of quickness."

The opening ceremonies were well attended and the newspapers called attention to this new Victor emporium as "Albany's most wonderful store."

DICTAPHONE'S UNUSUAL USE

The Dictaphone is being put to unusual use by several recent purchasers, judging from the reports of the members of the Dictaphone sales staff. Wah Chang, head of a wealthy smelting company bearing his name, recently purchased six Dictaphones for the use of himself and his executives in China. For some time past he had been unable to secure a competent translator for his letters, but eliminated this difficulty by purchasing the Dictaphones which enable him to send the original Dictaphone cylinders to China where they are received by his directors, who are also equipped with Dictaphones. A New York lawyer traveling abroad is avoiding the blue-pencil of the military censors by dictating to the Dictaphone and sending the cylinders to his business associates in New York.

A New Principle
as applied to the
phonograph has made

The
ARIONOLA

the greatest of all low-priced machines. This principle is that of the wooden sounding board, which permits the tone to come forth clear and unmuffled. In fact, this method of reflection produces many tone qualities lost in other machines. The moderate price of $15 gives perfect music within the reach of all. We invite the most critical comparison with other machines.

The phenomenal success of our wonderful low-priced machine created a demand for larger ARIONOLAS employing the same method of tone reproduction. We now manufacture two larger models at $30 and $75 respectively. The higher priced model is run by electricity, operating perfectly on either direct or alternating current. The case is made of fine, inlaid mahogany. In fact, the cases of both these machines have the finest natural mahogany finish obtainable and are made to fit standard record cabinets.

ARION MANUFACTURING CO.
250 Devonshire Street
BOSTON, MASS.

mercral conditions throughout this section. The result of the campaign exceeded all expectations, turbo- putposing is selling at a very high figure, and lumber is in good demand, and brings uniformly good prices. Manager J. A. Turner reports a large number of sales of higher-priced machines during the past few weeks.

MORRIS PUSHING VICTOR RECORDS

Winston-Salem, N. C., April 3.—F. F. Morris, general manager of the Hunley-Hill-Stockton Co., has just completed the installation of three sound-proof demonstration booths in his store, which will aid in the sale of Victor machines and records. Business so far this year has been exceptionally good. Manager Morris, who made an extended tour during January, is pushing his record department, as he believes that the record end of the business is where the ultimate profits lie.

CONCERTS BOOM RED SEAL RECORDS

Nashville, Tenn., April 3.—Forest Taylor, manager of the Victor department of the Castner-Knott Dry Goods Co., reports a flattering outlook for the spring trade, with a leaning towards the higher-priced machines. Several concerts have been given here recently by Victor artists, such as Mme. Schumann-Heink and Fritz Kreisler, besides a joint concert given by Farrar, Werrenrath and Sassoli. These concerts have greatly stimulated the Red Seal business.

CONCORD ENJOYS SUBURBAN TRADE

Concord, N. C., April 3.—Manager Bell, of the Bell & Harris Furniture Co., reports a steadily growing business in talking machines and records. The most prominent factor in the trade here is the suburban business which is being done, the farmers and the cotton mill operatives realizing the immense amount of enjoyment which can be obtained through the medium of the talking machine.

KENTUCKY TRADE IS QUIET

Lewistown, Ky., April 3.—Browning, McReynolds & Co., Victor dealers, report that the talking machine trade in this section is holding its own, notwithstanding the fact that the crops have been greatly affected by both the droughts and the floods which have occurred.

ATTRACTIVE NEWSPAPER ADS

For the first time in many years, with the exception of its full-page advertising during December, the Victor Talking Machine Co. has used newspaper advertising other than its well-known "stepping-stone" copy. This advertising appeared in the local newspapers this week and attracted considerable attention. The text was contained in an attractive border design, the illustration consisting of a Victrola XVIII surrounded by some of the world-famous artists recording for the Victor Co., including Whitehill, Ober, Gaski, Sembrich, Culp and Herbert. The advertisement was three columns wide and fourteen inches high.

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Write for full information.

ARION MANUFACTURING CO.
250 Devonshire Street
BOSTON, MASS.
BIG EDISON PUBLICITY CAMPAIGN

Advertising Campaign in General Magazines of over $1,000,000 Circulation to Begin on April 15 and Run Right Through Summer—Plan for Co-Operation of Dealers Throughout Country

With the April 15 issue of the Saturday Evening Post there will be inaugurated an extensive advertising campaign in the interests of the Edison New Diamond Disc Phonographs, the campaign covering a select list of general magazines including Collier’s, Literary Digest, Metropolitan, American, Hearst’s, Cosmopolitan and McClure’s having a combined circulation of about $1,000,000. Other mediums will be added to the list later in the year to carry the message of the Diamond Saturday Evening Post of April 15, is reproduced herewith.

In connection with the magazine advertising an elaborate series of newspaper ads have been prepared for the use of the dealer and his local papers to help him make up his local publicity with a national campaign. The newspaper ads are of the same general character as those used in the magazine and matrices of the entire ad or electors of the cuts only will be supplied to dealers.

To further supplement the campaign an attractive six-page leaflet has been prepared for the dealer to send out with his catalog list. The leaflet is in two colors and bears the wording “In conformity with the request of Mr. Thomas A. Edison, the merchants licensed by him to demonstrate and sell his new invention for the re-creation of music are extending to all music lovers a special invitation to attend a series of demonstrations.” The booklet also calls attention to the national advertising and includes portraits of Albert Spalding, Anna Case and other Edison artists.

The unique feature of the Edison campaign will start in the spring and run right through the summer months when conditions on family are believed to be dull and is taken to indicate that the Diamond Disc has no regard for season and can be profitably exploited at any time.

WORLD’S SALESMANSHIP CONGRESS

Many Leading Lights in the World of Selling Expected to Attend Five-Day Convention Which Will Be Held in Detroit Next July

Plans are now actively under way for a World’s SalesmanSHIP Congress to be held in Detroit on July 9, 10, 11, 12 and 13, when the heads and subordinates of many of the leading sales organizations of the country will gather together for a discussion of “Commercial Preparedness.” An elaborate program of speeches and discussions has been laid out for the several days of the convention, the subjects being arranged to appeal to executives and salesmen, and some to both branches. Several debates will also be provided for. D. M. Barrett, editor of Salesmanship, is chairman of the Executive Committee in charge of the arrangements for the convention, the committee itself being composed of leading lights in the business world.

NEW INCORPORATIONS

The Durable Phonograph Co., in Manhattan, was incorporated last week with a capitalization of $8,000, by J. O. Murphy, Russell Goldman and A. G. Thaam, for the purpose of manufacturing talking machines.

The Hooven Sales Corporation, manufacturer of talking machines, has been incorporated by F. H. Botelors, T. S. Buckingham and J. Jansen, Jr., of 1058 East Twelfth street, Brooklyn, with a capitalization of $10,000.

THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)

29 West 34th Street

New York City

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FOR TALKING MACHINES (Operates on all currents)

29 West 34th Street

New York City
“RE-CREATION HALL” IN BROOKLYN

Savidge & Reed Co. to Handle the Edison Diamond Disc Phonographs at Prominent Location in that City—Will Add Pianos at a Later Date—Plan Frequent Recitals and Tone-Tests

The Savidge & Reed Co., Brooklyn, N. Y., incorporated last year with capital stock of $100,000 by J. H. Link, W. E. Reed and E. G. Savidge, has completed arrangements for leasing a building at Fulton street, Brooklyn, just above Borough Hall, where elaborate quarters will be opened under the name of Re-Creation Hall. The name was chosen in view of the fact that the company will handle the Edison Diamond Disc phonographs and records exclusively in the beginning although the plans also provide for the addition of one or two lines of high grade pianos in the future. The building selected, the address of which will be announced well before the opening, provides for the installation of a large recital hall, with a capacity of 250 people, where elaborate recitals and tone-tests will be given at frequent intervals.

TRADE BROADENING IN CANADA

Many New Concerns Entering All Departments of Talking Machine Business—Planning to Make Tungs-Tone Stylus in Montreal

MONTRÉAL, ONT., April 5.—The importance of the talking machine trade in this country is indicated by the growing number of people who are seeking to enter the field as manufacturers, wholesalers or retailers and new concerns are springing up daily throughout the Dominion; in fact, conditions have reached the point where the dealer must show discrimination in making his purchases in connection with the more prominent lines.

Layton Bros. report that the Edison business continues to increase rapidly and that the recent reduction in the price of Columbia records has resulted in a noticeable increase in sales.

Machinery is now being installed in the factory of the Berliner Gramophone Co., Ltd., for the manufacture of the Tungs-Tone Stylus needles and within a short time will be able to supply the Canadian trade with that desirable product.

EDWIN G. SCHLOSS TO VISIT WEST

General Manager of Schloss Bros., Cabinet Manufacturers, to Call on Trade in Principal Cities—A Year of Good Business Expansion

Edwin G. Schloss, general manager of Schloss Bros., manufacturers of talking machine cabinets exclusively, at 637 West Fifty-fifth street, New York, will leave on April 15 for an extended trip through the West, visiting Buffalo, Cleveland, Chicago, St. Louis, St. Louisville, Columbus, Cincinnati, Pittsburgh and other points, in addition to calling upon the trade in the interest of his line of cabinets. Mr. Schloss will also visit various of the big lumber centers for the purpose of expediting the shipment of many thousand dollars' worth of special cabinet lumber that is on order for his house. At the close of the first year of business the activity in the Schloss Bros. factory proves the progress that has been made by this concern through hard work and expert knowledge of cabinet manufacture and an intimate acquaintanceship of the demand and requirements of the trade.

RECORD ARTISTS IN RECITAL

Gunst Piano Co., Corpus Christi, Tex., Features Well-known Singers in Connection with Demonstrations of Victor Records

CORPUS CHRISTI, TEXAS, April 4.—The Gunst Piano Co., that operated a most successful exclusive Victrola department under the management of Gerald Gunst, has secured most satisfactory results through featuring reciters in which well-known record artists appear in person and in conjunction with a demonstration of the records on the Victrola. A recent artist to give a recital in the Gunst store was Chas. W. Harrison, and the demand for Mr. Harrison's records following the recital was of a volume that swamped the facilities of the department.

On May 1 it is the intention of the Gunst Piano Co. to give a recital with Marguerite Dunlap as the featured artist. Other similar events are also in contemplation.

ESTABLISH RECORDER EXCHANGE

William J. Ratty has established the Universal Record Exchange at 324 Erie street, Toledo, O., where talking machine records may be exchanged upon the payment of a small fee.

Hall Size No. 2

Balance Sound Box

The NEW No. 2M Balance Sound Box, with the IMPROVED Metalloy Diaphragm, is a revelation for tonal reproduction. Several improvements in the construction have been achieved, although the appearance of the box is practically the same.

The great difference in TONE is remarkable. A little sweeter music is obtained; the volume of tone is greater, and a worn record almost sounds like a new one when the NEW No. 2M Balance Box plays it.

This is our biggest selling sound box, for all the opinions of experts indicate that this is the box of extreme musical powers. It is well built, for we spend extra time in its manufacture to make sure that each box is PERFECT before it leaves. Your satisfaction is our pleasure, and as many of the leading phonograph houses have signified their choice of Balance No. 2M Box, as THE box, you will find that their judgment is correct.

List Prices

Nickel Plate - - - $3.50
24-k. Gold Plate - - - $4.00

All Edison distributors carry these in stock and can ship promptly.

Made by

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


This is a leader with us. It's a great little cabinet and it sure does sell.

UDELL

Talking Machine Cabinets

Why a UDELL Record Cabinet?

1st. You get an additional profit out of the transaction.
2nd. You have made a satisfied customer—he has a place to put his machine and a place to file his records.
3rd. You have made a better buyer of new records—because with his UDELL Record Cabinet he knows where every record is, and can lay his hand on it instantly.
4th. This is a field in which we specialize and are recognized as leaders.
5th. Our designs, construction, prices and for all standard makes—and shipping service—make UDELL Record Cabinets your best buy.

The Udell Works
1204 West 28th Street
Indianapolis, Ind.
The first sale of a Columbia Record is the beginning of a steady business—business you should get—and can get.

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

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES GAIN PROMINENCE IN ST. LOUIS

Edison Diamond Disc Phonograph Featured at Lenten Lectures—Knowledge of Music Developed by Talking Machine Proven at Elman Recital—Machine and Record Supply Increasing—Columbia Co. Territory Extended—Other Trade News of the Month

St. Louis, Mo., April 5.—March has been written into the records as one of the very best months for talking machine business in this district ever thus far. The shipping and billing out of machines and records has been very heavy. In fact, for the first time in probably six months the supply of machines has exceeded the immediate demands and some progress has been made in catching up with the back orders.

In records, too, is the supply coming up to the demand. It is expected that the filling of the present orders will loosen a considerable quantity of orders that have not been sent to jobbers merely because the retailers have been unable to get the smaller quantities of records already ordered. Strange as it may seem, some of the orders that have been longest unfilled are for standard classic numbers.

Along with the good month and excellent prospects for continued business, the talking machine has been winning some new laurels. Prof. Charles Kunkel, who some times is referred to as the "grand old man of the piano" in St. Louis, assisted by Prof. E. Kroeger, another of the "highbrow music circles," both eminent teachers, has been giving a series of Lenten recitals. This is the usual thing, but always here-tofore they have had a vocal number to enliven the program. This year, however, they are using the talking machine. This honor has fallen to the Edison Disc, and the "Ave Maria" was the number on the first program. Some time during the series of recitals, Mark Silverstone will deliver an address, explaining how the talking machine has reached the stage of development to attract musicians and secure their favorable opinion.

Mischa Elman was here a few nights ago to play his violin. He was greeted by a very large audience and responded to numerous encores. As his third encore, he played the famous "Humoresque." Manager Hallahan, of the Vocalion department at Aeolian Hall, who was among those present, says that the very first strains of this melody brought forth a ripple of applause that spread all over the house for an instant, then instantly quieted to listen to the number. "That meant to me," says Mr. Hallahan, "that the entire audience of several thousand persons recognized his famous piece. That was due, undoubtedly, to the free use of that talking machine record. The same thing constantly is occurring at concerts, showing how the new musical instrument is educating the masses.

Referring to present business, Manager Hallahan said: "We have this week added two salesmen to our staff and now our outside force probably will compare favorably with any piano selling staff in town and they are making it go. At the same time we have made a number of sales in the last few weeks that have no record attached except that of the floor salesman. Pure pick-ups." The Vocalion has reached that stage of acquaintance with the public where a man will come in and ask to see a certain style and priced machine.

Aeolian Hall entertained W. H. Alfring, general manager of the Vocalion department, over Sunday recently. He was on his way west to look over some new retail distributing centers and to close the contracts if everything proved satisfactory. He was accompanied here by Harry Levy of the wholesale department, who was on his way South.

At the Columbia warehoomes they are congratulating themselves on the addition of Memphis, part of Tennessee, more of Kentucky and the eastern half of Arkansas to the St. Louis trade district. This will mean a nice line of business to be handled from this store and what is a pleasant part of it, practically every town added already is a St. Louis customer for almost everything else and the merchants have rather resented being assigned to another jobbing point for talking machines. The Columbia line is well established in Memphis with a good line of dealers.

Manager Irby Reid was called to Kentucky late in March on a business trip and took that occasion to go to Memphis to look over his new field and get acquainted with his new customers. He was delighted with prospects there.

C. R. Salmon, manager of the wholesale department of the Columbia, expressed himself as delighted with the showing made in March and the excellent prospects for not only a continuance of splendid orders but the present good inflow of machines which would permit soon the shipment of 100 per cent. orders.

A. Coughlin, who came from St. Louis a few months ago as retail sales manager, has severed his connection with the Columbia service and returned to Kansas City.

The Columbia Co. is taking considerable pride in the new salesrooms opened late last month
by the May, Stern Furniture Co., where Colum-
mand for her records for the Edison machines
work which has accumulated with him as the
department.

of the offices, will take charge of the wholesale
retail floors, while E. Paden, who has had charge
of the offices, will take charge of the wholesale
department. The new arrangement is planned
by President Silverstone to lighten the detailed
Silverstone are old co-workers in talking ma-
service of the company.

has joined the Silverstone Music Co. staff as
secretary of the company.

but more recently city clerk of Webster Groves,
Music House in the West End residence district,
sound proof.

also that they are strong in their conviction, from
the Edison dealers are concerned, they are in-
against the musical critics.

last two years.

business of his company has expanded during
month for a ten days' trip to include

a new Edison dealer, stocking both disc and
owners.

advertising feature, according to

The moving picture film, "The Soul of the

"The prospects are excellent," said Mr. Koer-

President Koerber, of the Koerber-Brenner

Many Advantages Appreciated by Dealers

During the year 1915 the demand for Atlas

is declared a larger

is in a district well favored with shipping facili-

The Kipp music store at Manhattan, Kan.,

has set for his minimum.

President Koerber, of the Koerber-Brenner

Mr. Gordon had set for his minimum.

Local trade is doing as much as it can do under the circumstances. Unfortunately for
this season, when the camping season is so near, we still are short of small machines, especially
the VI. We have not been able to catch up with
our orders and still owe much stock to our
dealers. This debt, we sometimes find hard to
explain. The machines now are coming through
pretty well and we are very hopeful that we
will not get more in debt than we are and will
be able to catch up some, although this entire
trade district is clamoring for supplies.

"The record situation is greatly improved and
we are able to supply many records in full quan-
tities that we have been shipping only in part
for a long time.

"I last heard from E. C. Rauth at Birmingham,
and he is finding the South in excellent trade
condition. The cotton country is recovering
from its set back of two years ago in excellent
shape and is ready to buy anything that means
pleasure."

DEMAND FOR ATLAS PACKING CASES

Nelson & Hall Co. Forced to Build New Factory
to Meet the Demand for Their Products—
Many Advantages Appreciated by Dealers

During the year 1915 the demand for Atlas
Veneer Packing Cases, manufactured by the
Nelson & Hall Co., Montgomery Centre, Ver-
month, showed such an increase that the company
has found it necessary to build a new factory in
Camden, N. J. In addition to this, it has been
necessary to double the output of its factory at
Montgomery Centre.

At the present time it is declared a larger
percentage of the cabinet style talking ma-
achines manufactured in the United States are
shipped in Atlas cases. These cases are partic-
ularly well adapted for the cabinet style machine.
They are made of northern hardwood three-ply
veneer and clear spruce cleats, and their
strength, lightness and freight-saving qualities
have led dealers generally to realize the advan-
tages of having machines shipped in Atlas cases.

The Nelson & Hall Co. is fortunate in being
in a position to advise intelligently both old as
well as new concerns regarding shipping costs
and the best methods and style of packing. We
understand inquiries of this nature are welcome.

The company owns its own timber lands and
is in a district well favored with shipping facil-
ities for Western as well as Eastern points. It
already has enough business on its books to keep
the factory running at present capacity until
January 1, 1917, but the company is keeping
pace with the steadily increasing demand by
additions to plant and equipment.

INCORPORATED

The firm of E. A. Schweiger, of Brooklyn, has
been incorporated by R. Schweiger, L. Neustadt
and E. A. Schweiger, of 904 Jefferson avenue,
Brooklyn. The capitalization of the new firm,
which will deal in talking machines and musical
goods, is $15,000.

The Kipp music store at Manhattan, Kan.,
has installed a new soundproof demonstration
booth in its talking machine department.

WE MAKE

Tone Arms and Sound Boxes
For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison
and Columbia Machines

Let us tell you about them before placing your orders

The Union Specialty and Plating Company

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. CLEVELAND, O.

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line
That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Providences RHODE ISLAND

35c.

is the Price of the most popular Double-faced
Record on the Market.

"The Crescent" plays longer than any
75c. Record.

24 New Selections Just Out
Columbia Records of song hits are real hits
—hits as songs and hits as sales.


Columbia Graphophone Co.
Woolworth Building, New York

STeady increase noted in trade in Baltimore

Demands of Retail Trade Serve to Keep Down Available Stocks—Columbia Graphophone Co. in New Quarters—W. L. Eckhart Covers Large Territory—New Cohen & Hughes Store Ready Soon—Aeolian-Vocalion Proving Very Popular—New Pathephone Dealers Listed

BUFFALO


EXPRESS COMPANIES: Four express companies will give you a complete service: American, National, Adams and the Wells Fargo.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is FAST and COMPLETE.

W. D. ANDREWS
BUFFALO, N. Y.
COLUMBIA GRAPHOPHONE CO. EMPLOYES DINE AND DANCE

Staffs of the Executive Offices and the Recording Department Hold Dinner at Henry's, Then Adjoin to the Columbia Headquarters for Dancing

The employees of the executive offices and recording department of the Columbia Graphophone Co., of New York, held a very enjoyable dinner and dance on the night of March 24, which was marked by an informality and good cheer that made the event thoroughly enjoyable.

A number of the company's officials accepted the committee's invitation to attend the dinner and dance, and joined in the festivities with the same vim and ardor as the younger members of the clerical and office staffs. All divisions of the executive offices and recording laboratory were present, and the committee left no stone unturned to give every one a good time of "Home, Sweet Home."

The dinner commenced at 6.30 P. M., Henry's, Ninety-sixth street, where one of the large recording rooms had been suitably decorated and furnished for dancing purposes. Liberal "waxing" had made the floor as slippery as could be desired by the most enthusiastic terpsichorean artist, and a "Grafonola 200" occupied the post of honor to furnish the music for the evening.

A large supply of the latest Columbia dance records put the gathering in good humor, and the records did not mean a spurt in sales; the record-and the big stock he had accumulated was sold. The record is still in demand.

At midnight the dance came to a close, every one present reaching the decision that the evening had been a banner event for keen enjoyment and good fellowship.

Banquet of the Columbia Forces

No. 1, Edward N. Burns; No. 2, G. C. Pull; No. 3, Clifford B. Elzy; No. 4, Henry D. King; No. 5, Edw. M. Baker; No. 6, Wm. S. Scherman; No. 7, Paul Haydn; No. 8, Mortimer D. Easton; No. 9, Frederic Goodwin; No. 10, A. E. Dunavan; No. 11, Lester Leverett; No. 12, T. T. Novakoski.

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At midnight the dance came to a close, every one present reaching the decision that the evening had been a banner event for keen enjoyment and good fellowship.
Every money-making reason for carrying the Columbia line gets a big increase in strength by the addition of the new Columbia Double-Disc Orchestral Records listed in the May Supplement—out April 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

NO COMPLAINT IN INDIANAPOLIS

The Present Talking Machine Business in That Section Exceeds All Previous Records—Building Up Demand for Foreign Records—The Various Lines That Are Selling Well

INDIANAPOLIS, Ind., April 8—Talking machine dealers here are enjoying a business that undoubtedly exceeds all previous records. The wholesales report that their biggest worry at present is keeping up their stocks to fill orders.

Walter E. Kipp, of the Kipp Phonograph Co., said that the business in March was several times in excess of the corresponding month last year. "More out-of-town dealers have been calling on us than ever before and they are all crying for the Edison machines. The demand has simply been greater than the supply," said Mr. Kipp. A similar report of good business was heard at the Stewart Talking Machine Co., which handles the Victor line.

At the Columbia Graphophone Store, A. W. Roos, manager, said that more cash had been taken in during March than in any other month in the history of the company's business here. He said that the record this year in business was about three calendar months ahead of the business done in the corresponding period of last year.

D. Simmons & Co., who recently signed up with the Columbia Co., through Mr. Roos, have been getting excellent results. They have been so pleased at the business that they have already placed an order increasing the original order more than 50 per cent.

Mr. Roos has built up a thriving business in foreign records through Vangel N. Shishcoff, an Americanized foreigner, who sells the Columbia foreign records in an old street-car at 535 West Washington street, the heart of the foreign district in Indianapolis. Shishcoff says that there is a great demand among the Bulgarians in this country for Bulgarian bag-pipe music and he is trying to have some of these records made. Shishcoff advertises in several papers printed in foreign languages and he says he has been getting orders from all parts of the country.

S. H. Nichols, manager of the Pittsburgh district of the Columbia company, visited the local store April 1. The local store has been taken off of the Chicago district and placed under the Pittsburgh district.

At the Pathe Pathéphone store, which was recently opened by Topin Bros., business is picking up nicely. The three brothers have been working on out-of-town dealers and are signing up some live ones.

The Carlin Music Co., which has been doing a very large business in the cabinet and wood-working business, is building up a fine business for the Vocalion line.

A. L. VAN VEEN & CO. BRANCH OUT

New York Cabinet House Now Building Portable Sectional Demonstrating Booths

Arthur L. Van Veen & Co., 27 Wooster street, New York, who for a number of years past have been successful in the cabinet and wood-working industries, have branched out and are now building portable, sectional demonstrating booths. They have increased their factory facilities to handle this branch of their business.

"During the past few months," said Mr. Van Veen, "we have received contracts for the installation of Van Veen 'bed-set' system booths from a number of talking machine houses, including the local waterworks of the Columbia Graphophone Co., the Sonora Phonograph Co., and the French American Phonograph Co. A special department is maintained which will furnish special designs and turn out special products to meet any desired requirements."

TO OPEN IN BALTIMORE

F. C. Weygandt has sold out his talking machine business at 904 Market street, Wilmington, Del., and will open quarters in Baltimore about June 1, where he will act as distributing agent for the Rex machines.

The Rorabaugh store, in Wichita, Kan., has opened a Victor Victrola department.

MURATORE AND CAVALIERI MAKING PATHÉ RECORDS

The accompanying picture, which appeared recently in the daily newspapers, has served to attract considerable attention from laymen and musicophiles who have very seldom had the opportunity of viewing at close range two famous artists in a recording laboratory.

The photograph was taken at the laboratory of the Pathe Frères Phonographe Co., New York, when records were being made by Lucien Muratore, recently opened by Topin Bros., business is picking up nicely. The three brothers have been working on out-of-town dealers and are signing up some live ones.

The Carlin Music Co. has been getting good results with the Sonora line and Frank Carlin has expressed the belief that this machine will soon become one of the best sellers in Indianapolis. The Pearson Piano Co., which handles both the Edison and Victor machines, has been doing extensive newspaper advertising and for the past few weeks has featured a plan by which the first payment on a machine is not required for thirty days.

The Edison shop has been featuring a similar plan and business there is reported as good. Archibald Ods, manager, has announced that he has resigned his position. Mr. Ods said that he was considering taking up several propositions for himself.

The consistent advertising policy of the Acolian the celebrated tenor, and Lina Cavalieri, the popular soprano. Both of these artists recently closed contracts to record exclusively for the Pathé disc library, and their records will be cataloged shortly.

The picture hardly does justice to the orchestra at the Pathe Freres laboratory, as it is twice as large as the photograph would lead one to believe. Many musicians of the orchestra have been members of the leading operatic companies.

Co is building up a fine business for the Vocation and the local branch reports that the sales are growing in volume every day.

Interesting View in Pathe Recording Laboratory

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London, E. C., Exo., April 2.—From time to time in these columns I have given careful expression to the gramophone trade prospects in relation to the attitude of our Government toward an industry which, if recent events are any criterion, is by no means in its favor. There has been promulgated this and that restriction against the importation and exportation of products, parts and accessories absolutely necessary to the life-maintenance of the gramophone trade. It is useless to deny that the position is a very serious one, and short of prohibition altogether, our industry, in many respects, could scarcely be in a less favorable position. At least, so it was thought, having regard to the ban on certain woods, metals, paper, etc., for importation, and the curious method of inflating the tariff duty by including freight and insurance charges in the invoice value of imported goods. All of which, in conjunction with the increasing dearth of labor, high railway shipping and insurance rates, is not exactly conducive to the maintenance of musical instrument business. Rightly or wrongly, that is the situation to-day, brought about by the exigencies of circumstance. If there be any cause to apportion blame on the authorities, it is not for me to attempt it; I merely record the facts. There we should have liked to let our troubles rest; it was quite enough to render a continuance of trade extremely difficult, without the latest official decision, news of which is just to hand. And it is a bombshell—nothing more or less than an embargo on the exportation of gramophone records! Not bulky pianos, organs, 'cellos, drums, or the like—just records. Maybe the material embodies certain constituents which would be useful to the enemy. On second thoughts one cannot accept that view, however, since it is a total prohibition, which, of course, precludes even the consignment of records to British colonies or to neutral countries far removed from the war sphere. That being so, one must fall back upon the first suggestion as a possible explanation of the Government's action, and that is the need to economize ships. It seems to be generally accepted that the military and naval call on shipping space must increase rather than decrease as time proceeds. Thousands of ships of all sizes are on war service, and if therefore, we are to maintain "necessary" trade relations with countries abroad, some commerce, regarded officially as "unnecessary," must apparently suffer. With the total elimination of all export trade difficulties, talking machine firms will have plenty of time to concentrate upon the improvement of home trade. How ironical it reads to be sure, yet ipso facto, that is in bald language our position to-day! Owing to the recent announcement of this radical embargo, there has been not time to ascertain, even if it were possible to, the official reason, nor have I had an opportunity to secure any information or views from prominent gramophone men. That may come later. Meanwhile it is to be regarded as a certainty that the trade must call a meeting of protest with a view to joint action in approaching the Board of Trade regarding the very disastrous effect the embargo will have upon many established businesses. To have any weight in official quarters the whole trade without exception must join in making a strong protest against this export prohibition. It would be useless to ask for complete revocation of the order. Let that be recognized. What, therefore, can be reasonably expected? Perhaps not a great deal. But I believe the Government might be persuaded to sympathetically consider a proposal to partially raise the ban on record exports to our chief colonies—say, Canada. Australia, New Zealand, South Africa and India, to which countries our exports have of late substantially increased. Let the trade try it out any way. It has some right to know the why and wherefore, and knowing may be satisfied that the Government has done the only thing possible to be done in what may prove to be an extremely difficult situation.

Since writing the above axen
t the restriction of luxury exports, the President of the Board of Trade announces that legislation may shortly be expected entirely prohibiting the import of luxury articles from all countries. This comes to hand just prior to the closing of my report for this (April) issue, and I must therefore leave over any comment until later. There is just time to say that the new proposal will forbid imports.

(Continued on page 74)
We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.
No amount of advertising can increase the value of

**WINNER RECORDS:**
(“The World’s Super-Disc”)

They outwear all others.
Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

**THEY SELL ON THEIR MERITS**

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies
Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.
Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 73)

of musical instruments, fancy goods, motor cars for private use and similar articles of luxury use. Mr. Runciman, the President of the Board of Trade, declares it to be necessary to restrict bulky luxuries in order to provide room in ships for necessaries. He refers to the shortage of tonnage and avers that while we want exports from the United States, they must be confined to wheat, cotton, meat and other things which we cannot get if space in vessels is taken up with luxuries.

The Winner Record Co.’s New Issues
The Winner Record Co. continues to maintain as usual, the high standing and value of its monthly new issues, and among recent preparations for the prezentment of special numbers, we learn that record lovers may soon be in a position to acquire further Winner "gems" by the great Will Evans, whose laughter-creating propensities have justly earned for him the title—King of Comedians.

The Man Who Dined with the Kaiser
Doubtless my readers are fully acquainted with the remarkable exploits of the above gentleman, who, taking his life in his hands, so to speak, made an adventurous journey to and from Constantinople, Sofia, Vienna. Berlin, in quest of “copy” for a London newspaper.

... (continued from page 73)
of fire which took some two hours to extinguish. Fire and water did considerable damage to the five-story building, and much stock, consisting of machines and records, was rendered unsaleable.

Thos. E. Osborne "On the Job"

The recent temporary suspension of the steamer service between Liverpool and Ireland was utilized by Thos. Edens Osborne of Belfast, in his usual enterprising manner. Editorial advertise ments immediately appeared in some of the Belfast papers, pointing out that owing to his large stock Mr. Osborne was in a position to supply machines and records, as usual.

Zonophone News

To complete the catalog list of records issued up to and including March, 1916, the British Zonophone Co. has issued a concise supplement of monthly record issues not included therein.

The usual monthly list (March) just to hand, itemizes a wonderfully choice variety of vocal and instrumental selections which represents a fine program of sellers for live dealers. Every taste is catered to, and the uniform standard of value throughout the list is sufficient criterion of its selling power to please. A particularly choice Mendelssohn record is No. A195 (twelve-inch double), bearing "Slow Movement, Quartet in E Flat," and "Canzontette in E Flat," both exquisitely rendered by the English String Quartet, a famous combination this side, whose first appearance on Zonophone will persuade Zonophonists to emulate the historical comedy, Oliver Twist. The ever-popular musical comedy "San Francisco," one of the records in the new Columbia supplement, may well be described as the "Citizen," to which I referred last month, is now published. A glance thereat convinces one of the Company's determination to uphold its claims regarding the quality and general standard of the "Citizen." A start is made with eighteen carefully chosen records bearing thirty-six titles of known selling value, as, for instance, "Blue Eyes," "A Little Bit of Heaven," "Till the Boys Come Home," "A Little Love, a Little Kiss," "When the Angelus is Ringing," "The Sunshine of Your Smile," "When Irish Eyes are Smiling," and others of equal merit. Of the artists we notice some well-known names whose recordmaking experience has been through-out all-British. Lists, etc., may be obtained from the Invicta Record Co., Ltd., 1 New Inn Yard, Gt. Eastcheap, E. C.

Increase Price of Cylinder Records

The only firm of cylinder record makers in Great Britain, the Clarion Co., announce that owing to increased cost of material, labor and also through the use of superior quality material, they have been compelled to increase the price of Clarion cylinders to one shilling each.

Columbia Record by Clara Butt and Sisters

One of the records in the new Columbia supplement may well be described as a historic record since it introduces to the gramophone public the vocal talents of the sisters of Madame Clara Butt. It will be remembered that, on the occasion of the last Clara Butt concert at the Albert Hall, the great contralto presented a new quartet, "The Birth of the Flowers," singing in it with her sisters, Pauline, Hazel and Edith.

The number, written by Madame Lucette Ry ley, and set to music by Madame Lisa Lehmann, was hailed by the musical critics as a work of art and generous encomiums were heaped upon the talented singers.

This is the song that has now been recorded by Madame Clara Butt and her sisters on Columbia this month, and it will readily be conceded to be possessed of a more than ordinary interest, not merely because of the presence of the great contralto in a concerted number, but by reason of the talents thus displayed for the first recorded occasion, by the famous singer's sisters.

Tommy's New Marching Song

It is a well-known fact that Tommy sedulously avoids the marching songs that are specially written for him because they do not interpret his own personal feelings. When they are, like "Tipperary" and "Keep the Home Fires Burning" about something he has left behind, then he will give them for all he is worth.

It was because he considered that London's numerous battalions (and there are many more than the average person knows of) were entitled to a marching song of their own, Herbert C. Ridout, the Columbia Co.'s advertising manager, wrote "We're the Boys of Good Old London." Wisely he bore in mind the facts set forth above, and stuck to London and London alone, pure and simple for his sentiments. It was passed on to an officer in the Second London Regiment, who thought so highly of it that he submitted it to Sir Charles Wakefield, the Lord Mayor of London, who assented to its being dedicated to him.

Herman Darewski, the composer of "Joy land," "Push and Go," "Shiel Out," and "Business as Usual" set it to a swinging march air and the song was immediately accepted for publication by Messrs. Ascherberg's.

In record form it makes its first appearance on Regal No. G. this month, and judging from the popularity of the song itself, the records should prove really wonderful sellers.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.
63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE
COLISEUM RECORDS
(10" and 12" double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "Hits" by top artists who have established for themselves a big reputation.

Only real-selling tills listed.

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

FROM OUR LONDON HEADQUARTERS—(Continued from page 74)
IMPORTANT COLUMBIA PROMOTIONS.

H. A. Yerkes Becomes District Manager for Central West, and Arthur C. Erisman Is Appointed to Similar Post in New England

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, recently announced a number of important promotions and changes in the Columbia service.

H. A. Yerkes, formerly district manager for New England, has been appointed district manager in the Central West, assuming the position formerly occupied by Mr. Fuhri. Mr. Yerkes' headquarters will be at Chicago, and his new territory allows him unlimited opportunities to exercise his recognized sales and executive ability.

Arthur C. Erisman, formerly manager of the Boston headquarters of the Columbia Co., has been appointed district manager for New England, with jurisdiction over the Columbia wholesale divisions at Boston, Mass.; Portland, Me.; Hartford, Conn.; New Haven, Conn.; Springfield, Mass., and Providence, R. I.

Walter L. Eckhardt, district manager, with headquarters at Philadelphia, has been given the additional territory controlled by the Atlantic and Washington wholesale divisions.

In announcing these appointments, Mr. Fuhri expressed his gratification at being able to recognize the valuable services which these men have rendered the company, and the high esteem in which they are held by their associates and co-workers in all divisions of the company's affairs. Both Mr. Yerkes and Mr. Erisman are among the most popular members of the Columbia Co.'s sales division, and have achieved signal success in the various important posts which they have occupied.

There are some very old records on file at the Columbia offices which show that H. A. Yerkes have been most remarkable, and his thorough familiarity with every phase of Columbia methods and policies will enable him to extend invaluable co-operation to the branch managers under his direction. He has been associated with the Columbia Co. for a number of years, advancing step by step to the very important post of district manager.

A PROGRESSIVE SYRACUSIAN

Is Frank E. Bolway, the Edison Phonograph Man of New York's Salt City

One of the progressive young men in the phonograph industry is Frank E. Bolway, head of Frank E. Bolway & Son, Syracuse, N. Y. In a chat with Mr. Bolway he states that he has several plans under way which will greatly enhance the distribution of Edison Diamond Disc phonographs in his territory, for which this concern is the wholesale representative. Mr. Bolway is a believer in quality business and in the prestige of the Edison, and an interesting announcement in this connection will appear in these columns later.

INTRODUCE A NEW FEATURE

The Otto Heineman Phonograph Supply Co., Inc., New York, which recently took over the business of the American Parlograph Corp., who marketed the Parlograph dictating machine, is announcing a new feature in this field, consisting of a record-shaving machine fitted with a safety device. This new device permits of the shaving of records with maximum convenience and minimum waste.

Why Don't You Sell Dayton Bicycles, Too?

Manufacturers, jobbers and dealers are co-operating in a big popularizing movement for "A Million Bicycles in 1916." Why don't you sell your share? There is a nice profit in Dayton Bicycles, as many dealers in musical instruments and supplies have found out to their advantage.

Write for 1916 catalog of Dayton Bicycles—for 23 years America's finest wheel. Be sure to address Bicycle Advertising and Sales Division—

THE DAVIS SEWING MACHINE COMPANY

Manufacturers of Dayton Motorcycles—Bicycles—Motor Bicycles

DAYTON, OHIO
GREAT ACTIVITY IN KANSAS CITY

Business, as a Rule, Only Limited by Available Supplies of Machines and Records—Public Institutions Much Interested in Talkers—Special Drives for School Business—New Stores Entering the Field—A. A. Trostler a Busy Bachelor—General News of Month

KANSAS CITY, Mo., April 5.—That the talking machine business in Kansas City and vicinity is in active shape is indicated from the volume of orders that are pouring in on the various jobbers and distributors at a rate that compares most favorably with the holiday rush. The talking machine men are advertising liberally and using original methods for creating demand for both machines and records.

C. A. Fannen, who handles the Victrola in Marysville, Kans., is making preparations to move into better quarters, where he will not only have more room, but will be equipped very nicely for display space. The smaller towns are taking to the community benefit to be derived from the purchase of a talking machine by a public institution. The Beaver Creek School, a small place near Paola, Kans., recently purchased a Victrola and will use it in connection with educational purposes.

The Jones Store Co. reports March as the largest month in its history, with the possible exception of the holiday rush, during December. Two machines went to Oklahoma last month and H. B. Bibb, manager, sent one machine to North Dakota and one to Montana.

H. B. Levy, representing the Aeolian Co., of Chicago, passed through Kansas City recently on a business trip to the South. When asked regarding the success of the Vocation, Mr. Levy said: "The Vocation has taken hold in great shape throughout the different parts of the country where the instrument is being sold. Our company is looking forward to a tremendous business in the months to come.

The marked success of the special accommodations offered school music departments, by the talking machine department of the Geo. B. Peck Dry Goods Co., has led the company to make a general offer to school principals, to bring students to the demonstration room for the concerts this spring. Letters extending this invitation have been sent to every school principal in Kansas City. The attitude of the company, thus encouraging the means of inculcating deeper appreciation of music, has met with cordial response from the school teachers and musicians generally.

The Household Fair is making its first showing of the $200 Pathophone. It has been exhibiting a very class machine, of the latest type, inlaid with mahogany, and is very much pleased with the attention it has attracted.

Butler & Sons, 610 Minnesota avenue, Kansas City, Kans., report a very large sale of talking machines during the past month.

Crosby Bros, Topeka, Kans., have just completed the improvement of very modern quarters for their Edison department. Six rooms devoted to concerts, demonstrations and record storage, all very beautiful and clever in construction, tend to make the attention it has attracted.

Miss Jean Kendrick, who for some time has been in charge of the talking machine department of the Schmelzer Arms Co., is no longer connected with that firm.

G. E. Nowlin, proprietor of the Novelin Music Co., has added very materially to his mailing list of possible advertisers, and who mentioned the kind of machine owned, if any. The advertisement referred to the supplement as a very interesting document for every lover of good music, containing pictures of artists and stories of them and their music. The Peck Co. mailed the supplements to the applicants. The most surprising fact about the names received was that there were very few duplicates of the names already on the company's mailing list.

Many talking machine dealers were in Kansas City during the convention of jewelers of Missouri and Kansas, and called on the jobbing houses. Some of the strongest dealers in the district are jewelers.

The Tungs-Tone needles of the Victor Co. have apparently hit the public just right. The Schmelzer Arms Co., Victor jobbers, is filling orders by precedence of receipt, and sending only one package to a customer.

Miss Jean Kendrick, who for some time has been in charge of the talking machine department of the Schmelzer Arms Co., is no longer connected with that firm.

G. E. Nowlin, proprietor of the Novelin Music Co., although handling both pianos and talking machines, the Columbia line, is strongly in favor of the latter line as a business builder and declares that the more elaborate the talking machines are made and the greater the range of records available just so much stronger will those machines be in competition with pianos.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., is about the only bachelor in the talking machine fraternity of Kansas City. This would seem to devolve heavy duties upon him, which it is generally admitted he performs most admirably. To his "queen's taste" would indeed be a proper way to phrase it. He is one of the most active members of the Kansas City Club, the social organization of the bankers and such business men, one of the oldest clubs in the city. Mr. Trostler has become a devotee of the greets at the Hillcrest Club, an exclusive organization, with what are said to be the finest links in the West.

L. V. Smith has been appointed assistant to J. F. Ditzell, manager of the talking machine department of the Geo. B. Peck Dry Goods Co. Mr. Smith has been with the department a year, and is thoroughly familiar with its policies.

W. J. Eden, representative in the Southwest for the Holland Piano Co., Minneapolis, Minn., while selling pianos, is nevertheless a strong booster for the talking machine and declares that he really stimulates the piano trade, for many people enjoy a combination of talking machine and piano music.

SEND VICTROLA TO BELGIAN QUEEN

Levison, Mont., April 10.—Father Victor J. van den Broeck recently purchased an expensive Victor Victrola, together with a large assortment of records, and shipped them to Queen Elizabeth of Belgium at La Panne, Belgium, as his personal gift. The Victrola will yield much comfort and diversion to the wounded soldiers in the large hospital at La Panne, which the Queen personally directs.

Melophone
TALKING MACHINE
COMPANY
40 COOPER SQUARE, NEW YORK

Manufacturers of the Melophone and Liberty Phonographs
And of Motors and Parts for the Trade

UKEULELES
The biggest sellers in the small musical instrument field. Why? Because they are genuine, genuine machines—American imitations. American imitation when you can get at similar prices, the products of the handiwork of Jonah Kumulae, Honolulu.

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments. For free trial sample, write for wholesale price list.

USE
Lansing Khaki
Moving Covers
and Protect Your
Talking Machines
No. 3 Carrying Strap
Shown in Cut, $1.00

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

WRITE FOR BOOKLET
E. H. LANSING
611 Washington Street
Boston, Mass.

Khaki of the finest quality, double thickness, highly durable, weatherproof, perfectly matched in tone and size. They have no superior in this respect.

Arrow brand talking machine covers and motordrive covers are the most popular in the business. These covers are made of Government Khaki, interlined with cotton, and are the most durable and serviceable of any made.

USE
“Arrow”
SOUND BOXES
TONE-ARMS
MOTORS

ARROW CO. 207 Market St.
NEWARK, N. J.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 5, 1916.—SOUND BOX.


This invention relates to improvements in sound boxes utilized in recording and reproducing sounds or sound vibrations, such sound boxes being employed in standard practice in telephony and phonography. In such sound boxes as heretofore customary constructed a single diaphragm or vibratory member has been employed to receive sound vibrations prior to the recordation thereof, and to reproduce sound vibrations under the action of a suitable mechanism. Such single diaphragm operates vibratoryly, given to the diaphragm in a primary of vibration at right angles to its surface. We have determined by experimentation that the true sound wave form comprises motions propagating in all directions, rectangularly related, in fact in the three dimensions of space. In other words, such sound waves are propagated by vibrations in a path at any angle to the surface of the vibrating member, and also in other paths at angles each to the above and parallel with and at angles to the surface of the vibratory member or diaphragm.

This propagation of vibration in paths other than a directly radial or rectilinear one, has been established with respect to other forces or manifestations of energy, such as magnetism and light, in which propagation transversely to rectilinear path has been found to occur. With respect to the propagation of sound waves, the contentions as above stated are supported not only by the results which have been obtained in consonance with such theory, but by many authorities, such as Daniel on Physics, page 433.

Having determined that sound waves comprise the three directions of motion above pointed out, it was determined to reorganize sound boxes so that the structures thereof might agree in performance with the theory stated. To that end, a sound box has been produced comprising three, or a multiplicity of three, diaphragms, membranes or vibratory members, all set in equal angular relation to each other, and preferably or approximately in radial or parallel relation with each to the others, such diaphragms being connected to form a compound and complex motion comprised in the sound wave activity, and correctly and accurately utilized for a clearer or more full reproduction of sound combined with better quality thereof. Such plurality or battery of vibratory members constitutes a working unit, all of the vibratory members being possibly or rigidly connected together for rigid connection to a common stylus, carbon button or other electro- or magnetic element, or the like, for joint action and service in recordation and reproduction of sound. In its broad aspects, the invention is not concerned in the characteristic and relative arrangement and construction of the means of receiving from or transmitting to the vibratory members the motion incident to recording or reproducing sound. We have devised certain objects particularly adapted for the practice of this invention, but the same do not enter into the broad invention under present treatment.

The several vibratory members are rigidly held in a suitable sound box frame, in the manner relations set forth. And because of the utilization of all the three angularly regulated motions of a true wave form, we are enabled, as above stated, to truly record and truly reproduce sounds without the many defects, distortions and blurs incident to the use of sound boxes as customarily produced. It will be manifest that many kinds and qualities of vibratory members may be employed, and many kinds and qualities of connections between the same, both mechanical and electrical, may be employed, within the broad scope of the invention, which contemplates the provision of a plurality of jointly operating or inter-related vibratory members attuned or responsive respectively to the component motions or phases of motion of sound waves.

In another application filed later by Alexander S. Keszthelyi, certain modifications, elaborations and pertinent features are disclosed and claimed, such application being for sound boxes, filed February 24, 1914, Serial No. 820,989.

In the drawing, in which we have illustrated without attention to immaterial detail, and also diagrammatically, the embodiment of the invention in certain primitive although operative forms, Fig. 1 is a perspective view of certain sound box features embodying the invention; Fig. 2 is an angularly different view of Fig. 1, and Fig. 3 is a diagrammatic view, illustrating the inter-relation of features or elements shown in Figs. 1 and 5.


This invention relates to improvements in talking machines, and more particularly to such as employ a plurality of records which may be played successively, one object of the invention to provide means which will operate automatically to cause the playing of a plurality of records successively without the necessity of shifting the records from their supporting tables.

A further object is to provide a multi-record talking machine with means which will operate automatically to shift the reproducer from one record to the other, whereby the several records may be played successively.

A further object is to so construct a multi-record talking machine that it will operate automatically to cause the rotation of one record at a time and to shift the reproducer progressively from one record to another.

A further object is to so construct the machine that the rotation of one record will be stopped and the rotation of the next record will be started when the reproducer is automatically shifted from one of said records to the other.

A further object is to so construct a talking machine of the disc type so as to overcome the effect of centrifugal force tending to cause the needle of the reproducer to engage only the outer wall of the record groove, and thus insure the proper and accurate maintenance of the needle in said record groove.

In the accompanying drawings Fig. 1 is a plan view of a talking machine embodying the improvements; Fig. 2 is a longitudinal sectional view on the line 3—3 of Fig. 3; Fig. 3 is a transverse vertical section; Fig. 4 is a view partly in section and partly in elevation, showing the relative arrangement and disposition of the record discs and their supporting means, this being diagrammatical in character and showing several discs and their supporting and driving means in a straight line instead of in their normal circular arrangement; Fig. 5 is an enlarged section view, partly in elevation, showing the horn tubes and co-operating parts at the central portion of the machine, and Figs. 6, 7 and 8 are detail views.


This invention relates to new and useful improvements in sound record cleaners, and has for its object to provide an exceedingly simple and effective device of this character which will readily hold a cleaning cloth or other suitable cleaning element upon the playing face of the sound record so that the same will be wiped clean just previous to that part which is clean passing beneath the needle, the device being carried by the movable portion of the reproducing machine, whereby the cleaning cloth is carried over the sound record.

Fig. 1 is a plan view of a talking machine, showing the improved sound record cleaner attached thereto. Fig. 2 is an enlarged side elevation of the sound record cleaner. Fig. 3 is a plan view thereof, and Fig. 4 is a front elevation thereof, a portion of the top plate being broken away.


This invention relates to improvements in sound boxes for talking machines, and the objects of this invention are to provide an improved sound box casing, to provide an improved mounting for a diaphragm, to provide an improved stylus bar and mounting therefore, to provide improved means for conducting sound waves from a sound box, to provide adjustable means co-operating with the diaphragm to partially trap and compress a portion of the air in the sound box to improve the reproduction of sound therefrom, to provide a sound box in which the diaphragm will be normally held flexed by an initial pressure when not in operation to counterbalance the pressure which is ordinarily exerted on the diaphragm by the lateral pressure on the stylus due to the propelling action of the record upon one side of the stylus, in carrying the sound box across the face of the record; to make it possible to assemble commercially large numbers of sound boxes with diaphragms held between gaskets with substantially the same pressure.

In the accompanying drawings Fig. 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a longitudinal vertical section of the same; Fig. 3 a bottom plan view of the same with a part shown in dotted lines for clearness; Fig. 4 a vertical sectional view of the same, both mechanical and electrical, being diagrammatical in character and showing the improved sound record cleaner attached thereto; Fig. 5 a diagrammatical view, illustrating the inter-relation of features or elements shown in Figs. 1 and 5; Fig. 6 is a cross section view, partly in elevation, of a detail of the same; Fig. 7 is a fragmentary side elevation, partly in section, of a portion of the same; Fig. 8 a horizontal section on line 6—6 of Fig. 2, and Fig. 9 an enlarged longitudinal section of a portion of the same.

The present invention relates, generally, to improvements in phonograph apparatus; and the invention has reference more particularly to an adapter stylus which will operate to transmit the vertical vibrations produced by the vertical indentations of a sound-record disk to the horizontal vibrations of a diaphragm of a reproducing sound-box set in a vertical plane.

It is the principal object of the present invention to provide an interrangible or detachable adapter stylus adapted to be connected with the ordinary needle-pocket of the vibrator-arm of a vertical sound-box, in place of the usual type of needle adapted to play horizontal sound-record impressions, so that, without other change, the vertical vibrations recorded by the vertical "hill and dale" sound-record impressions may be transmitted through such adapter stylus to the pivoted vibrator arm and vertical diaphragm of the vertical sound-box, so that the latter is adapted to reproduce the sounds recorded upon such type of sound-record disk.

Other objects of the present invention, not at this time more particularly enumerated, will be clearly understood from the following detailed description of the present invention.

The invention is clearly illustrated in the accompanying drawings, in which—

Figure 1 is a face view of a vertical sound-box, the vibrator-arm of which is equipped with the novel construction of adapter stylus made according to and embodying the principles of the present invention, in this view the said adapter stylus being shown in contact with the vertical sound-record impressions of a "hill and dale" sound-record disk, the latter being shown in section. Fig. 2 is an edge side view of said vertical sound-box so equipped. Fig. 3 is a longitudinal vertical section of an adapter stylus made according to and embodying the principles of the present invention, the same being drawn on an enlarged scale. Fig. 4 is a longitudinal section of a modified construction of said novel adapter stylus. Fig. 5 is a similar view of another modified construction of said novel adapter stylus.


This invention relates to phonographs, and among other objects provides a sound reproducing mechanism on a larger scale than that shown in Fig. 2.

This invention relates to phonographs of a side elevation of an illustrative embodiment of the invention but of slightly different form. Fig. 5 is a view on the line 5-5 of Fig. 4.


This invention is concerned with sound-reproducing machines, and more especially with those that are designed to reproduce complex sounds of a wide range, such as those of voices, orchestras and musical instruments generally.

This invention is concerned primarily with a novel amplifier made up of a plurality of properly shaped "orchestral sections" located in the proper relative arrangement so that the fundamental vibrations of all the orchestral instruments whose tones are reproduced may be amplified thereby and delivered thereto in the proper relative arrangements to reproduce harmoniously and fully all the tones of all the instruments or voices employed in making the record.

The invention is further concerned with a novel "violin resonator" to which the amplified air vibrations or sound waves from the "orchestral sections" are delivered, and which by its own vibrations further amplifies said sound waves, but also reflects and refracts some of them so as to emphasize and augment the necessary overtones to bring out the richness and peculiar tone color of the various instruments and voices originally employed in making the record. These amplified and resonated air vibrations escape from the resonator and are delivered to the hearers, and in this condition reproduce for them the tones of the original instruments and voices with a marvelous perfection that is vastly superior to that of any sound-reproducing machine constructed prior to the present invention.

Figure 1 is a side elevation of an amplifier having a plurality of graduated compartments or "orchestral sections"; Fig. 2 is a central longitudinal section through the same; Fig. 3 is an end view of the "chestral sections" projecting into the large end thereof; Fig. 4 is a central sectional view of the first orchestral section of the amplifier, with the connecting tube entering from the side, instead of at the end, as shown in Figs. 1 and 2; Fig. 5 is a perspective view of the violin-shaped horn or "violin resonator"; Fig. 6 is a plan view of the top or bottom of the same, showing the curved bottom thereof; Fig. 7 is a central longitudinal section of the same, showing the concave top and bottom thereof; Fig. 8 is an elevation of the large cabinet type having a movable cover which contains the usual horn or sound amplifier.

The principal object is to provide an improved device of this character having one or more covers which may be opened or closed without forming a break in or interrupting the continuity or varying the length of the sound conveying passage or passages through which the sound waves from the reproducer pass to the atmosphere, the generic invention and one species thereof being claimed in an application, Serial No. 763,762 filed on April 26, 1913, and entitled phonographs or talking machines.

Figure 1 is a partly vertical section and partly in elevation showing a talking machine embodying the principles of the present invention and one species thereof being claimed in an application, Serial No. 763,762 filed on April 26, 1913, and entitled phonographs or talking machines.

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

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST. CHICAGO
### NEW EDISON DISC RECORDS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Orchestra</th>
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<tr>
<td>I Love a Piano—Song! Look! Look! Listen!</td>
<td>Berlin Concert Orchestra</td>
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<tr>
<td>My Old Kentucky Home—C_ME_19457</td>
<td>Arthur Whelan and Chorus</td>
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<td>Ye Happy Bells—Easter Carol</td>
<td>The Carol Singers</td>
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<td>'Round (II. Von Tilzer)</td>
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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

GATELEY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The Perry B. Whitsit Co.
Distributors of Victrolas and Victor Records
COLUMBUS, OHIO

Leading Jobbers of Talking Machines in America

Record Bulletins for May (Continued from page 80)

Schmeler Arms Co. Sells Its Edison Line and Will Devote Its Entire Attention to the Victor, Acting as Retailer and Jobber

KANSAS CITY, Mo., April 3—the Schmeler Arms Co. has sold its Edison cylinder machine and record business to the Edison Shop of Kansas City, including the stock and good will—The Schmeler Co. will prosecute, even more actively than in the past, its business as jobber of Victor goods; it was one of the first of the big distributors of these goods, and has built a tremendous business. It started with the Victor some fifteen years ago. The Edison line was added about eleven years ago and the company did extremely well. In the present situation, however, with the Edison Shop available to handle the cylinder machines and records in connection with its disc business, the Schmeler Co. was inclined to relinquish the line and devote its entire attention to the Victrolas. The company has a large retail business also. The change will provide more room in the retail and the jobbing departments of the company for the Victor machines and records. A. A. Tostler, manager of the talking machine department, has had charge thereof since its establishment. The February Victor business of the company was the largest February volume the firm ever enjoyed.

RUSHING WORK ON VICTOR BUILDING
CAMDEN, N. J., April 10—Contractors are working every day, including Sundays, on the construction of the new building for the Victor Talking Machine Co. at Point and Pearl streets. Concrete columns are now being rushed to completion, and the structure has already reached the fourth floor.

The Cable—Shelby—Burton Piano Co., of Birmingham, Ala., has secured the Victor agency.
Announcing the Waiting List

Orders pouring in from all parts of the country are taxing our capacity for production to the uttermost.

So wonderful has been the public's appreciation of the merits of Sonora, that the sales have gone far beyond the amounts anticipated by the Sonora Corporation, and even with a manufacturing capacity very many times greater than that of last year, the supply is being forced to the utmost to keep pace with the tremendous demand.

We suggest, however, that if you are interested, and are in a position to do justice to the selling of an instrument with the wonderful reputation which Sonora has—we suggest that you write us, and we shall be pleased to go into the matter with you.

We might mention here that a Sonora agency is valuable. We must have the very ablest of representatives, and we carefully choose the best one from about every ten who apply.

If we can reach an understanding which is mutually satisfactory, we shall be pleased to put your name on the waiting list, and as soon as our increased production makes it possible, we shall make shipments.

The necessity for issuing an announcement such as this speaks eloquently of the popularity and excellence of the Sonora.

Nine unrivalled models

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

Sonora Phonograph Corporation

George E. Brightson, President

Main Offices and Salesrooms, 57 Reade Street, New York

Representatives throughout the country
### PROBATIONARY ZONES FOR DEALERS

The dealer policy of Thomas A. Edison, Inc., in connection with the New DIAMOND DISC PHONOGRAPH, is to allow dealers ample territory in which to do a profitable business. To be an EDISON dealer is to enjoy a franchise of real value. If your city is one not yet "closed" by us, it might be worth your while to write us or the jobber in the list below nearest you.

**Thomas A. Edison, Inc.**
279 Lakeside Avenue
ORANGE, NEW JERSEY

#### JOBBERS OF EDISON PHONOGRAPHS AND RECORDS:

<table>
<thead>
<tr>
<th>State</th>
<th>Location</th>
<th>Jobber Name</th>
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<tr>
<td><strong>CALIFORNIA</strong></td>
<td>Los Angeles — Southern California</td>
<td>Music Co.</td>
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<td>San Francisco — Pacific Phonograph Co.</td>
<td><strong>COLORADO</strong></td>
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<td>Denver — Denver Dry Goods Co.</td>
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<td><strong>CHIPPENDALE OFFICIAL LABORATORY MODEL</strong></td>
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**CHIPPENDALE OFFICIAL LABORATORY MODEL**