

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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



The best-known trade mark in the world

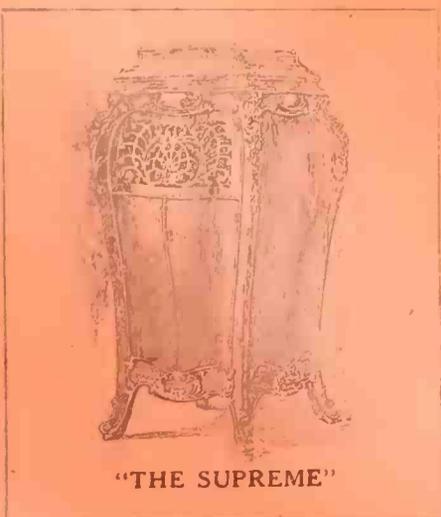
“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

What do you know about a phonograph?

- 1—Will it play all types of disc records without makeshift additions? *Sonora will.*
- 2—Is its motor efficient? *Sonora's motor made in Switzerland runs, per winding, about twice as long as any other.*
- 3—Does the sound box contain materials that will deteriorate with age? *Sonora's doesn't.*
- 4—Does the sound amplifier form a clear unblurred tone? *Sonora's does, due to its unique patented construction.*
- 5—Is the tone control at the sound source—the correct place, and does it merely reduce the volume of sound and not the quality? *Sonora's is and does.*
- 6—Is the envelope filing system such as to make the locating of records a matter of an instant? *Sonora's is.*
- 7—Has the machine an effective, reliable automatic stop? *Sonora has.*
- 8—Is the cabinet work beautiful, finished perfectly on all sides with graceful bulge curved lines? The answer is "yes" for Sonora.
- 9—Is there a motor meter to tell how many more records the motor will play without rewinding? *There is on Sonora.*
- 10—What is the opinion of authorities regarding the instrument? At the Panama Pacific Exposition, Sonora won the highest score for tone quality.

Sonora is demonstratedly the Highest Class Talking Machine in the World. The public wants it. It is the best selling proposition you can find anywhere. If you're interested in selling Sonoras write us today regarding an agency in your vicinity.

Each machine guaranteed one year



"THE SUPREME"

TEN WONDERFUL MODELS

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, Pres.

Main Offices and Salesrooms
57 Reade Street, NEW YORK

Mid-Western Office
320 So. Wabash Ave., Chicago, Ill.

Western Office
344 Geary St., San Francisco, Cal.

The Talking Machine World

Vol. 12. No. 10

New York, October 15, 1916

Price Twenty Cents

SALESMANSHIP IS A SELLING OF ONE'S VIEWPOINT

Substantial Reasons Why Salesmen Should Be Encouraged to Know Their Line and Be Well Acquainted With the Various Processes of Manufacturing

Salesmanship in its broader sense is essentially the selling of one's viewpoint—the ability to start with the other man's point of view and lead his mind to the desired end. When an individual endeavors to influence another to adopt a certain mental attitude or to take the desired action, he is practicing salesmanship. In this broad sense, every one can profit by a knowledge of the principles of salesmanship and successful selling methods, and it is largely through such knowledge as this that so many of our most able business executives have risen from the selling ranks.

The advertising manager must sell his board of directors on the advocacy of an advertising campaign. The corporation treasurer must sell the bank on his proposition when he goes to borrow funds. The great lawyer, pleading before a jury, is simply trying to sell that jury his point of view. Every man, then, has a vital interest in that knowledge of the human mind and that practice of persuasion in which lies the essence of salesmanship.

The employer is often to blame for one defect in his salesmen. Employers need to take the salesmen more into their confidence, and see that they know the constructive features of their goods as thoroughly, if possible, as the employers themselves. Salesmen should have the

opportunity of acquainting themselves freely with the processes of manufacture. They should not be strangers to the factory. Their interest should be stimulated, and their knowledge increased. They cannot approach the ideal until they know far more, practically, of the goods they are selling, and this they cannot learn unless their employers give them a chance.

A thorough knowledge of the line he is handling will do more than any one other thing to give the talking machine salesman the correct selling viewpoint. If his knowledge is merely superficial, and is confined to a few glittering generalities concerning handsome cases and excellence of tone, it is small wonder that the difficult prospect, the prospect who really must be "sold," slips away without leaving his name on the order blank.

When the salesman thoroughly understands the talking machine which he is endeavoring to sell, and knows its qualities sufficiently well to enable him not only to demonstrate its good points but to prove why they are good, he is well fortified against failure.

The talking machine salesman who knows his line, and who is enthusiastic concerning it, will be enabled to impart that same enthusiasm to his prospect, which in turn can be made a powerful lever for a speedy and satisfactory sale.

TALKING MACHINES IN SWITZERLAND

German and French Concerns Control Greater Part of Trade in That Country—Some American Machines and Records Sold There

WASHINGTON, D. C., October 3.—According to U. S. Consul Walter H. Schulz, of Berne, there are some very strong Swiss concerns producing phonographs, but German products have a very large sale. Phonograph parts are manufactured extensively in and near Geneva. The greatest concern is the Deutsche Gramophon Gesellschaft, at Berlin, represented in this district by Kaiser & Co., Marktgassee, Berne. No discs are manufactured in Switzerland. All come from France and Germany.

Current machine prices are: German (American) makes from \$32 to \$350; German, \$8 to \$120; Swiss, \$7 to \$100; French, \$10 to \$110. German, French and Belgian discs are on the market at 40 cents to \$1.50. Since the war started prices have increased 15 per cent.

The German Gramophon Co., of Berlin, and Pathé, of Paris, have the largest share of the trade. The German imports, including German-made American machines, amounted, in 1914, to \$47,828, and French imports to \$15,488, while the direct American imports were valued at \$1,752.

Phonographs without horns have the widest sale, but the demand has been reduced by the war. Orders are regularly executed by Germany, however. Twenty to 35 per cent. is granted to dealers on phonographs and discs. France is a keen competitor in the disc trade. The duty on phonographs, according to the Swiss customs tariff No. 955, is \$3.86 per two hundred and twenty pounds.

CHALMERS CO. REARRANGE STORE

The Chalmers Co., 879 Broad street, Newark, N. J., exclusive Victor dealers, have recently completed the rearrangement of the entire store. In the rear four new demonstration booths have been added, and the whole interior has been redecorated. H. B. Merritt, manager of the warehouses, has added Wm. Dane and H. H. Jones to his sales staff. Mr. Dane was formerly connected with the L. Grunewald Co., New Orleans.

TO HANDLE COLUMBIA IN DENVER

American Furniture Co. Leases Additional Quarters for New Department

DENVER, COLO., October 4.—The American Furniture Co., 1542 Lawrence street, this city, has leased the second floor of the Colonial Trust Co. Building, at Sixteenth and Lawrence street, as an addition to its present quarters and will use the space for a department devoted to the display and sale of the Columbia Grafonola, for which the company has secured the agency.

EDITORIAL MAKES GOOD AD COPY

Adopted by Talking Machine Dealers in Many Sections—Albert Leon's Clever Advertising

When Arthur Brisbane, editor of the New York Evening Journal, wrote his recent editorial around the fact that "The Machine That Talks and Sings Is the Voice of the Home," he apparently did a great thing for the talking machine trade, and the live dealers were quick to take advantage of it. The editorial has been reproduced in full in a number of different forms, one of the most effective treatments being that of Albert Leon, Victrola and furniture dealer of Perth Amboy, N. J., who reproduced the editorial in full size in connection with his Victor advertisement running down the adjoining three columns. It was a piece of publicity which could not be overlooked.

NEW QUARTERS IN SALEM, O.

The W. G. Fawcett Co., Salem, O., is now located in new quarters on Main street, that city. The company handles a large line of talking machines and records.

KNOWN BY HIS ACTS

When you find a salesman who keeps his stock in nice shape, goods well displayed, everything in its proper place, and showcases nicely arranged, you make up your mind that that man is useful and will succeed.

The Donald Co., Newark, N. J., has arranged to install an exclusive Columbia Grafonola department.

JOINS U. S. CHAMBER OF COMMERCE

National Association of Talking Machine Jobbers Becomes Affiliated With That Prominent Organization—J. N. Blackman Appointed National Councillor—An Important Move

From now on the National Association of Talking Machine Jobbers will have a voice in the Chamber of Commerce of the United States, the most representative business organization in the country. According to a notification received by Secretary Wiswell from Elliot H. Goodwin, of Washington, D. C., general secretary of the National Chamber, the National Association of Talking Machine Jobbers has been formally elected to membership to the central body, which already numbers over seven hundred commercial organizations and represents upwards of 300,000 business men. Not only every State in the Union and our outlying possessions are represented, but the principal American Chambers of Commerce abroad.

Closely following its election to the National Chamber, the president of the National Association of Talking Machine Jobbers appointed J. Newcomb Blackman, of New York, national councillor. Mr. Blackman will serve as the connecting link between his organization and the National Chamber. This is an office of consequence inasmuch as the councillors, individually and as a body, act as advisors on the policies of the chamber and have other important functions to perform.

Hereafter when policies affecting our commerce are under discussion by the Federal authorities, the National Association of Talking Machine Jobbers will have a chance to express itself inasmuch as one of the main purposes of the Chamber of Commerce of the United States is to focus business sentiment. From time to time referenda are sent out by the National Chamber, for the purpose of ascertaining for the benefit of Congress and the President, business opinion prevailing throughout the country on questions of immediate and widespread importance.

In fact, the National Association of Talking Machine Jobbers expects to secure much assistance from the National Chamber in many ways. It will receive a weekly general bulletin, which probably contains the freshest and most reliable news of its kind to be secured from any source. The information is along the line of commercial opportunities and of development in different Federal bureaus and departments.

In addition to this there will be a legislative bulletin which follows the progress of all legislation introduced in Congress affecting business and commerce.

All members receive regularly the official publication of the National Chamber, The Nation's Business, which from month to month contains a fund of information on business and economic subjects.

In addition to the privilege of membership included in the direct service as outlined above, members also have the right of utilizing the information bureau of the chamber maintained at the national headquarters to obtain information on matters which may happen to be of direct interest to them.

This amounts virtually to the National Association of Talking Machine jobbers having a special Washington representative.

The Chamber of Commerce of the United States aims to make more available and more useful to all business men the work of the various Federal bureaus at Washington. The activities of the consular service, the bureau of foreign and domestic commerce, the bureau of standards, the census bureau, the bureau of chemistry and many others are thus made to aid materially the projects of business interests of the country.

REGULATING THE RECORD APPROVAL EVIL

Some Interesting Hints and Suggestions on that Important Matter Offered at the Recent Edison Dealers' Convention Which Was Held in Toronto

TORONTO, ONT., October 4.—At the recent convention of Canadian Edison dealers held in this city last month a subject which was most cleverly handled was that of the record approval problems and their solution.

"The greatest evil in this business is the approval plan on records," was the conviction of J. D. Ford, manager of the R. S. Williams & Sons Co., Ltd, phonograph department. "You must positively have a regulation by which to work your approval system. Don't allow your clerks or yourself to say to a customer, 'You can take some records for a few days, return them when you feel like it.' Never give a customer the idea that you are going to give him that service.

"Acquaint him with the fact, as we do in our retail department, that we have an approval system, and if his credit is good, allow him to take some records on approval for forty-eight hours. We have to know and have a pretty good reason before we will take those records back after the forty-eight hours are up, and another thing—there are only two rules—one is that the records be returned within forty-eight hours, and another is that the records must not all be brought back. We stipulate that the customer must keep not less than one-third of the records taken on approval. With these two stipulations

you can always be positive that your approval system and your stock will always be right.

"In sending records out on approval, it is wise to keep a list of the number of the records, not merely the class or price of them, and check them off when returned. If you don't check them off you will find yourself wondering where the old records in your stock came from.

"Make a blacklist of the persons who will not live up to your rules, and if there are any other dealers in your town to whom you think they might go telephone them. We have had people go the rounds of seven or eight dealers and finally come back to us.

"One of the solutions of the approval evil is to have a salesman call at the customer's house with a bundle of new records. Have him play them over and sell the records right in the home. We are doing this in Toronto.

"With approbation done away with, as we are trying to do in Toronto, you can become more efficient salesmen in the way of selling records, you will become better acquainted with your catalog, with the artists and with the tastes of the customers. Instead of a customer taking home one-third of the records and returning two-thirds he will come to your store and hear the records played and you will double your sales."

TO HANDLE VICTROLAS EXCLUSIVELY

A. E. Schweiger, Inc., to Devote Entire Four-Story Building to That Line

A. E. Schweiger, Inc., talking machine dealers of 1525 Broadway, Brooklyn, N. Y., announce that beginning October 1 they will handle Victrolas exclusively in their entire building comprising four floors and fourteen demonstration booths. The booths are of strictly up-to-date construction, and handsomely decorated and furnished. The house carries a complete assortment of Victrolas in large quantities, together with 15,000 Victor records.

ENLARGE HAHNE & CO. DEPARTMENT

Plans have been completed for enlarging the Victor department of Hahne & Co., Newark, N. J. When completed a total of thirty demonstration rooms will be at the service of prospective purchasers. The large auditorium is also being prepared to be used for public demonstrations, Joseph A. O'Donnell, manager of the department, planning for the biggest season in years.

"MUSICAL ANESTHESIA" THE LATEST

Talking Machine Music Occupies Minds of Indianapolis School Children While Physicians Inoculate Them Against Typhoid

INDIANAPOLIS, IND., October 5.—The talking machine in the schools has a new meaning for the pupils in the public schools of this city, for they have had a new experience with "Musical Anesthesia." Before the school term opened physicians began the work of inoculating the pupils against typhoid fever, and at one school two hundred and sixty pupils were lined up in the auditorium for treatment. A talking machine was brought into use, and while the room resounded with stirring music the physicians worked rapidly. The children were so interested in the music that not one shrank from the treatment.

John Owens, head of the well-known retail Victor firm of Owens & Beers, 81 Chambers street, New York, is receiving the congratulations of his many friends in the trade upon the arrival at his home recently of an eight and a half-pound baby girl, the first Owens heir.

"THE MOST VALUABLE MEDIUM"

THE MANOPHONE
JAMES MANOIL COMPANY
INCORPORATED
EXECUTIVE OFFICE: 60 BROADWAY

NEW YORK, September 21, 1916.

Editor, The Talking Machine World.

Dear Sir: We are appreciative of the splendid results accruing to us from our various advertisements in The Talking Machine World, which is beyond question of doubt the most valuable medium among the journals devoted to the phonographic trade.

We cannot endorse your paper or its policy too strongly. The conduct and management of it are typical of the finest in trade journalism, and it has our hearty endorsement. Very truly yours,

JAMES MANOIL Co., Inc.,
(Signed) P. J. LYNCH, General Sales Manager.

ANOTHER "WORLD" ENTHUSIAST

Frank L. Diefenderfer, of the Metropolitan Phonograph Co., Reading, Pa., writing to The Talking Machine World under date of September 20, says in part, "I find this paper so important that I absorb every bit of information immediately upon receipt and insist upon all my people doing likewise. I really can't express in value what your publication is worth to me. Under these circumstances the only thing I can do is to renew our subscription when the present one runs out."

OPENS BRANCH IN BROOKLYN

Leon Brick, of 1808 Pitkin avenue, Brooklyn, one of the oldest Columbia dealers of that city, has opened a branch store at 1542 Pitkin avenue, where the Edison Diamond Disc and the Pathé phonographs are featured. The store is elaborately decorated and is equipped with two sound-proof demonstrating rooms. The business is conducted under the name of The East New York Edison Phonograph Shop. M. B. Brick, who has been with his father for the past twelve years, is manager, and Wm. S. Hutz, assistant manager.

THE CHANCE TO MAKE CASH SALES

R. H. Morris, general manager of the American Talking Machine Co., Brooklyn, N. Y., says the outlook for fall business was never better, both with the distributors and dealers. Mr. Morris says the shortage in machines this fall would be felt everywhere, but if the dealer will insist upon large cash payments he will be able to dispose of all his machines advantageously.



JOBBER — to — DEALER — to — PUBLIC

EASTERN VICTOR SERVICE

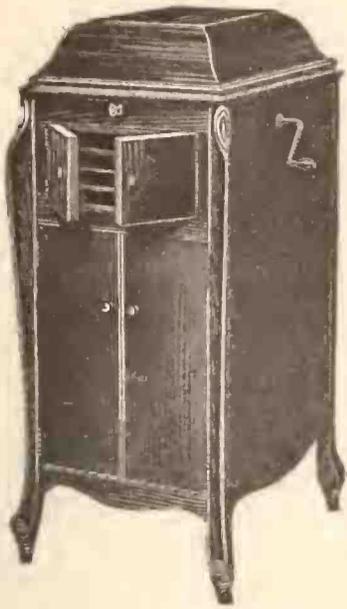
The wide-awake dealer knows the public won't come in to buy simply because he has got the goods at a PARTICULAR time. The wise dealer knows he MUST HAVE the goods WHENEVER customers come in.

The dealer making a MAXIMUM of sales has got to have a jobber behind him who delivers COMPLETE orders and ON TIME. You want attention of this sort the next few months. Why not make us prove you can get it from

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

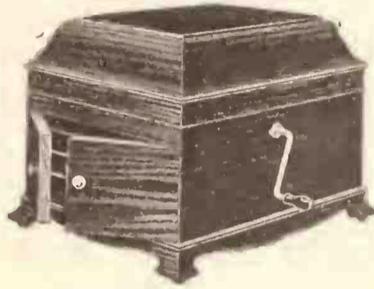
Largest Exclusive Victor Distributors in the East



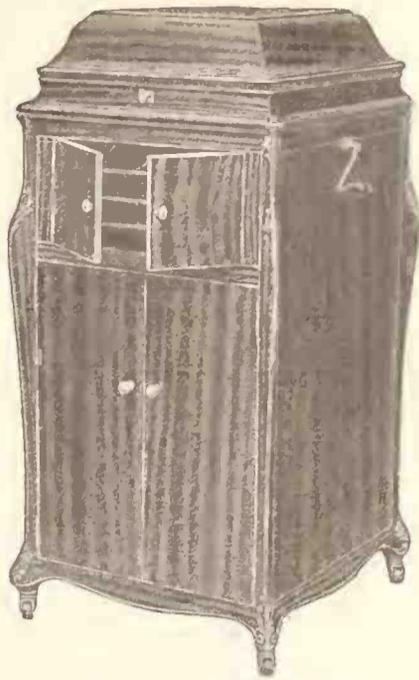
Victrola XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Oak



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

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

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor dealers everywhere.

You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



Victor Distributors

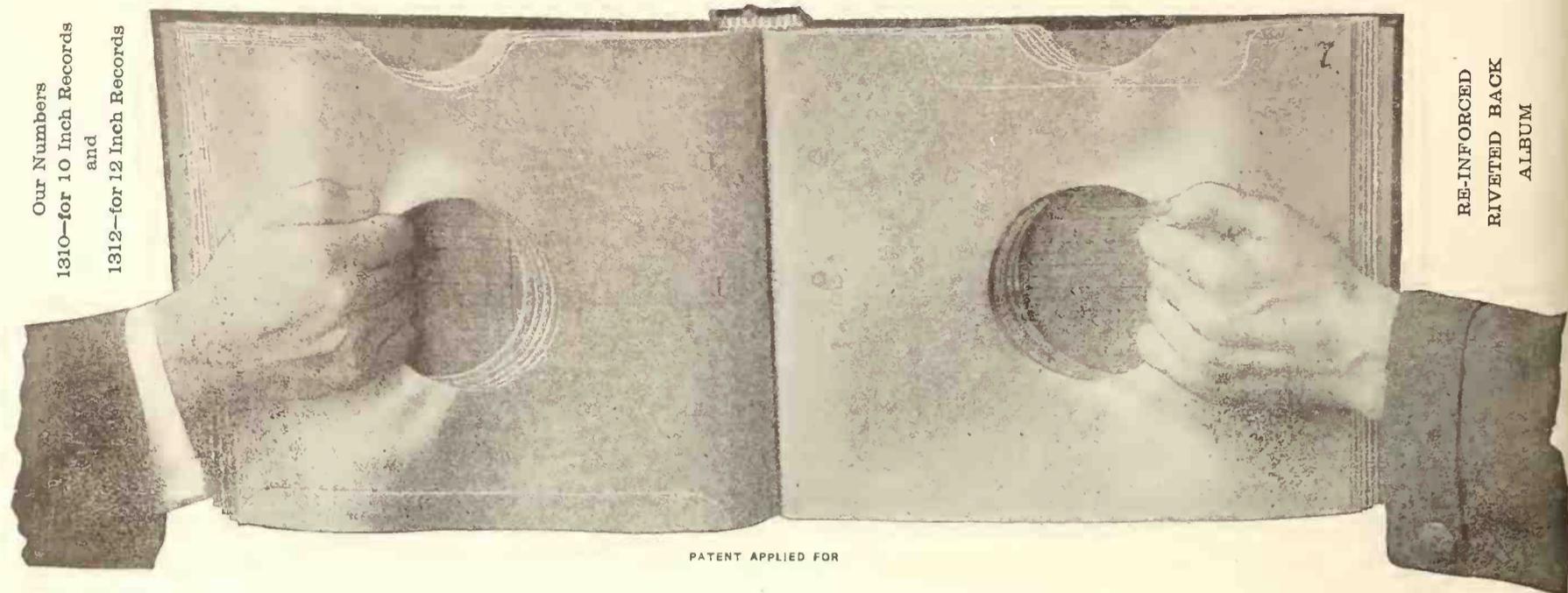
Albany, N. Y..... Gately-Haire Co., Inc.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Talking Machine Co., of
 Texas.
 Baltimore, Md..... Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me..... Andrews Music House Co.
 Birmingham, Ala...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

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

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

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

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

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

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

SHARTLE NEW VICTOR CREDIT MAN

Promoted to New and Important Post Upon Retirement of F. K. Dolbeer to Enter New Field—The Official Announcement

The members of the talking machine trade will learn with surprise, mingled with regret, of the retirement of Frank K. Dolbeer, as credit manager for the Victor Talking Machine Co., which post he has held for several years, and before which he was for many years sales manager for the phonograph division of Thomas A. Edison, Inc.

Mr. Dolbeer, who will become connected with a Western concern not identified with the talking machine business, will be succeeded as credit manager of the Victor Co., by Howard J. Shartle, of the record department, who needs no introduction to Victor distributors.

The formal announcement of Mr. Dolbeer's retirement was sent out last week by the Victor Talking Machine Co. to its distributors in a letter bearing the signature of Louis F. Geissler, general manager of the company, and in which he said:

"We announce with regret the retirement on the first proximo of F. K. Dolbeer, from the position of credit manager of this company for the purpose of assuming a responsible position with another manufacturing concern located in

the West, but which is not identified with the talking machine industry, and, in this connection, we know that our distributors will feel pleased that the opportunity for advancement is given to an old employe, although a young man, Howard J. Shartle, whom you have all met in connection with his duties in the record department.

"Mr. Shartle will not relinquish entirely his interest in your record department, and, in his dual capacity, we are sure that he will continue to do his utmost to serve your best interests."

TO HANDLE STARR PHONOGRAPHS

The Starr Phonograph Sales Co., 62 West Forty-fifth street, New York, the local wholesale representatives of the Starr phonograph, made a number of satisfying connections recently, and the agency for the Starr phonograph has been placed with the following concerns, among others: H. Bersin, 21 Second avenue, New York; Sturz Bros., 142 Lincoln avenue, New York; Morris Sandler, 1805 Pitkin avenue, Brooklyn, N. Y.; F. L. Matthews, 446 Nostrand avenue, Brooklyn, and the Albert Music Co., White Plains, N. Y., all of them piano houses.

Kirk, Geary & Co., wholesale druggists, of Sacramento, Cal., announce that they have discontinued the sale of talking machines.

ATTRACTIVE JAMAICA STORE

Is That Conducted by Mrs. M. B. Kaplan, in the Progressive Long Island Town

One of the many successful Victor establishments in the metropolitan district is the Victor store conducted by Mrs. M. B. Kaplan, at 310



The Wareroom of M. B. Kaplan

Fulton street, Jamaica, L. I. Through her efforts, Mrs. Kaplan has been successful in building up a large Victor trade all over Long Island. She has made it a point to carry a complete stock of Victor records, and caters to the many automobilists who pass through Long Island and stop at this store to buy records. Mrs. Kaplan's warerooms are attractively arranged and furnished and every convenience is offered to patrons to assist them in purchasing records or selecting machines.

THE VOCALION IN RACINE, WIS.

RACINE, Wis., September 23.—The Aeolian-Vocalion has made its formal bow to the Racine public with the opening of the new music store of Edward Matausek at 610-612 South Main street, in the Badger Building. Mr. Matausek represents all of the pianos and other instruments represented by the Edmund Gram Piano House, Milwaukee, distributor for the greater part of Wisconsin for the Steinway, Steck, Weber, Everett and Aeolian Pianola.



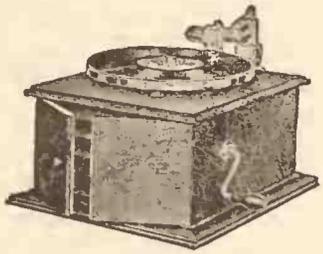
METAL BACK ALBUMS

Give 300% More Service Than Any Other Album
THEY ARE PATENTED

No other album like it has been or can be manufactured

Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St, New York



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

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

The big question that gives impetus to your holiday business.



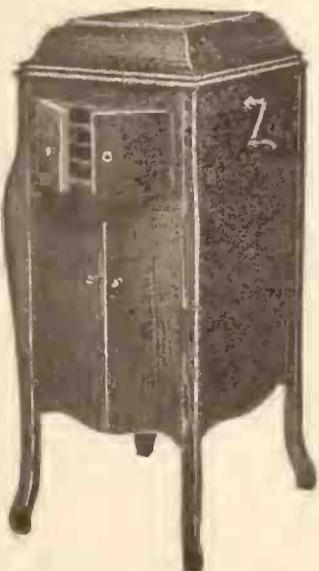
An all-important question for thousands of people all over the country—and for you.

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

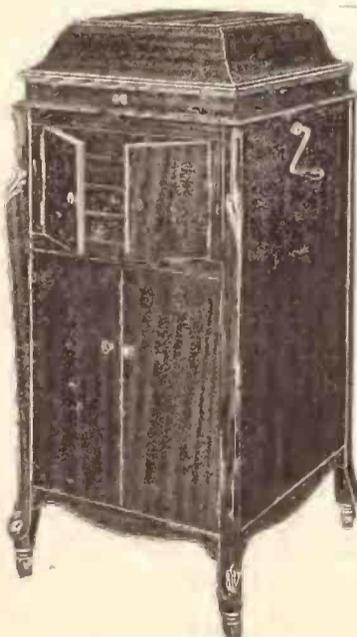
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Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
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NEW YORK, OCTOBER 15, 1916

THE shortage of machines and records in the talking machine trade has become an old story, and it is expected every year just as regularly as the holiday season. Now, however, there comes the cry of a shortage in salesmen, experienced purveyors of talking machines and records who actually sell goods instead of simply filling orders. As one Western manager puts it: "We can get plenty of men for that matter, who can sell enough \$15 and \$25 machines and 75-cent records to pay their expenses, but we do not consider that they are making good. What we are looking for are the men who can sell machines priced at \$100 up and the records by noted artists. That's what we call salesmanship."

The theory of the managers is that the general public does not hesitate about paying several hundred dollars for a piano or player-piano, and, therefore, should not be encouraged to select only the cheapest in talking machines. Those who see the advertisements of the leading talking machine companies learn to look for accurate reproduction, tone values, and in fact the very best of music from the talking machine. It stands to reason that the better the machine, the more value has been put into its construction, and the more likely it is that the reproduction will measure up to expectations.

The talking machine trade has grown by leaps and bounds. It has spread out so fast that there has been no time to develop a surplus of trained men or even a sufficient supply to meet normal requirements, and it has been, therefore, necessary to pad out sales staffs with young men or girls whose chief qualifications are their ability to remember record numbers and titles, so that they could supply them without delay. What is wanted now are men who can convince the prospective purchaser that there is such a thing as variation in talking machine quality, and that there are legitimate reasons for buying \$100, \$150 or \$200 instruments rather than the \$15 or \$25 machines of the same make first contemplated.

The talking machine salesman to-day cannot assume the take-it-or-leave-it attitude. He has to understand the features of the different makes and be able to offer logical arguments why his particular machine is well worth the money asked for. In other words, he must have the ability to back up and profit by the millions of dollars worth of advertising that has been instrumental in bringing the business within his grasp. Giving the customer what he asks for isn't salesmanship, but selling him something better than he first intended to buy does mark the salesman.

WITH the possible exception of the automobile trade, there is no line of business in the country wherein dealers have the advantage of such a vast amount of advertising as is the case in the talking machine trade.

In 1916 alone the advertising appropriations of three of the big companies were in excess of \$4,000,000, and one concern displayed its unbounded faith in the value of enormous advertising expenditures by adding a mere matter of \$650,000 to the appropriation of 1915 to keep things moving smoothly.

Four million dollars may not be much when you say it quickly, but it is that \$4,000,000 and the millions that have gone before it which have in a score of years brought the talking machine from obscurity to the point where it is one of the best known products in the world to-day.

Millions of dollars have not alone served to introduce the talking machine, but have enabled it, under intelligent direction, to overcome antagonism of the strongest sort.

Advertising has placed the talking machine in the homes of the most discerning—has made it almost a necessity for even the most noted artists and educators. All this has been done by advertising. But this would amount to nothing if the product had not been improved. New ways have been devised for using the talking machine and accompanying records, but it was advertising which told those who should be most interested of its wonderful development.

It interested them to a point where they were not only willing to see and be convinced, but remained to buy and endorse. All this has been done by the men who have produced and developed the talking machine and records, and for the most part it has been done for the benefit of those who have chosen to sell them.

In the final analysis it seems beyond belief that the talking machine dealer should be so indifferent to what the manufacturers have done for the trade and the public, that he fails to profit by that advertising to the utmost.

Undoubtedly a great majority of the dealers believe in advertising and its local application, but there are some who believe that the manufacturers should do all the work, and that all the retailer need do is to hand out the goods. That sort of dealer is a hindrance rather than a help to the trade at large.

What are you doing, Mr. Dealer, to hook up your store with the advertising of the product you handle? Are you making use of every bit of advertising literature that reaches you? Are you hanging up the signs and the placards? Are you arranging the window displays as suggested?

Are you forcing the public to realize that the machines and records they see advertised in every magazine of prominence are to be found in your store?

If you are not doing this, you are simply acting the clerk, not the dealer.

There are so many ways of advertising talking machines that it seems almost a waste of space to reiterate. There are recitals; there is the following up of prospects personally and with literature, and there is also that much neglected avenue of publicity, the local newspaper. Its efficacy may be illustrated in this wise: the merchant or manufacturer with little freight to handle, takes care of that freight through the regular railroad shed, but when the volume of freight increases he finds it pays to run a sidetrack to his establishment. The local advertising of the dealer is that side track. Naturally advertising carries the demand to every city, town and hamlet in the country, and its effect remains in the main depot, the magazine, or daily newspaper, unless the dealer takes some steps to transfer that effect to his own benefit. His own advertising hooked up with that of the manufacturer accomplishes this end. It is the side track that brings the demand from the main line right into his store.

Instead of the manufacturer using little quarter column cards and requiring the dealer to use half or full pages to market the product successfully, the position is exactly reversed, the manufacturer uses the half pages and the little card of the dealer puts on the finishing touch.

Think this over for the holidays. Don't let the local prospects wonder where they can buy talking machines and records, but have your store so impressed upon their minds that the advertisement of the particular line you handle, in the maga-

zine, or even mention of the name, brings a picture of your store to the mind's eye of the prospect.

ONE of the many interesting features in The Talking Machine World last month was the article by Eldridge R. Johnson, president of the Victor Talking Machine Co., on the standardization of fair prices, which we trust received the most careful reading and consideration by every man in the trade who has any interest in those things which are a constructive force in business to-day.

The standardization of prices and the maintenance of those prices, once standardized, have been discussed frequently and at length in these columns, yet the subject is by no means exhausted.

This is an age of standardization. The great automobile industry could not have reached the high state of expansion which it enjoys were it not for the fact that every automobile which is being made in this country to-day, no matter what the type or the price, is built along certain fundamental, standardized lines. Each car differs from every other in minor details, yet the engine, the magneto, the gears, the transmission, the real essentials of the car, are all constructed on the same general principle—all based on certain standard and standardized models which have been proven the best, and which, once proven, have been maintained. In the leading industries of the country at the present day, the campaign for standardization is under way. Business men realize its importance and value.

Now, if standardization is a good thing, as it would seem reasonably certain from the experience of men in leading industries, why should the same principle not be applied to prices? Why should the manufacturer making a brand of goods of uniform quality, backed with advertising, national or otherwise, which has created a constantly growing demand for the same, not be allowed to set a fair retail value on those goods and insist that they be purveyed to the public at that price—no more, no less?

It can be stated, without successful contradiction, that sentiment in this country is overwhelmingly in favor of price standardization and maintenance, yet it has required a tremendous effort on the part of those public-spirited men who are fostering the cause of price maintenance to bring it to the point where it has been crystalized in the form of the Stephens bill, which will come up again before Congress at its next session. This effort has been necessary because of the lack of interest shown by the average business man in those things which are removed ever so little out of his immediate ken.

It is because of this laxity of interest shown by the average man in the vitally important economic questions of the day that the efforts of men like Eldridge R. Johnson become all the more conspicuous. Long before the Stephens bill was introduced into Congress, Mr. Johnson was doing his utmost to create an active interest in the theory now represented by this bill. And his

efforts were not actuated by a motive of selfishness. The Victor Co. has standardized its prices, and has maintained those prices successfully ever since the inception of its business. Its thorough organization, and efficient methods, will enable it to continue such standardization and maintenance. The Stephens bill will not enable the Victor Co. to do anything it is not doing to-day, nor will the concern gain a single new customer, or dispose of one additional record, merely because the Stephens bill is enacted into law.

Why, then, should men like those at the head of the Victor organization interest themselves in something which will bring them no direct benefit?

Simply because they are sufficiently far-sighted, sufficiently broad-minded, to realize that the principle of price standardization, if once generally applied, will make for greater efficiency in business, better methods of production, distribution, and retailing, with a consequent benefit to producer and consumer alike. They have sufficient interest in the nation at large, and in those who, like themselves, compose that nation, to do whatever lies within their power to make economic conditions better, more stable, more genuinely and lastingly prosperous. Therefore, men of the type of Eldridge R. Johnson are interesting themselves in the bigger questions which are entering into our present-day commercial life, and are seeking through their efforts to solve the problems and overcome the difficulties which stand between us and the ultimate goal of prosperity.

Every business man has not the power which comes to one at the head of a world-wide organization, yet every man, no matter how humble his station in life, or how small the scale on which his business may be conducted, has a certain power which he can use towards helping solve the economic problems confronting us to-day. And if each business man worthy of the name will but follow the splendid example set by those men who are taking the lead in attempting to solve these problems, there will speedily come into being an era of business life and conditions which will result in greater prosperity and larger achievements than this day and generation has ever known.

WE are in receipt of many commendatory letters from talking machine dealers and salesmen throughout the country regarding the various articles which have appeared in The World recently bearing upon the constructive features of talking machines, as evidenced in the department devoted to repairs and the articles elucidating certain problems, which while simple and readily solved by the man who has been in the trade for some time, cause some trouble to the newcomer. The aim, of course, is to enable the salesman and the dealer to possess a broader understanding of the business, to the end that they may have more than a cursory knowledge of the various types of machines and records on the market.

RECORDS!

☞ Is your record stock complete?

☞ Victor dealers have an opportunity to "clean up" on their record business this fall, provided their stocks are in good shape.

Pearsall Record Service

Will enable you to show substantial gains in your record sales. Our record stock is complete in every department; we are shipping orders the same day they are received, and, in short, we can help you boom record sales.

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



NOTICE

¶ Commencing with January, 1917, the retail price of "B. & H." fibre needles will be \$4.00 per thousand, or 40 cents per package of 100.

¶ Commencing on the 20th of this month (October), we will allow, on above price, usual discounts on all orders received from jobbers and, through them, to dealers.

¶ In justice to all concerned, we deem it only fair to postpone, for three months, a reduction in the present retail price of 50 cents per 100.

¶ The **B. & H. Fibre Company** have manufactured fibre needles since 1907. During the past six years the **Victor Talking Machine Company** have been sole distributors of our needles, which are known as "VICTOR" fibre needles.

¶ "COLUMBIA" fibre needles are also protected by our patents.

¶ Improved machinery and better facilities for manufacturing the fibre needle enables us to reduce the cost and at the same time turn out a better article than was ever offered in this line before.

Write for Sample

B. & H. Fibre Mfg. Co.

33 and 35 W. KINZIE STREET

CHICAGO, ILL.



Columbia Records and Lazaro! The best-known name in the world of music and the most marvelous operatic tenor of the day. A winning combination, if ever there was one!

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

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



WINDOW DISPLAYS IN AUSTRALIA

Allen & Co. Prove That Talking Machine Dealers in That Country Are Not Far Behind Their Yankee Contemporaries

That talking machine dealers in Australia are not in any way behind the times in the matter of window displays of their products is indicated by the accompanying picture, which



Allen & Co's Attractive Window shows the special display of "His Master's Voice" records, made by Allen & Co., Proprietary Ltd., Melbourne, Australia.

Allen & Co. handle "His Master's Voice," Columbia and other makes of records with considerable success, devoting an entire section of their store to that line of the business. The company were pioneers in the talking machine business in Australia, being among the first to order the original small Columbia graphophone, which they sold in large quantities.

PLANNING AGGRESSIVE CAMPAIGNS

Shelton Electric Co. Planning to Feature Shelton Motor Very Energetically

With the advent of the fall season, the Shelton Electric Co., New York, manufacturer of the Shelton electric motor, is planning an aggressive campaign on behalf of its motor. Since the first of the year this motor has been placed in the hands of dealers in practically every city of any importance, and thousands of talking-machine owners have expressed their satisfaction with its many merits. The Shelton electric motor operates on either D. C. or A. C. current, and interferes in no way whatever with the spring motor mechanism of the talking-machine, as either mode of operation may be used as desired.

FAKE VICTROLAS IN NEW SWINDLE

Victim of Itinerant Dealer Discovers Fraud and District Attorney Takes Action—Seller Now Held Under Bail for Trial

Some weeks ago Frank R. Stone, a United States immigration inspector, decided to buy a talking machine. At that time Charles E. Ackron, of 254 Stuyvesant street, Brooklyn, was advertising in The Brooklyn Chat and The New York Telegram his willingness to "sacrifice" a \$200 Victrola for \$60, states the New York Tribune. Stone saw the advertisement and communicated with Ackron.

"It's a shame," said the latter, "but I've got to let the machine go. It belongs to my daughter. She bought it a couple of months ago, and it's as good as new. Now she's come to live with me, and there's a talking machine in the house already. So what can I do?"

Stone bought the machine. This week he had Ackron in the magistrates' court in Brooklyn before Judge McGuire. He had found long since that the machine was not a Victrola, and in conjunction with the Kings County District Attorney's office was prepared to prosecute Ackron under Section 423 of the Penal Code. This section prescribes a punishment for false and misleading advertising.

It is alleged by Stone that the instrument is the product of a New York concern, and, it is asserted, does not appear to be made for a legitimate market, for Ackron is a dealer, and the daughter with the extra phonograph a

myth. Many other persons, Tribune investigators have learned, are selling the same machine by similar methods.

There were several persons in court who, like Stone, had paid \$60 to Ackron for his "daughter's Victrola." One of them, John Magnus, joined in the prosecution. The others held themselves in readiness to testify against Ackron, from whom they had vainly sought a refund when his deceptions were discovered. Among the prospective witnesses were Mrs. A. J. Booth, of 723 McDonald street, Brooklyn, who said the \$60 she gave Ackron represented the entire savings of her daughter, a stenographer, and W. A. Black, a claim agent for the B. R. T.

Judge McGuire continued the case for a week, holding Ackron in \$3,500 bail. He was unable to get a bondsman, and was therefore kept in custody.

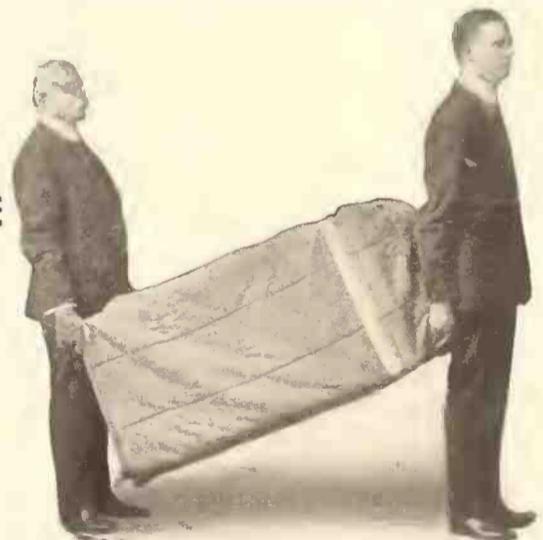
TO MAKE AND MARKET THE VICSONIA

The Vicsonia Manufacturing Co., Inc., 313 East 134th street, has filed articles of incorporation with the Secretary of State of New York, the capital stock of the new concern being \$5,000 and the directors Thomas P. Carolan, William J. Sess, Walter M. Seymour and Harriet G. Carolan. The new corporation will take over the manufacture and sale of the Vicsonia re-producer and really represents the reorganization of the Vicsonia Manufacturing Co. Officers of the new corporation will be elected shortly.

LANSING

*Khaki
Moving Covers*

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



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

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

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

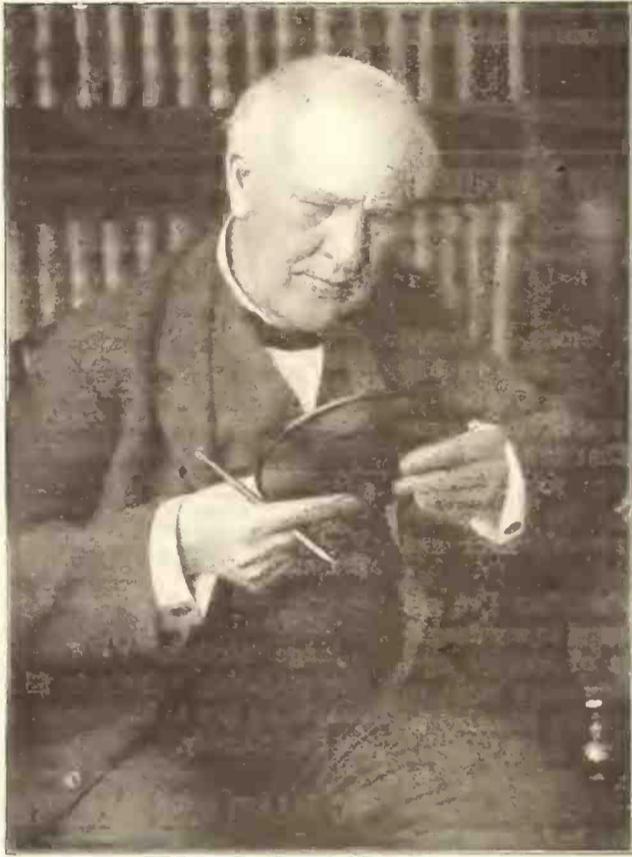
GRADE A **\$7.50** **E. H. LANSING**

Carrying Straps Extra

611 Washington St. BOSTON

Write for booklet

EDISON WEEK



Mr. Edison Examining an Edison Re-Creation

October 16th to 21st

was set apart for special observance by Edison dealers as an acknowledgment of one of Thomas A. Edison's greatest contributions toward human progress, his favorite invention,

The NEW EDISON

The musical perfection of the New Edison is conceded. The Edison merchandising policy, from the standpoint of manufacture, jobber and dealer is as near perfection as we know how to make it.

EDISON DEALER POLICY

THE Edison Probationary Zone Policy is a healthy stimulant—a constant encouragement to the Edison dealer. The conditions of this policy are broad—profits are ample.

Prestige-building and sales-promoting co-operation among dealer, jobber and manufacturer is the basis of the Edison Probationary Zone Policy. Under this policy the dealer is made responsible for a given zone of operations, the extent of this zone depending on the number of prospects the dealer can give a sufficient amount of individual attention.

Considered from every standpoint, an Edison dealership carries a most desirable franchise.

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



ANNA CASE
of the Metropolitan Opera, proving that Edison
has perfectly re-created her glorious voice

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, Mass., October 5.—The fall business in all the talking machine establishments here has made a great start, and it is universally conceded that the conditions from now up to the holidays will exceed anything by far that the trade ever has known. Fortunate indeed is the dealer who was wise enough to place his order early, for the time is not far distant when no machines can be had. There appears to be a tendency toward higher-priced machines, which shows a more careful discrimination on the part of buyers.

Death of Wm. H. Beck Regretted

There was general regret in the local trade over the death of William H. Beck, the president of the Eastern Talking Machine Co., for not a few in the Boston trade had met him at some time or other and found him a man of ability and courtesy. Elton F. Taft, the Boston manager of the company, was one of those who went to Lewisburg, Pa., for the funeral.

A. M. Hume Co. to Handle Victor Line

Considerable local interest centers in the announcement that a new concern, to be known as the A. M. Hume Music Co., is about to begin business here, and will carry a line of Victor goods. The incorporators are A. M. Hume, formerly with M. Steinert & Sons Co.; Herman N. Baker, who was in charge of the Steinert advertising up to a few months ago, and Richard B. Coolidge, a Boston lawyer. The capital of the new company is \$200,000. It is understood that a location has been selected in Boylston street not far from Park square, and that a man well known in Victor local circles has been secured to take care of the talking machine department. It has been stated that the new warerooms will be opened about the first of November.

F. H. Silliman Enjoyed Automobile Ride

Vice-President and Manager Frederick H. Silliman, of the Boston offices of the Pardee, Ellenberger Co., Inc., is back at his desk after a delightful automobile trip taken with his family. Mr. Silliman went first to Albany, N. Y., then took in Saratoga, Lake George and St. Lawrence River, and the Thousand Islands, winding up in Montreal, where the party stopped for several days. Mr. Silliman's Mitchell car made a good showing everywhere, and no accident whatever happened en route. Mr. Silliman is keen for the new business, which the company is coralling in fine shape.

Wallace L. Currier Married

Wallace LeCount Currier, son of Mason P. Currier, manager of the retail warerooms of Chickering & Sons, was married on the evening of September 12 to Miss Leila Verity Smith, daughter of Mr. and Mrs. John W. Smith, of West Roxbury. The ceremony took place in the Church of Our Saviour, Roslindale, and Mr. Currier had for his best man, his brother, Mason P. Currier, Jr., who is connected with the Chickering warerooms. Mr. Currier, the bridegroom, is widely known in talking machine circles, and for some time was manager of the Victor and Edison departments in the Chickering warerooms. A few months ago he went to Portland and opened warerooms for the exclusive handling of the Edison line. Mr. and Mrs. Currier will accordingly make their home in that Maine city.

Edison Tone Test at Thomas Co. Store

The Edison department of the F. H. Thomas Co.'s establishment, at 691 Boylston street, held a large company of invited guests this afternoon, when Miss Helen Clark, the eminent contralto, gave one of her interesting and entertaining tone tests. Miss Clark gave a program that varied only slightly from those which she has been giving in other places lately, namely, at New Bedford, October 2; Fall River, October 3, and Taunton, October 4. Manager W. E. Birdsall, who made unusual preparations for this test, was heartily congratulated at the close on the admirable manner in which all the details were carried out. Harland R. Skelton, of Thomas A. Edison, Inc., who keeps close oversight of these tone tests at the various places, was present to assist Manager Birdsall.

Eastern Co.'s Staff Enjoys Visit to Gloucester

The staff of the Eastern Talking Machine Co. were the guests one Sunday lately of Nate Peabody, the enterprising talking machine dealer of Gloucester at his home in that city. The staff went down early in the day, and considerable time was spent on an enjoyable fishing trip, during which the boys got a barrel of the finny tribe. A fish dinner was served at the Peabody home, and when the boys came back to Boston they voted the day one long to be remembered, as Host Peabody was untiring in all his hospitality.

To Exhibit at the Food Fair

George Lincoln Parker is planning for a big

display of Victor and Edison machines at the Food Fair, which opens next week in Mechanics Building. Mr. Parker was an exhibitor two years ago, but at that time he only had Victor outfits together with his play of pianos, but this year with the Edison added his display promises to be a large one. He is having a special cottage built so that the goods will be shown under the pleasantest and most artistic conditions possible.

Columbia Force Dines

All the boys of the Boston store of the Columbia Graphophone Co. dined at the Quincy House on the evening of October 2, and a royal evening it was, too. There were more than thirty present, and Jack Shaughnessy, head of the bookkeeping department of the company, presided with dignity and good humor. Jack made an after-dinner speech, but for some reason or other failed to make any mention of the war. The talks of several of the boys pertained to business matters. It is planned to have a series of dinners throughout the winter as one means of keeping up the fine family spirit that prevails among Manager Arthur Erisman's Columbia staff.

A Visitor from New York

John Cromwell, the general manager of the Columbia Graphophone Co., was over here from New York a few days ago, and was entertained by Manager Arthur Erisman. Another Columbia visitor here from New York was Frederick Goodwin, the company's educational department manager.

"Talker" Department Gets the Silver Cup

At the large department store of W. & A. Bacon Co. a silver cup has been offered for the past year to the department showing the largest amount of sales month by month. It is of special interest, that for two months out of three the talking machine department, which is so ably conducted by George Krumschid, has carried off the coveted prize, which, in addition, means a bonus to those of the department holding the cup for the longest number of months successfully. This indicates that Manager Krumschid and his staff were able to dispose of a large number of Victor and Columbia outfits, while the prospects for the remaining three months of the year are most encouraging.

Victrola for Boston City Club

Alexander Steinert, head of the M. Steinert

BOSTON

"Exclusively"
EDISON

NEW HAVEN

PARDEE-ELLENBERGER

MORE than ever does the dealer realize that an "exclusive" representation works to his advantage. The Edison Diamond Disc Phonograph is the ideal of the progressive dealer.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

& Sons Co., has presented the Boston City Club with a handsome Victrola, which occupies a conspicuous place in the archway leading from the second floor corridor into the lounge. The machine is a very popular diversion for the members.

Additions to Columbia Co. Staff

The local staff of the Columbia Graphophone Co. has had several additions lately. William Parks, formerly of the Birmingham, Ala., store of the company, is here as an outside wholesale salesman. M. Madison, who formerly traveled for Thomas A. Edison, Inc., also is a Columbia outside man. Miss Marion Cahill, who has been away all summer, is back on the floor as a saleswoman.

Victor Dealers in Steinert Territory

In The World last month there was reported the successful convention at the wareroom of the M. Steinert & Sons Co., Boston, of about thirty Victor dealers in that company's territory. The effects of the conference, at which General Manager Herbert L. Royer, of the Steinert Victor department, presided, has since been strik-

port; R. Welch, of Brockton; A. S. Burns and W. Bailey, of Fall River; L. M. French, of Fitchburg; J. Buzzell and M. Brennan, of Lowell; H. Nute, of Manchester; L. M. Austin, of New Bedford; M. E. O'Connell, of New Haven; M. L. Patrick, of Portland; A. T. Waite, of Providence; C. A. Hutchins, of Springfield; J. V. Riley, of Waterbury; C. A. Whitcomb, of Worcester; Miss Arline Brown, of Manchester; Miss Alice Healy, of New Bedford, and Miss L. M. Smith, of Worcester.

Visited the Trade in Portland

Manager Arthur Erisman spent yesterday in Portland, Me., where he went to look over the Columbia business in that city. In a few days he is going over to New York on one of his periodic business trips.

Enjoyed Vacation Spent in Auto

Chester J. Sylvester, manager of the Columbia and Edison departments of the C. E. Osgood Co.'s furniture store, is back from his vacation, which was taken in his trim little roadster. He had as his companion, his brother, Roy Sylvester, one of the hustling

building operations will begin right away. As already stated, Manager Henry A. Winkleman will have unusually fine quarters for his Victor department. The company expects to get into the new building early next summer.

Vocalion Co. Changes and Improvements

The changes and improvements are about completed at the Boylston street quarters of the Vocalion Co., of which R. S. Hibshman is manager. The new elevator, which has been installed near the front of the building, promises to be a marvel of elegance. The main entrance has been moved from the center to one side, thereby providing one large show window instead of two smaller ones. This will afford opportunity for more attractive displays than had been possible hitherto.

Busy Times at Chickering

Business at the Edison and Victor departments of the Chickering & Sons is showing up well these days, and Manager Longfellow's staff is busy early and late demonstrating and selling goods. The baseball season for the Chickering nine is over, and some good victories stand to the credit of the players, the team having won ten games and lost three. Andrew F. Lyons, the manager, is to be congratulated on the showing of the boys.

A sale of a Victor outfit lately made by the Chickering warerooms was to some of the staff at the Danvers Insane Hospital, who made a presentation of it to the superintendent of the hospital who was about retiring.

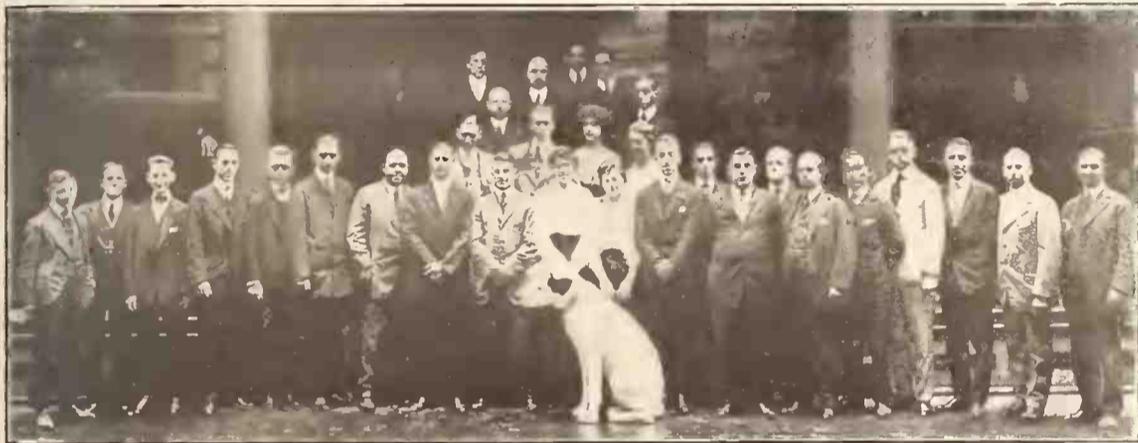
Calling on the New England Trade

A. P. Petit, one of the old-timers in the talking machine business,—although a live young man at that—is presenting the merits of the Emerson records to the New England trade from the office of the Emerson Phonograph Co., Inc., 453 Washington street.

MAKING GREAT BUSINESS RECORD

SPRINGFIELD, MASS., October 5.—The diamond Edison Disc Shop, of B. L. Conchar, at 204 Worthington street, this city, is making a great record for business, and it is pushing out in a way that is highly commendable. The shop is constantly filled with people anxious to hear the Edison re-creations, as they are called, and the fact that the house has lately placed an order for \$15,000 worth of machines, gives some indication of the growth of this business. Mr. Conchar has four men on the outside who are constantly hustling for business.

Bankruptcy referee Porter declared a first dividend last week of 7 per cent. to the creditors of Charles A. Laureigh, a talking machine dealer, of 227 Main street, Orange, N. J.



Victor Dealers Who Attended the Convention at the Steinert Warerooms Last Month

ingly apparent, and should have a marked influence on business during the coming months.

Before leaving for their homes after the business meetings and an elaborate entertainment, the visiting dealers were photographed, and the picture is presented herewith, with the Victor dog prominently in the foreground. Manager Royer is seen in the "first line" of the fence, with his right hand in his coat pocket ready to pull out an order book. He is the third gentleman to the left of the dog. Those who attended the conference included Herbert L. Royer, general manager, and the following from Boston: G. L. Foote, F. M. Cunningham, K. E. Reed, C. W. Royer, F. H. Robie, P. B. White, H. Fleischman, J. Wills and Miss Charlotte Brown; also G. M. Stuart, of Bangor; L. Roake, of Bridge-

local salesmen of the Columbia Co. Their trip was through Massachusetts over into New York State and as far as Buffalo, and it was one of constant delight.

Business Has Been Liquidated

Owing to the long-continued illness of Nelson Furbush, of the Furbush-Davis Co., the firm has closed out its business, which means that the Edison department at his house no longer exists. The Furbush-Davis Co. had fine quarters in Boylston street, up one flight, and Mr. Furbush had built up quite a good business, especially in Edison machines.

Start Work on Edison Building

The ground has been entirely cleared on the site of the new structure for the Oliver Ditson Co., and a large placard informs passersby that

B

B

B

B stands for Bagshaw.

Bagshaw stands for needles.

Bagshaw needles stand for all in individuality of quality that specialization from eighteen seventy to nineteen sixteen can produce. They are *the* needles of artistic merit.

W. H. BAGSHAW

Lowell, Mass.

B

In view of the pending conditions in labor and material markets, the trade is advised to anticipate needle requirements for 1917

B



A supreme voice in a supreme aria—Lazaro singing "O Paradiso" on Columbia Record 48747.



You have never realized the wonders of the aria "Celeste Aida" until you have heard it sung by Lazaro (Columbia Record 48762).

**"The greatest tenor since Rubini,
a greater than Gayarre!"**

Here, indeed is the biggest news of the year. Biggest to dealers. Biggest to every lover of music.

Already whole countries have been thrilled with the marvel-voice of Lazaro. Already the sales of Lazaro's Columbia Records in the United States have more than justified our enthusiasm in this remarkable tenor voice.

LAZ



Columbia Graph

Woolworth



If his "Celeste Aida" is a marvel of power, Lazaro's singing of "Rodolfo's Narrative" (Columbia Record 48741) is just as great a triumph of art.



"A te o Cara" from I Puritani (Columbia Record 48783) is a triumphant test of Lazaro's greatness.



First recordings now on sale on Columbia Records!

The power, the beauty, the very genius of this tenor are embodied in his Columbia Records—records so wonderful that we cannot undertake to describe them in type. The only adequate description is to hear them.

These magic tenor records are among the biggest selling opportunities today in the entire industry. Any record by Lazaro will *sell* as soon as heard.

LAZARO

Gramophone Company

477, New York



PERSONALITY IN SALESMANSHIP AND WHAT IT MEANS

Personality Is Not Confined to the Ability to Make a Pleasant Approach—Means the Cultivation of Distinctiveness, of Qualities That Impress Customers

Personality in salesmanship is not confined to the ability to make a pleasant and successful approach and to carry on an interesting conversation. It means, rather, the ability so to impress the customer that he will remember the salesman for an indefinite time to come. It means in the salesman the faculty for making himself appear out of the ordinary and distinctive, so that he will be more easily remembered.

It means a great deal to a salesman if the customers, after several years, can come into a talking machine store and ask particularly for that one man and, moreover, describe him accurately if the name has been forgotten. Such an incident proves that the salesman has developed something about him that has marked him from his fellows. It is an asset that means money.

There are too many salesmen who build for the present and not the future, who are satis-

fied to make a sale to-day, forget the customer and let the customer forget them. They sell goods and make a fair living, but exist simply as parts of an institution. In other words none of them is the salesman that one can remember readily; they are just salesman collectively.

Perhaps the best real definition of personality versus the lack of it appeared recently as the introduction to a slangy story in one of the big magazines, the writer summing it up as follows:

"I'd rather be champion egg beater of the world than one of these average guys—good job, good pay, good citizens—and that lets 'em out! What? That's enough? Sure! For them kind of birds that's not only enough, that's all there is! That's all they want, that's as far up as they look—get me? They ain't got no more of this here personality thing than a tooth-pick or a lead pencil—they're just one

Victor Service means having the records your customers call for.

Steinert's Victor Service

enables you to do so.

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

VICTOR DISTRIBUTORS

We are prepared to give the dealer the kind of service he wants.

Are you carrying the Foreign Records? We have all the Hawaiian Records (over seventy-five).

COMPLETE STOCKS OF

Italian	German	French
Bohemian	Swedish	Polish
Greek	Arabian	Servian
Chinese	Japanese	Lithuanian
Russian	Hebrew	Roumanian
Hungarian	Spanish	Mexican
Cuban	Portuguese	Norwegian
French-Canadian	Danish	Neapolitan
Turkish	Serbian	Ruthenian
Croatian-Serbian	Dutch	Finnish

These records will be in great demand this fall and winter, and we advise placing your order now.

M. STEINERT & SONS CO.
35-37 ARCH STREET BOSTON, MASS.

NEW ENGLAND'S LARGEST MUSICAL INSTRUMENT HOUSE

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

of a million! They come and go—and nobody even looks up from the newspaper as they pass, because they'll be lots more of 'em along in a minute, the world's full of 'em—no, cluttered up with 'em!

"Average guys, y'know. Ever see one of them books that some simp cheated his parents and disappointed his wife by wastin' the time to get together? They're full of stuff like this: 'The average man drinks eight thousand five hundred and sixty-four and three-quarters quarts of water a year and there are forty and one-quarter pounds of salt in the average man's body' or 'The average man walks twice around the world and three times past the church durin' a lifetime.'

"There's about four hundred pages of that spicy readin', showin' what the average guy does. His act is so full of old stuff that they got a book showin' every move he makes from the nursery to the undertaker. You can always tell what he eats, smokes, drinks and owes. He's like the ball bearin's on a sewin' machine—you don't see him or hear him and you never know he was there if he didn't bust now and then.

"I been in one of these small burgs, and a guy would roll by in an auto who looked like Rockefeller's landlord, to the naked eye. 'Who's that bird?' I'd ask an onlooker.

"'Heh?' he'd answer, takin' a flash. 'Search me! One of them rich guys from uptown, I guess—town's full of 'em!'

"Then another fellow would breeze by—on foot. Might have on an old shiny suit, a wrong hat and little or no shoes—and I'd see everybody wavin' their hands and greetin' him like he was a prosperous season.

"'Who have we here?' I'd say to the native.

"'Him,' he'd shoot back. 'Him? I guess you don't belong round here, stranger; that's Joe Hawkins, champion quoit pitcher of this here county!'

"And you'd think he was. introducin' the President of the United States."

Personality lies in method of conversation, habits and clothes. We are acquainted with a young man who sells advertising. It is his business to persuade manufacturers that the proper kind of advertising will make their products stick out from the rest and will give them individuality. This young man backs up his statements with his own personality. He wears clothes that fairly scream, silk shirts with thirty-seven distinct colors in them, orange cravats that shame the sun for brightness, trick hats that are in a class by themselves. His line of conversation is as original as his clothes, and his entire bearing is unusual and most distinct.

He does it all to attract attention and the logic of his course is set forth in his own words: "I spend my time persuading other men to advertise. Why not take a little of my own medicine and advertise myself?" This incident is extreme, we will admit, but everybody in the trade knows him and likes him. He has developed personality both in conversation and raiment and the system pays.

In studying all that goes to make up the ideal salesman don't forget personality. Do something or be something that sticks out from the rest. One doesn't have to be a comedian, but originality is an essential.

A. H. Eaton, who conducts an optical and Victrola business in Collinsville, Conn., has opened a branch store in Unionvilletown.

IMPORTANT CHANGE IN WASHINGTON

Harry C. Grove Corporation Takes Over Retail Interests of Columbia Graphophone Co. in That City—H. C. Grove Tendered Dinner

WASHINGTON, D. C., October 7.—H. C. Grove, head of the newly formed Harry C. Grove Corporation, which recently purchased the retail interests of the Columbia Graphophone Co.



H. C. Grove

in this city was the guest of honor last week at a dinner tendered him by his associates. W. L. Eckhardt, district manager of the Columbia Graphophone Co.; A. J. Heath, manager of the Baltimore headquarters, and several invited guests made a number of impromptu addresses, which greatly pleased the diners.

Mr. Grove has a number of extensive plans under way whereby his patrons will receive service representative of the most advanced thoughts in the retail talking-machine field. "Just a little bit better" will be the maxim of the new corporation, a motto which cannot fail to produce success.

Mr. Grove is ideally equipped to direct the

destinies of the retail talking-machine institution, as he has been associated with the industry for twenty years, all of which has been spent in the promotion of Columbia products.

During his two decades of Columbia activities Mr. Grove has held only three positions, traveling salesman, assistant manager of the Columbia Co.'s Buffalo store and manager of the Washington store. The latter post he held seventeen years, resigning to form the new corporation, which purchased the Columbia Co.'s retail interests.

Mr. Grove is popular throughout Washington, belonging to several Masonic orders, a member of the Washington Board of Trade, and taking a personal interest in all civic affairs.

MORE ROOM FOR S. B. DAVEGA CO.

Negotiating for Occupancy of Entire Building at 831 Broadway

The S. B. Davega Co., Victor distributors, 831 Broadway, New York City, are negotiating for the entire building at their present address, which will enlarge their wholesale department 500 per cent., making it one of the largest distributing houses in New York City. The basement, second, third and fourth floors will be devoted to wholesale jobbing.

GREATEST YEAR IN TRADE HISTORY

Present Demand Surpasses All Previous Records, Declares A. A. Trostler, of the Schmelzer Arms Co., Kansas City

KANSAS CITY, Mo., October 4.—The volume of talking machine business in this section of the country surpasses all previous records, according to A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., Victor distributor, and the peak of the demand is not yet in sight.

"Never in the history of our business," de-

clared Mr. Trostler, "have the demands made upon us by the trade been so great as they are to-day. The manufacturers are doing everything in their power to take care of their jobbers but simply cannot cope with the situation. I do not know when the demand for Victor-Victrolas was ever as great as it is at this time.

"We, of course, are enjoying a very healthy



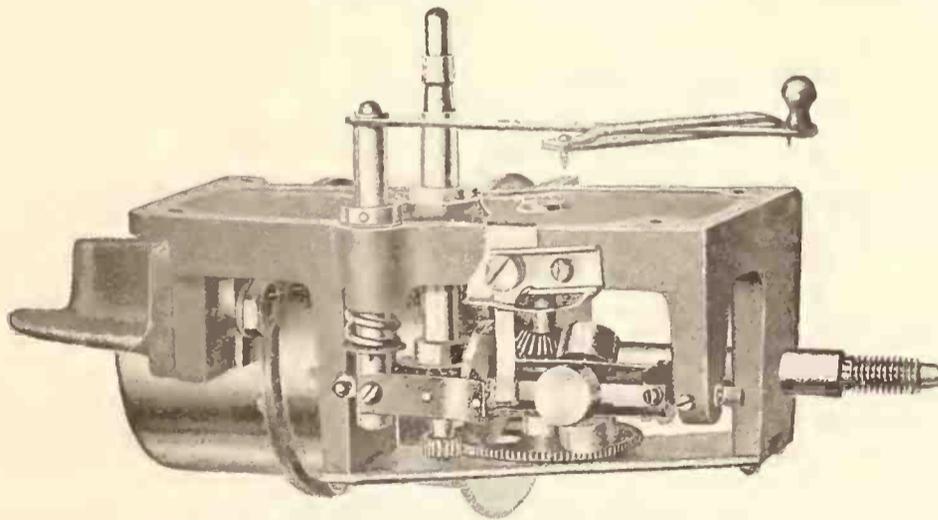
Arthur A. Trostler

business. Every month this year has been much greater than that of last year and we will close the greatest year in the history of the talking machine business. This does not necessarily mean that 1917 will not be just as strong, for I think next year will be much more in proportion than this year."

The Union Phonograph Supply Co., Cleveland, O., has increased its capital stock from \$20,000 to \$100,000.

Meisselbach HIGH-GRADE Motors

This is our No. 18 Motor, which will play five 12-in. or seven 10-in. lateral cut records with one winding.



Double springs, made from the highest quality material. Worm driven governor. Cast iron frame. One-piece forged crank handle.

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

By the turning of one screw, the spring cup can be readily removed, without taking apart the entire motor.

At a small additional charge, we can furnish an Automatic Stop for this motor, which is built into the motor, that is, the stop is operated by applying a brake on the governor flange. It cannot be furnished on any other make motor, as it is part of our motor.

We guarantee the material and workmanship to be of the highest quality.

We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.

In succeeding issues of this paper, illustrations and descriptions of other models of "MEISSELBACH" Motors will be shown.

A. F. MEISSELBACH & BRO., 29 Congress St., Newark, N. J.



Announcing the FIRST EXHIBIT of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

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

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

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

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

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

Lazaro, Godowsky, Macbeth, Chicago Symphony Orchestra, Lucy Gates, Eddy Brown, Little Symphony Orchestra, Graveure—each artist a leader, and records by each of these artists in the November Columbia list.

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

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



CLEVELAND DEALERS MAKE ENTHUSIASTIC REPORTS

Regarding Trade These Days—Eclipse Co.'s Business for September 80 Per Cent. Over Same Month Last Year—Enormous Columbia Business—Buescher's Educational Campaign—Expansion and Improvement Order of the Day

CLEVELAND, O., October 4.—The Eclipse Musical Co., Euclid avenue, reports a record Victor business for September, stating that the increase over August business was 125 per cent. in advance of sales in August, and this despite unfavorable weather conditions. It is also estimated by this concern that the September, 1916, business, increased 80 per cent. over the September, 1915, business. These statements are from E. B. Lyons, sales manager. From him also comes the information that dealers are pushing their sales of records with more vigor. Many down-State dealers, he asserts, are adding to the size of their departments and are adopting more effectual follow-up systems.

"Our own retail business without advertising has taken a decided jump," said Mr. Lyons. "We cannot get stock fast enough. C. K. Bennett, our general manager, has been on a trip to the factory and has succeeded in arranging for increased shipments of machines."

Of all the window displays that accompanied the appearance in Cleveland the week of September 25 of Montgomery & Stone in "Chin Chin" none received more generous commendation and attention than that at the Buescher's Euclid avenue Victor salesrooms. Members of the "Chin Chin" company, Brown Bros. and officials from the Victor factory complimented the store on its display. The east window was decorated with Chinese lanterns, flags and

screens. A Victrola was the centerpiece. Records were placed here and there among the maze of Oriental color. A saxophone and a picture of the "Chin Chin" saxophone sextet occupied the west window.

Work is being rushed to completion for the occupancy of L. Meier & Sons, Victor agency in the new Meier Building, Clark avenue S. W. and West Forty-fourth street. The opening will take place about October 15. A first floor space of sixty by sixty-four feet will be given over to Victor business. Twelve sound-proof demonstration rooms are about finished. A twenty-four feet high electric sign will extend out over the sidewalk. Mr. Meier was the first West Side dealer to sell Victor products. He began his trade sixteen years ago in connection with his bicycle factory.

To meet the increasing demands of its Victor business the May Co. has just completed in its music department three more large sound-proof demonstration rooms. Done in mahogany and white, the rooms are the most centrally located in the entire department, being near the elevator station, and at the front end of the department.

George A. Madson, manager of the Columbia Graphophone Co., wholesale department, says: "The only thing that puts any limit to the increase of our business is the amount of stock the factory will send us. We have more than

twenty-five applications for new accounts, but we can't be expected to open them when we can't get enough to take care of our older customers. Our record business is the same."

Wm. Buescher & Sons are taking up educational work on a vigorous basis. L. L. Drenne-man, formerly of the Victor factory, is at the head of the new educational department, and is already initiating some active campaign work to make the schools conscious not only of the desirability of using talking machine music, but also to keep them aware of the various new possibilities for making talking machine music a live factor in the schools where machines are already installed.

The M. R. Slocum Piano Co., The Arcade, will, in the future, handle the Columbia exclusively. "We found we did not have enough floor space to do justice to two lines," said Department Manager T. L. McCandless by way of explanation.

The Phonograph Co., Huron road, Edison jobbers, are seeking larger shipments in the hopes that its stock floor will not go empty as quickly as it did last holiday season. Down-State merchants flooded this house with late orders last year, and the management was working eighteen hours a day near the end of the season to try to gather a machine here and there to fill the last minute orders.

C. K. Bennett, of the Eclipse Musical Co., this city, left the latter part of last month for a week's vacation in the East with his family. While East he visited the Victor factory.

Roy Marsh, of the advertising department of the Victor Co., and Bruce Kirkpatrick, Ohio representatives of the Victor Co., were recent visitors to Cleveland.

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

Machines:

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

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

A TRIAL WILL CONVINC

ECLIPSE MUSICAL CO., VICTOR
CLEVELAND Distributors

SAN FRANCISCO DEALERS EXPECT BIG HOLIDAY TRADE

High Priced Machines in Demand—"Records on Approval" Question Acute—Fine Sonora Quarters—Manager Haydock's Edison Plans—Wiley B. Allen Recitals—Kohler & Chase Control "Talker" Department—New Agencies and Other Changes—News of Month

SAN FRANCISCO, CAL., October 3.—Fall business on talking machines and records on the Pacific Coast has opened up splendidly, and all the San Francisco dealers are looking for a specially heavy holiday trade. The demand for the higher-priced machines is exceptionally good, and the best records are also in good demand. Some dealers still have difficulty in getting enough records to meet their running requirements, and a few are short on machines, but on the whole shipments from the factories have improved a little. A matter which is being seriously considered at the present time is that of letting customers take records on approval. The dealers have come to the conclusion, apparently, that this phase of the business has become acute and needs immediate attention. Too many people take records on approval, and then make purchases on so limited scale that the wear and tear on the records returned takes away all the profit on the transaction. It is difficult, of course, to discontinue abruptly a custom such as this, but a few concerns are now taking a determined stand in the matter and others no doubt will follow suit. At the next meeting of the local talking machine dealers' association the subject will be brought up and probably some definite concerted action will be agreed upon.

Sonora Phonograph Shop's Handsome Quarters

The Sonora Phonograph Shop at 344-346 Geary street is moving to handsomely-equipped new quarters at 109-111 Stockton street, a more central location in the downtown district. The name of the shop has been changed to "The Phonograph Shop" in view of a change in the business policy of F. B. Travers, manager of the company. Hereafter other standard makes of talking machines and records will be carried for sale, arrangements having already been made for selling the complete Columbia line of instruments and records, and also Pathé records. The full Sonora line will, of course, be handled as heretofore. The new shop is a model of beauty and efficiency. On the main floor is a fine recital hall furnished in the living-room effect and having a seating capacity of fifty or more. There are six sound-proof demonstrating rooms on this floor also, with special lighting and ventilating system. The store is so arranged that seven additional record and sales rooms may be added at any time. A spacious mezzanine floor will accommodate the finishing and repair shop and afford space for display. The office is on the main floor. The color scheme adopted for this new shop is cream and French grey enamel. All the partition walls are modeled after the French window style, and the different room partitions are of plate glass. The

architectural design was originated and carried out by F. M. Steers, president of the Sonora Phonograph Co. The wholesale department of the company will still remain under the management of Mr. Travers, and the stock will continue to be carried for this department at 616 Mission street.

New Sonora Agencies

New agencies established for the Sonora phonograph are: The John Breuner Furniture Co., of Oakland; the McNeil Piano Co., of Stockton; the Bartholomew Drug Co., of Hanford, and O. C. Raudebaugh, of Flagstaff, Ariz.

R. P. Haydock Manager of Edison Shop

C. W. Davis, who for the past few months has been manager of the Edison Shop in San Francisco, has severed his connection with the firm and returned to his old love, the piano business. He is now with the local branch of the Baldwin Piano Co. R. P. Haydock, for some time associated with the conduct of the Edison Shop, is now the manager succeeding Mr. Davis. Of late the Edison Shop has been putting into effect a policy of not allowing any instruments out for demonstration and also of having no outside solicitors. The shop is not directly in competition with other local Edison dealers, and accordingly is used chiefly as a special demonstrating center for the benefit of dealers and the retail trade. Mr. Haydock has just adopted a new feature in regard to the record department. Patrons desiring records on approval must sign a form which binds them to abide by the following conditions: the records will not be kept longer than twenty-four hours; they will not be loaned to any other than the applicant; they will all be covered except the one being played; they will not be removed from the envelopes and spread on a table while playing; they will not be played with any attachment or on any other machine than the Edison Diamond Disc phonograph; in case of damage to the record from careless manipulation of the diamond reproducer the record will be purchased, the dealer to be the judge in the matter of damage; also, it is agreed to keep not less than one-fourth of the records, and that failure to return any rejected records within twenty-four hours shall constitute a sale.

Mr. and Mrs. Robbins, traveling specialists for the Pacific Phonograph Co., will be with the Edison Shop during Edison Week, October 16 to 21, co-operating with the regular force in making the celebration one of the most successful ever held on the Coast.

Kohler & Chase Buy Talker Department

Kohler & Chase have bought out the talking machine department, which has hitherto been a concession in their store, and measures are being taken for developing the department in a

thoroughly up-to-date and efficient manner. P. H. Beck and his partner, R. Coddington, the former owners, have retired from the local field, and John Gercovich, for some years associated with the talking machine department of Sherman, Clay & Co., has accepted the post of manager. Victors and Columbias are carried, and all standard records. Mr. Gercovich is planning to make numerous improvements for the better display of stock.

First Wiley B. Allen Co. Recital

Mrs. G. Norris, who is now in charge of the recitals inaugurated by the Wiley B. Allen Co., held her first recital this month, and over two hundred people attended. The program was exquisitely arranged, the main features being soprano solos, accompanied by the harp or talking machine records. The company is so well pleased with the opening concert that a larger recital hall is being fitted up on the second floor.

A. R. Pommer, manager of the Pacific Phonograph Co., has been taking a two weeks' vacation at Del Monte, where the tournament of the Pacific Coast Golf Association was held.

O. N. Kruschke, sales manager for the Pacific Phonograph Co., has been to New York on a business trip this month.

Byron Mauzy Store Bars Approvals

Charles Mauzy, manager of the talking machine departments of the Byron Mauzy store, has adopted a rule that hereafter no records will be allowed out on approval, or be exchanged. He has enlarged the department on the fourth floor, adding a large new demonstrating room and two new record rooms. The department now carries constantly in stock every record in the Victor and Columbia catalog. Charles Mauzy says thus far the patrons of the store have been well disposed toward the new policy, and he is gratified that business has been appreciably facilitated in other respects, also by reason of the change.

SECURE LARGER QUARTERS

German-American Talking Machine Co. Lease 325 Lafayette Street for Assembling and Storage—Business Growth Compels this Move

Rudolph Kanarek, president of the Independent German-American Talking Machine Co., Inc., 56 Bleecker street, New York City, reports an unusual demand for the products which are manufactured by his house. He states his firm has just leased the premises at 325 Lafayette street, covering an area of 5,000 square feet, which will be devoted to assembling and storage. The showrooms, office and shipping department are located at 56 Bleecker street, covering an area of 6,000 square feet.

The Majestic Record Corporation, New York, has been chartered with capital stock of \$10,000 to manufacture and deal in phonographs, records and commodities. The incorporators are J. C. Reis, R. V. Schoenfeld and D. Green.

WE HAVE TWO GOOD THINGS

VICTOR RECORDS

AND

AMERICAN SERVICE

YOU MR. DEALER NEED THEM BOTH. YOU KNOW WHAT "VICTOR RECORDS" ARE (NONE BETTER) AND WE CAN SHOW YOU WHAT AMERICAN SERVICE IS (NONE BETTER)

SEND US THAT VICTOR RECORD ORDER. YOU NEED US AND WE NEED YOU

AMERICAN TALKING MACHINE COMPANY

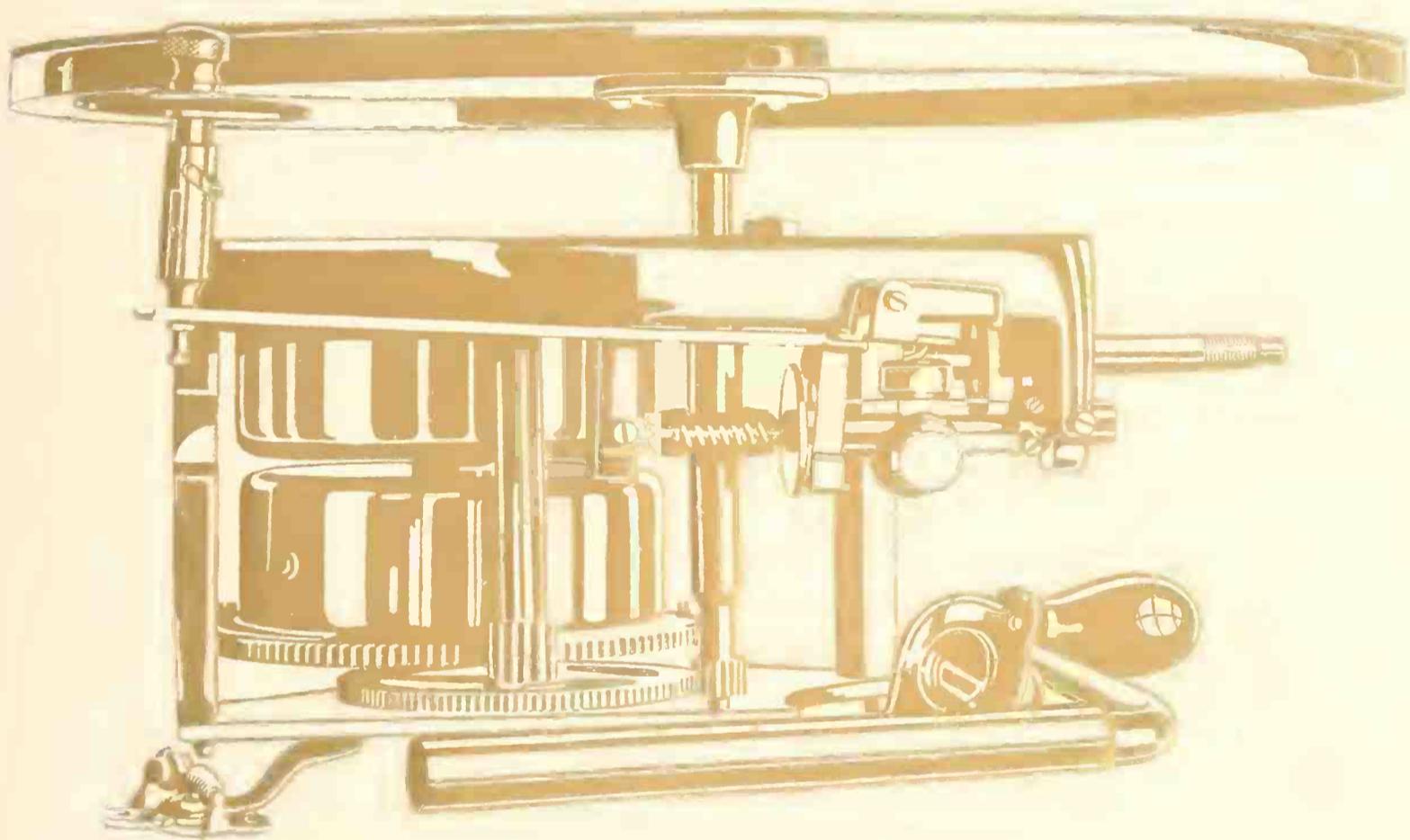
368 LIVINGSTON ST.

BROOKLYN, N. Y.

The **HEINEMAN MOTOR**
The World's Leading Motor

Supreme in

**QUALITY
SERVICE
CONSTRUCTION**



**The Heineman Motor No. 4, Gold Plated Throughout.
Designed for the Highest Class Phonographs.**

O. W. Heineman

President

Soon the country will be ringing with the name of the new world tenor—Lazaro. Does it mean anything to you that you will have Lazaro's Columbia Records to satisfy a nation-wide eagerness to hear him?

(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



INDIANAPOLIS TRADE PREPARING

Stewart Talking Machine Co. Practically Doubles Facilities for Handling Records—Numerous New Pathé Representatives—140 Per Cent. Increase in Columbia Trade—Starr Phonograph Being Well Advertised

INDIANAPOLIS, IND., October 3.—Following his return from the Victor factory, George Stewart, of the Stewart Talking Machine Co., jobbers of the Victor line, began laying plans for the handling of the increase in business which present indications have forecasted.

The facilities for handling the record business have been improved by an addition to the record shelves, which will enable the company to carry thousands of additional records in stock. The shelves were practically doubled in number. The company is concentrating its efforts on the record business.

Mr. Stewart, who spent much time with the factory officials in discussing various phases of the Victor business, reports that his company has been promised by the factory to get just twice as much goods as were shipped the company last year. The factory thus far has been keeping up with the orders fairly well, although the complaint is still on the failure to get orders fast enough.

Emerson Knight, advertising manager of the company, is planning a demonstration of the Victor machine to the school teachers, who will be in an institute session here in the next few days. Mr. Knight succeeded in getting much favorable publicity for the Victor line by this method last year. Visitors to the State centennial pageant here this week will also be looked after, Mr. Knight said.

At the Pathé Phonograph Co., Inc., M. A. Tobin reports that the \$150 machine is proving the best seller, showing that the people are taking advantage of the present prosperity by buying the best. In the rural districts through the State, the \$75 and \$100 machines are the leading sellers, Mr. Tobin said.

In signing up the Trumbo, Schupp & Schmidt furniture store of Louisville, Ky., the Tobin brothers, who run the company, are congratulating themselves on securing what will probably be the biggest phonograph dealer in Kentucky before long. The store is one of the largest in Louisville, and is well-known throughout the State. A complete talking machine department will be installed, a full line of Pathés being carried exclusively.

The People's Outfitting Co., of Indianapolis, is installing two new booths in its talking machine department, where the Pathé is being featured. Oilar Bros. and Sweetman Bros., the other Pathé dealers in Indianapolis, are getting a good start on their fall business.

A. W. Roos, manager of the Columbia store, continues to report big monthly increases in business of this year over corresponding months of last year. An increase of 140 per cent. was registered last month, Mr. Roos said, and nearly three times as much cash was collected. Mr. Roos's complaint is only that he can not get orders filled fast enough from the factory.

Mr. Roos closed a contract with the Great Western Co. here, which he considers one of the largest and most desirable contracts he has among his retail dealers. A large display room and several record booths have been installed by the Great Western Co., who promise to go after business in an aggressive style. D.

Sommers Co., a large furniture store, which recently installed a talking machine department for the Columbia line, has proved beyond a doubt the success of the department, and Mr. Roos is highly pleased at the business being done there.

J. V. Riesbeck, a druggist at 1068 Virginia avenue, has put in a line of Columbia machines and records.

The Starr Piano Co. has been doing some effective newspaper advertising on its phonograph, and the Starr phonograph is fast taking its place among the leaders in the local sales.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co., reports that prospects for the fall business appear bright. J. L. Peter, of the Fuller-Wagner Music Co., reports that business in the Victor records and machines continues good.

The Pearson Piano Co. is re-arranging its talking machine department in order to make more room for record shelves. E. W. Stockdale, manager of the company, reports that business in the Edison and Victor lines continues to be a leading factor in the company's sales.

Frank and Will Carlin, of the Carlin Music Co., dealers in the Victor, Edison, Columbia and Sonora lines, report that the talking machine business, which they regarded as unusual during the summer months, is keeping up well, with prospects for a record business this fall. A similar report is made at the E. L. Lennox & Co. store, where the Victor and Edison machines are sold.

The Pathé Pathephone Shop, of Freeport, Ill., was opened recently at 148 Stephenson street, that city.

DITSON VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

All our experience is put into the kind of service we render to Victor dealers. This "EXPERIENCED SERVICE" is yours to command.

The Big months are now "on deck." Why not talk over your "Campaign" with us?

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK



Consider Your Victor Records

Today is the day to take accounting of your Victor Record stock.

Today we are shipping 99% of all orders received.

Today you can get 99% of all the Records you want, in the quantities you want.

This is the situation—NOW.

How long this will last, we cannot say. We all know from past experience that each Fall, Winter and Spring sees an acute shortage of Victor Records. The Victor Company never has been able to cope with the tremendous demand during these seasons.

We have no assurances that they will this year!

It is the part of wisdom to settle at once on a dealer who can best fill your wants. We would be happy to serve you. We only ask that you—

Order Now!

You know what Records sell with each outfit, what are the standard numbers, the class of Records your customers buy. Get ready to make your Talking Machine business this season a "Record" one.

Prepare!

Send in Your Order At Once

Schmelzer Arms Co.

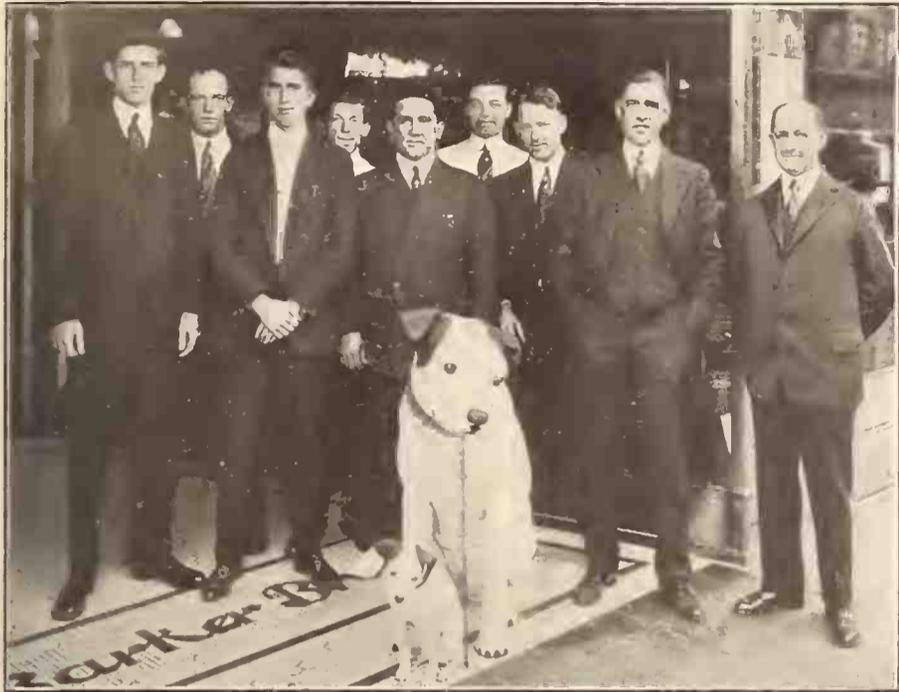
Victor Distributors

KANSAS CITY, MO.

LIVE TALKER DEPARTMENT STAFF

The Men Who Built Up the Victrola Business for Barker Bros., Los Angeles

LOS ANGELES, CAL., October 2.—No one gazing at the accompanying photograph of the staff of one of the departments in the store of Barker Bros., Inc., well-known house furnishing dealers



Barker Bros. Talking Machine Department Staff

of this city, can fail to guess what particular department the men represent, for the two dogs listening faithfully to their master's voice and prominently placed in the foreground tell the story.

The talking machine department of the Barker Bros. Co. has proven most successful, and the volume of business is continually on the increase. Every member of the staff is a Victor enthusiast which in itself tells a story.

The staff of the talking machine department joined with the other thousand employes of the store in the recent outing held at Hermosa Beach, Cal., and just to display their loyalty took their Victor dogs along with them. In the matter of attracting attention the big dog proved the feature of the day.

E. ARMSTRONG GETS MANOPHONE

Will Distribute This Machine in Four Middle Western States

JAMES MANOIL, president of the James Manoil Co., 60 Broadway, New York City, and Newburgh, N. Y., recently made a trip to Chicago and arranged for the representation of the Manophone in the Middle West with Elmon Armstrong, who will have his headquarters in the Republic Building, Chicago. Mr. Armstrong will represent the company in Indiana, Illinois, Wisconsin and Michigan, and will display a complete line of machines at his Chicago headquarters.

FINCH & HAHN'S LARGER QUARTERS

New Addition Being Erected in Rear of Store of Victor Distributors in Schenectady

SCHENECTADY, N. Y., October 4.—Ground has been broken for the one-story addition, sixty by twenty-one feet, to be erected in the rear of the present store of Finch & Hahn, Victor distributors, of 540 State street, this city. The extra space is badly needed by the company to take care of their steadily growing business, and when the addition is completed it will be equipped with a half dozen sound-proof demonstrating booths, with the balance of the space used as a Victrola display room. The addition will be constructed of concrete, will be handsomely decorated, and it is estimated will cost in the neighborhood of \$2,000.

Finch & Hahn report that business is of unusual proportions, and despite the fact that shipments from the factory of both machines and records are larger than ever, they do not begin to fill the demand, especially for machines.

NEW DEPARTMENT IN LEXINGTON

LEXINGTON, KY., October 4.—The Candioto Piano Co., which is now located in new quarters at 155 South Limestone street, this city, has just added a large talking machine department to their piano business, and are featuring the Columbia Grafonola and Starr phonograph very strongly. Miss Berdie Poole is in charge of the department. The company reports an excellent business. The farmers are getting top prices for tobacco and other crops. They have money and appear to be willing to spend it.

BIG SALE OF EDISON PHONOGRAPHS

LOWELL, MASS., October 5.—The Bon Marche, which operates a large talking machine department that has been rapidly finding favor for some time among music lovers, has just disposed of twelve Edison Diamond Disc phonographs, averaging more than \$200 each or a total of \$2,500. Charles G. Martin, the manager of the department, is hot after business, and he is doing business at present by leaps and bounds.

PROSPECTS EXCELLENT IN WINNIPEG

Partial Failure of Wheat Crop Does Not Discourage Business Men—Changes Among Managers and Sales Staffs—Recent Visitors

WINNIPEG, MAN., September 30.—Crop estimates indicate a much lower yield than last year and, of course, the acreage is less. In spite of these facts the returns from the harvest in Western Canada will be enormous and probably equal to if not in excess of an average year. Conservative observers are looking for a good season's retail business with collections being well taken care of.

A. G. Farquharson, manager of the Western Gramophone Co., Western distributor of His Majesty's Voice products, has resigned from that position. Mr. Farquharson went to Winnipeg from Toronto during the latter part of last year.

The Winnipeg Piano Co. had a surprise visit from Geo. W. Lyle, former general manager of the Columbia Graphophone Co., New York, who is now with the Domestic Talking Machine Co., Philadelphia. Mr. Lyle is looking well after his year's sojourn on his son's farm where scientific agriculturalism holds supreme sway.

Mr. Paison, manager of the Canadian Phonograph & Sapphire Disc Co., recently visited New York on a business trip.

Stanwood's, Ltd., have been enlarging their phonograph parlors and report a fair business in Edison and Columbia phonographs and records. Miss Sloane, who has had charge of this department, has severed her connection with the firm. Her position has been filled by Miss Sparfel.

The quarterly record exchange for Victor dealers has received the hearty approval of the Western Gramophone Co.'s customers. They appreciate the opportunity to dispose of titles which they have overstocked and thus keep their stocks clean and up to date.

Babson Bros., dealers in Edison phonographs, report an improvement in Edison sales, owing no doubt to the return of campers and customers who have been away on vacations.

MORE ROOM FOR ARROW MOTOR CO.

Well-Known Motor Manufacturers of Newark Move to Larger Quarters

The business of the Arrow Motor Co., manufacturers and distributors of various types of talking machine motors, tone arms and sound boxes, Newark, N. J., has increased to such an extent that the company has been compelled to move their offices from 207 Market street to much larger quarters at 20 Clinton street, Newark, one block from the old location. The officers of the company are particularly pleased with the demand at the present time, which is taxing the company's facilities, and an interesting feature is the volume of repeat orders coming from manufacturers who are using the company's products.



FIT ANY CABINET, VERTICAL OR HORIZONTAL.

“THE INDEXO”
Trade Mark Registered

PHONO RECORD HOLDERS
U. S. Patent Aug. 17th, 1915

The illustration shows the “INDEXO” record holders arranged in cabinet. The titles of the records can be plainly seen—thus avoiding vexation and hunting for the record wanted. That feature appeals to people who take pride in their record collection.

On receipt of eighty cents in stamps a sample carton containing one doz. of the ten inch size will be mailed to any dealer in U. S.

10 and 12 inch sizes in stock—order them now—they are a fine Christmas article to start.

HENRY ROSENBERG

SOLE MANUFACTURER
14-16 WOOSTER ST., NEW YORK

PLENTY OF MONEY IN BUFFALO

Industrial Activity Brings Prosperity Wave and Talking Machine Men Are Enjoying the Fruits Thereof—W. D. Andrews Issues Catalog of Accessories—Charles H. Heinike a Benedict—Christian Kurtzmann, Inc., Organized—Other Trade News of the Month

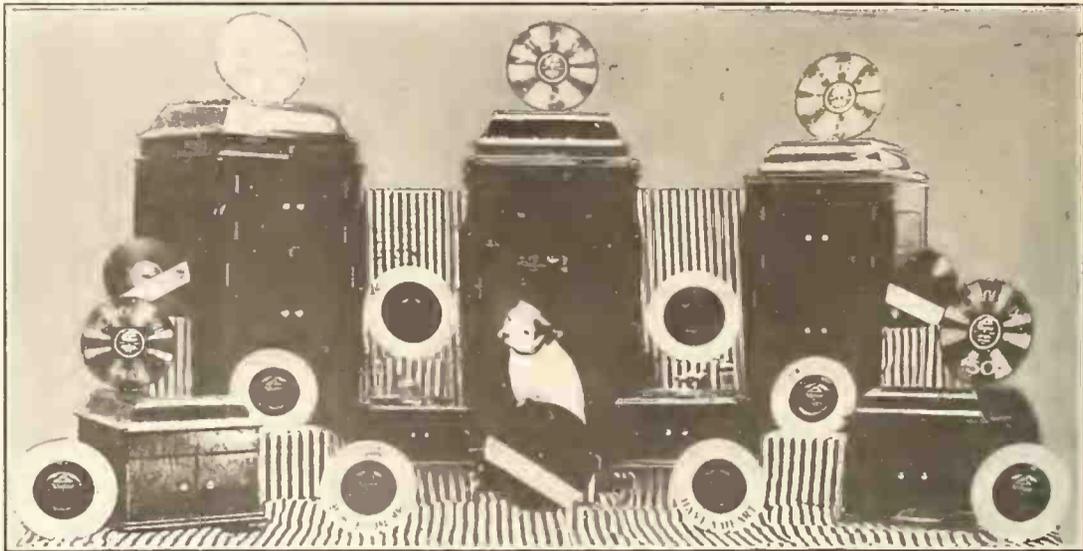
BUFFALO, N. Y., October 7.—An unprecedented demand for talking machines is reported in Buffalo. The local industrial plants are working overtime, the department and other stores are busy and those who want work are receiving fair compensation for their labors. It is therefore logical that Buffalonians have more money to spend on talking machines than they ever had before. That they are spending this money for this purpose is best indicated by the favorable reports of the local talking machine jobbers and dealers.

W. D. Andrews, who sells talking machines at wholesale, has issued an attractive catalog of talking machine accessories. The cuts are clear, the text is concise and paper of the best quality is used. Mr. Andrews says the object of the catalog is "to assist the talking machine dealers to increase sales of accessories and thereby increase the yearly net profit." He has also mailed out his new price list to many dealers. He has a good stock of records and accessories but reports a shortage of Victor machines. Mr. Andrews also handles the Edison Amberola. His salesmen are Fred C. Kraft, covering the city, and Douglas Langford and Charles M. Logan, who cover out-of-town territory.

Charles H. Heinike, manager of the Victrola department of Denton, Cottier & Daniels, was recently married to Miss Mary McGowan, of this city. Mr. Heinike recently returned from the Mexican border where he is a member of Troop I, National Guard. The members of the troop are receiving much enjoyment from a Victrola presented them by Mr. Andrews.

"In the past six months our talking machine business has shown a tremendous increase, really out of all proportion to the factory's increased output," said V. W. Moody, manager of Neal, Clark & Neal Co. "We couldn't increase our business in machines because of factory limitations, so that logically our increase must have been in records. There is hardly a Victor dealer in our territory who, regardless of size, is not making extensive preparations or alterations to enable him to do an increased record business. The trade letter we sent out Octo-

YOU SURELY WANT TO SELL VICTOR RECORDS



**Here is a Window Display Service That
WILL SELL RECORDS FOR YOU**

Send 50c. in stamps for the November issue. In many instances this display has increased record sales 200%

DON'T DELAY—SUBSCRIBE NOW

S. B. DAVEGA CO. Victor Distributors
831 BROADWAY
NEW YORK CITY

ber 3 closed with the statement: Every Victor dealer should have record-demonstrating rooms. We know this to be absolutely true. A dealer may do a large record business without rooms, but he is not enjoying the volume of business that the installation of record demonstrating rooms would give him."

Christian Kurtzmann, Inc., recently organized, with temporary headquarters at 236 Delaware avenue, are exclusive jobbers of the Clayola phonograph for Western New York and Pennsylvania. The firm later will have a store in the large business block at Delaware avenue and Chippewa street. George H. Verbeck, who recently retired from the film business, is associated with Mr. Kurtzmann.

Among the new Grafonola dealers in the Buffalo territory are the Arnsen Furniture Co., Niagara Falls, and S. D. MacDowell, of Addison, N. Y. W. L. Sprague, manager, and C. M. Wall, assistant manager, of the Buffalo store of the Columbia Graphophone Co., are busy with

the distribution of Grafonolas in Western New York. A report of their trade follows: "Our business has shown an increase of more than 100 per cent in the past six months. The factory at the present time is filling our orders promptly. The record situation is improving steadily.

Seeber & Hofheins are opening a new store at Main street and Fillmore avenue and are handling the Columbia line exclusively.

H. G. Towne, manager of Robert L. Loud's Victrola department, recently returned from a motor trip through New England. He was accompanied by his mother who, despite the fact that she has passed four score years, made the journey with the health and spirit of a school girl. Mr. Towne is placing the Victrola in some of the best homes of Buffalo and vicinity. E. O. Hock and E. W. Heintz are members of his sales force.

Bach Utley, who managed the Edison department at the piano store of his father, C. H. Utley, is experiencing strenuous life at the Mexican border. He is a member of Troop I, National Guard, of this city. The Edison department at Utley's is now in charge of Albert Stettenbenz, manager of the store.

John Schuler, who has a new piano store at Main and Utica streets, is featuring the Edison Diamond Disc in special newspaper advertising. His spacious show windows are also used for attractive Edison displays, arranged by Manager Cole of this department. Mr. Schuler's large Edison sign at the Buffalo baseball park has aroused favorable comment.

Bing & Nathan, furniture dealers, handle the Sonora phonograph here. S. H. Brooks is in charge of this department. The Sonora always has a prominent window display at this store. Live advertising matter furnished by the Sonora Phonograph Corporation is used to good advantage by Mr. Brooks.

"The Voice of the Violin," the Edison film, was recently featured at the Olympic Theatre, Buffalo. William H. Reilley, sales manager of the Albert Schuler Piano Co., Inc., arranged for the production at the Olympic. At the end of the picture there was an announcement that the Albert Schuler Co. was licensed to handle the New Edison in Buffalo.

The Hoffman Piano Co., of this city, is handling the Mandel phonograph, and is doing some live advertising on this machine.

Crowds visited the fifteenth anniversary celebration of the Victor Co., Buffalo furniture dealers. Several of the visitors placed orders for the Pathephone, handled by this concern.

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt



THE AEOLIAN COMPANY
AEOLIAN HALL

NEW YORK 41 N. 44th ST.
 ST. LOUIS 412 N. 10th ST.
 CINCINNATI 127 WEST WASHINGTON ST.
 INDIANAPOLIS 221 N. PENNSYLVANIA ST.
 DAYTON 114 N. 1ST ST.
 BROOKLYN 114 N. 1ST ST.

FOURTY SECOND STREET BETWEEN FIFTH & SIXTH AVENUES

LONDON 125 NEWBOND ST.
 PARIS 22 AVENUE DE L'OPERA
 BERLIN BELLEVUE STR. 4
 MELBOURNE 272 FOLKERS ST.
 SYDNEY 257 GEORGE ST.

New York, June 19, 1916.

PURCHASING DEPARTMENT

Doehler Die Casting Co.,
 Court & 5th Sts.,
 Brooklyn, N.Y.

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

Gentlemen:

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

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

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

Yours very truly,

J.H. Williams
 PURCHASING AGENT.

RECORDED

DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y.

NEWARK, N. J.

TOLEDO, OHIO.

"CRESCENT"



PRODUCTS

*We are now
manufacturing*

**Tone Arms
Sound Boxes**

**Automatic Stops
Tone Moderators
Side Stays**

**and other parts and
accessories for the trade**

Prompt deliveries
guaranteed in accord-
ance with acceptance
of orders.

Consult us before
placing your orders
for special work as
we have some very
distinctive and indi-
vidual designs.

*For description and prices
communicate with*

Crescent Talking Machine Co.

INCORPORATED

89 Chambers St. NEW YORK, N. Y.

Chicago Office

CRESCENT SALES CO.
23 East Jackson Boulevard, CHICAGO

NEW ASSOCIATION IN JAMESTOWN

Talking Machine Dealers in That City Organ-
ize and Elect Officers

JAMESTOWN, N. Y., October 3.—This city is now ranked among the live communities of the State to boast of an organization of retail talking machine men, a local Talking Machine Dealers' Association having been formed here last night. C. Fred Danielson was elected president of the new association, and D. C. Russell, secretary and treasurer.

Among those present at the meeting and who assisted in the organization were Mr. Logan, of W. D. Andrews; Mr. Clark, of Neal, Clark & Neal; and W. J. Bruehl, all of Buffalo, and actively interested in the association of that city, Mr. Bruehl being secretary. Those who joined the association included C. Fred Danielson, D. C. Russell and the Stranburg Music House, Victor dealers; and the Gage Furniture Co., who handle the Edison line, who were represented by A. I. Lawson. Several Pathé and Columbia dealers were out of town at the time the association was formed, but it is believed that their names will be added to the list at the next meeting.

GOLD MEDAL FOR STARR CO.

Second Award in Year Made to that Line at
Panama-California Exposition

LOS ANGELES, CAL., October 5.—The Starr Piano Co. here has just been notified that the Starr phonographs and records have been awarded the Gold Medal for quality at the Panama-California Exposition now being held at San Diego. This is the second honor accorded the Starr products at the same exposition, the first being the Grand Prize and Gold Medal awarded in 1915 for tone quality. There is no Grand Prize this year and therefore the Gold Medal represents the highest award. It offers further recognition of the quality of the Starr phonographs and records.

NESTOR WITH COHEN & HUGHES

Well-Known Talking Machine Man Takes
Charge of Washington Store

BALTIMORE, MD., October 5.—The announcement has just been made by I. Son Cohen, of Cohen & Hughes, that French Nestor, formerly with the W. F. Frederick Piano Co., Altoona, Pa., has been appointed manager of the Washington branch of Cohen & Hughes. The Washington store was recently acquired by the firm from the Pfeiffer Piano Co., and will take care of a great deal of the Southern shipments of Victor records. Mr. Nestor will have charge of both the wholesale and retail business. Mr. Nestor was for a number of years connected with the W. F. Frederick Piano Co. as head of the wholesale Victor department of that concern, and is well known throughout the trade.

PETITION IN BANKRUPTCY FILED

Creditors of Talking Toys Corporation Take
Action—Liabilities Estimated at \$60,000.

A petition in bankruptcy has just been filed against the Talking Toys Corporation, manufacturer of phonographs and mechanical toys, at 243 West Seventeenth street, by these creditors: The Kent Audit Co., Gerry & Murray, and William Rotter. Judge Mayer appointed Alfred C. Coxe, Jr., receiver, bond \$5,000, on application of Rosenberg, Levis & Ball, who estimated the liabilities at \$60,000; nominal assets in excess of that amount, and actual assets, \$50,000. The company, it was stated, has \$11,000 orders on hand, which would require an issue of receiver's certificates of \$7,500 to complete. The company was incorporated on December 28, 1915, with capital stock \$550,000, to act as selling agent of the Talking Doll & Novelty Co., against which concern a petition in bankruptcy has also been filed.

FORGET all about the big claims and then ask yourself one question: "What has each of the phonograph builders done which prepared them for entrance into this field?"

The history of the Starr Piano Company is inseparably linked with the development and manufacture of musical instruments in America.

They are skilled cabinet makers it is true; they are recognized experts in the finish of beautiful woods; they have proven themselves proficient in the solution of mechanical problems, but, only as these factors contributed to the greater value of the musical instrument, were they employed.

If you will keep in mind that principles of tone-building do not vary as applied to different musical instruments you will understand why the

Starr Phonograph

had to be different from the talking machine.

The experience and exacting knowledge acquired in a half century of piano building has resulted in a phonograph of highest quality. Complete facilities and ample resources have enabled the greatest saving in production costs while a most complete distributing and sales organization insures an efficiency in marketing that is a prominent factor in low selling costs.

The Starr Phonograph is the instrument you can sell. Send for our booklet, "The Difference is in the Tone, and Why." It is free.

THE STARR PIANO CO.

Manufacturers of

Starr Phonographs and Records
RICHMOND, IND.

CINCINNATI DEALERS SET NEW ADVERTISING RECORD

Space Carried in Local Papers Exceeds Even That Ordinarily Used During Holiday Season—Mabley & Carew Enter Field—Leading Jobbers Most Optimistic—Excellent Business Prevails

CINCINNATI, O., October 4.—During September the talking machine people caused the local newspaper world to wake up because of the amount of advertising space consumed in thirty days. Even taking into consideration previous holiday seasons it is believed the amount of space used by the several talking machines in September set a new high record.

The Mabley & Carew Co., one of the old established department stores of the Middle West, manned with some new blood, sort of capped the climax with a full page advertisement devoted to the Columbia Grafonola. Then, too, the Victor Co. is doing some general advertising direct from headquarters.

The advent of the Mabley & Carew Co. in the talking machine field in itself attracted some attention, but what caused the dealers to sit up and take notice was the announcement that machines would be delivered without an initial payment and left on trial thirty days. The department is in charge of Ernest F. Liechti, who came here from Chicago. Another department store to take on a machine line is the Fair, Sixth and Race streets, dealing in the Perfectrola.

So many machines are appearing on the market that even those who have been trying to keep a line on the situation are inclined to be confused. W. E. Shurtleff, representing the Keystone Distributing Co., is here to place the Carola. Oscar Onken, a West End specialty manufacturer, is putting one on the market known as the Schubert. Word comes from Newark, O., that the Cabinet & Specialty Co. has some kind of an instrument about ready for the market.

The Brunswick interests, of Chicago, contemplated opening a retail house here last month. A store on Fourth, near Walnut street, was under consideration. At the last moment the deal was called off. It is known that the owner stood ready to make desired changes and have the place ready for business on Monday of this

week. And those negotiating wanted the place because of its nearness to the Rudolph Wurlitzer Co. and Edison Shop, both in the same block, who are constantly pulling off some advertising stunts.

Manager Pauling, of the Starr Piano Co., wants some capable man to take charge of the retail and wholesale part of the Starr's talking machine business. One man was lined up recently and at the last moment decided to go into the advertising field.

W. O. Black, selling representative of the Knabe Crystola, is in New York City, his mission there being in connection with the deal for the sale of the talking machine department of the Knabe Bros. Co. The deal has been on a little over a month.

The Baldwin Co. is now handling the Monarch, manufactured in Philadelphia, being the last piano house to surrender to the talking machine industry. The house, it is understood, entered the field in no willing mood and has not definitely decided how far it will go into the sale end of the machine.

Divisional Manager Wells, Steinway & Sons, will make the Clayola machine a regular feature of the business before the end of October. So far he has been working towards securing case finishes which are calculated to satisfy visitors to Steinway stores.

Local Manager Whelen, of the Columbia Graphophone Co., stated that business was phenomenal and figures are soaring higher each day. He further stated: "Our business this month will triple September of 1915 and we are very much elated over the prospects for the holiday trade. Dealers are realizing the situation and stocking up heavily for the final rush and we do not anticipate as great a shortage of machines this year as in previous years. Even so, the demand will exceed the supply although increased facilities have been arranged for at the factory and everything possible done to supply the demand."

Manager Whelen, of the Columbia Co., spoke very enthusiastically about the records by the new tenor who is creating such a sensation in this country, Hipolito Lazaro, who has just signed up an exclusive contract with the Columbia Co.

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., is concerned over the holiday situation as is evident from the following statement:

"Business in September was excellent. The beautiful mild weather was unfavorable to record business, but the demand was very lively and our store was thronged every afternoon. The half-page record advertisement we ran on September 28 brought the buyers to our store in droves and the two record hits of the month had a big call. Before the end of the month our new record system will be installed on our main floor and we will be able to handle three to four times the record business that our present facilities will permit. We will need this improvement as the afternoon crowds are already taxing our present facilities. Machine business is phenomenal and the beautiful Italian salesrooms now being fitted up will increase the prestige of the already supreme Victrola in Cincinnati."

THE PATHE LINE IN MUNCIE, IND.

MUNCIE, IND., October 5.—The W. A. McNaughton Co., the big department store of this city, has opened a large talking machine department under the management of Harry E. Paris, and has arranged to handle the Pathé Pathephone and the Pathé discs exclusively.

The Caloric Sales Co., of Wilmington, Del., has been incorporated with a capitalization of \$150,000 for the purpose of manufacturing talking machine cabinets. Incorporators: F. D. Buck, Geo. W. Dillman and M. L. Horthy, of Wilmington.



Mellowtone III

SIZE 17 x 19 x 12 1/2 INCHES

Plays **four** ten-inch records at one winding. Plays **all** makes of disc records. Notwithstanding its high quality our **\$10** price to dealers is

Better Prices in Quantities

The Melophone
TALKING MACHINE
COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

MANUFACTURERS and JOBBERS OF
Phonograph Cabinets, Phonograph Motors
Tone-Arms and Sound Boxes
Phonograph Equipment of all Kinds

"CRESCENT"



PRODUCTS

Announcing the

"PLAYSALL"

The Playsall is a universal attachment adaptable to the standard makes of machines, which enables the playing of either lateral or hill and dale cut records.



Type V PLAYSALL, showing both positions



Type C PLAYSALL, showing both positions

Special attachment for Pathé machines.

Pathé dealers apply to your jobber; if he cannot supply you, write to the manufacturer.

Crescent Talking Machine Co.

INCORPORATED

89 Chambers St. NEW YORK, N. Y.

Chicago Office:

CRESCENT SALES CO.

23 East Jackson Boulevard, CHICAGO

FINE QUARTERS IN HARRISBURG

Remodeled Store of J. H. Troup Music House Provides Additional and Excellent Facilities for Handling Talking Machines

HARRISBURG, PA., October 5.—Extensive improvements and additions have been completed at the J. H. Troup Music House, 15 South Market square, to accommodate the increasing sale of records for talking machines. Four new record booths, each sound proof, have been erected and furnished for the convenience and comfort of the patrons of the large store. Each of these is equipped with two large instruments of different manufacturing companies. There are now thirteen record booths in the store.

The entire first floor of the store has been redecorated in mahogany and white enameled wood and is lighted with shaded hanging lamps.

Although various makes of pianos are on display on this floor, the second floor has been devoted largely to this department, and also to the player-piano roll library.

The record library on the first floor has been enlarged, and the management of the music house announces that a complete line of catalog numbers of the Edison, Victor and Columbia records are always carried in stock. The large display window at the front has been changed so that passersby have a view of the complete length of the first floor of the store.

INSTALLING SERIES OF UNICO BOOTHS

FOND DU LAC, WIS., October 4.—The work of remodeling and redecorating the store of B. H. Anderson, this city, has now been completed, and the quarters present a most attractive and inviting appearance. The improvements include the installation of a series of Unico

booths for the demonstration of Victrolas and records.

CATCHING THEM YOUNG

Courtesy to the Children Means Building Up Future Business

Even the store that sells nothing the children want to buy, can afford to take pains to make the children like to come there, says a veteran business operator. This will result in its being easier for their parents to stop there when they have to have the children with them, and if you are going to stay in business ten years, that is long enough for the children to become buyers themselves. Call the children by their names; at all events don't call them "sonny" and "sis" and other such nicknames. When they come alone you can inquire their names, and when they come again can use them.



The New Idea In Records—

The idea of a good **quality** record is not new.

The idea of a **low price** record is not new.

BUT—the idea of combining absolute quality with a low price is a field that belongs to **OPERAPHONE** and **OPERAPHONE** alone.

Here, indeed, is a record that has the utmost respect of phonograph owners, because **OPERAPHONE RECORDS** are biggest money's worth artistically. They are made in our own plant and sold exclusively under our own name. The list of subjects and artists **proves** that the word "Quality" is more than a word in the Operaphone policy.

And Furthermore—

Operaphone Records play as long as the high price 10-inch Record.

That means **quantity** as well as **quality**—

That's why they are fast sellers—

That's why they are popular, everywhere—

That's partly why **OPERAPHONE** Dealers are enthusiastic and prosperous.

They are handling a **good product** at a **good profit**.

Hadn't you better get the details of this great line?

Write, phone or call for our **dealers' proposition**.

Get in line now for a big Xmas trade.

Look over our fast growing list of instrumental, vocal and novelty **hits**.

You're not making enough money on records unless you tie to the big **OPERAPHONE IDEA**.

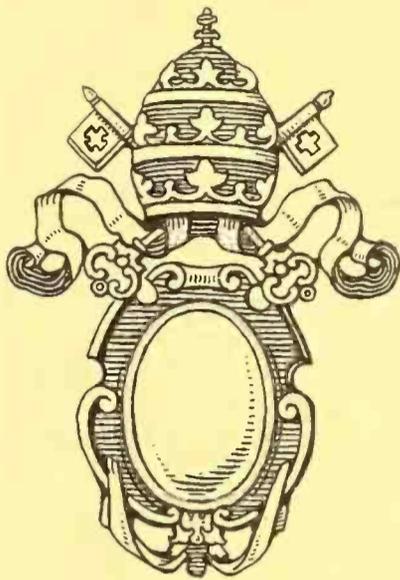
Get the facts today—direct from us—

OPERAPHONE

200 Fifth Avenue

DEPT. 9

New York City

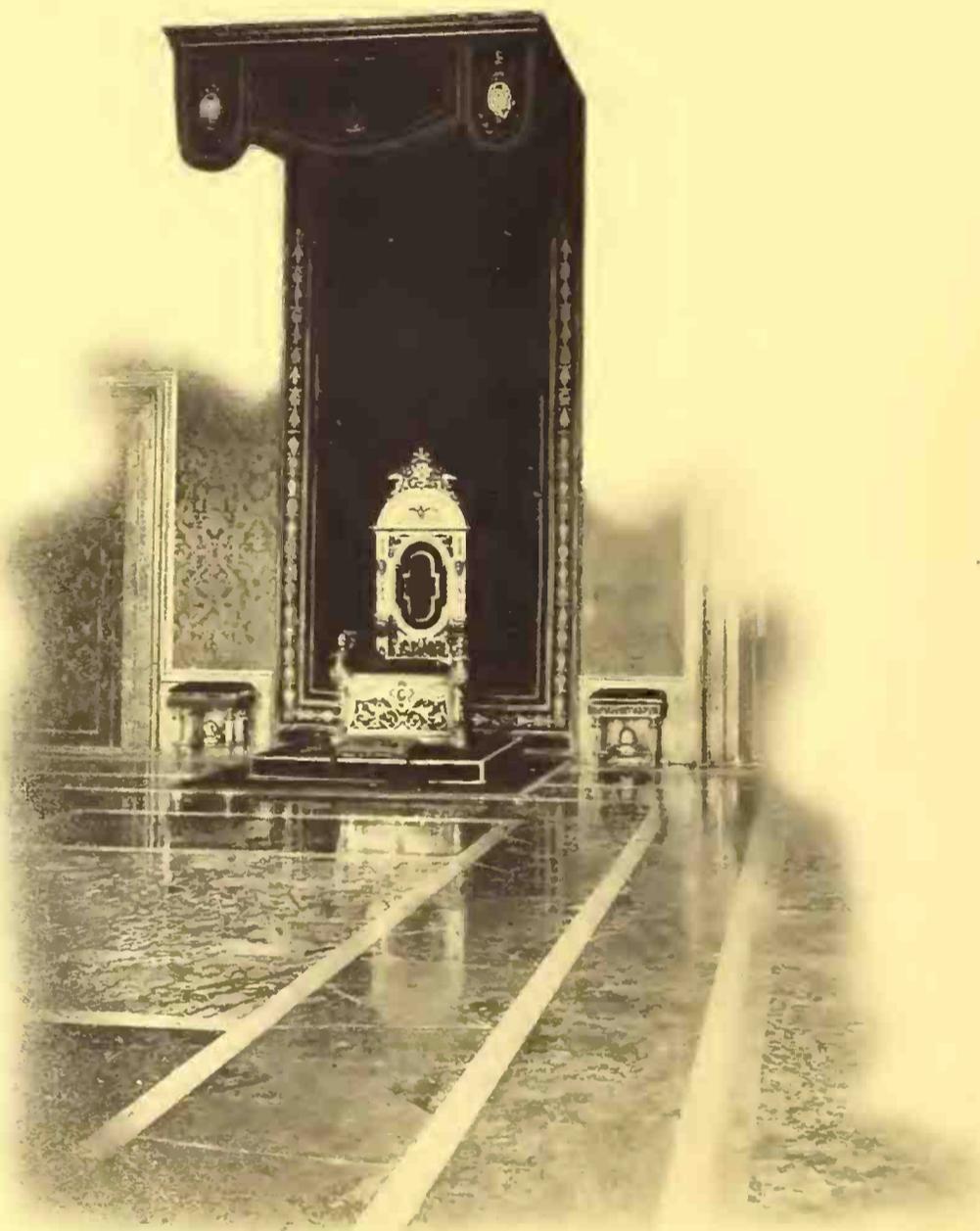


*From the Vatican
Pope Benedict XV*

ROYAL RECOGNITION OF AEOLIAN-VOCALION SUPREMACY



THE AEOLIAN-VOCALION was heard by His Holiness, Pope Benedict XV, at a special audience granted the official representative of the Aeolian Company upon the sixth of last July. In consequence of the high pleasure afforded by the instrument, Vocalions have been installed for the personal use of His Holiness, the Pope, and the Cardinal Prefect, Pietro Cardinal Gasparri. And in recognition of the contribution to musical art, which the Aeolian-Vocalion represents, the title of "Providers to His Holiness, Pope Benedict XV and to the Apostolic Palaces," has been conferred upon the Aeolian Company.



THE TONES OF THE VOCALION IN
THE HALLS OF THE VATICAN
RESOUND THROUGH THE
CHRISTIAN WORLD



THE presentation of the Vocalion at the Vatican is one of the most significant events in the history of the phonograph.

It is not merely another honor for the Vocalion—another proof of supremacy for this wonderful new instrument—it is an indication that the phonograph has at last attained an artistic perfection entitling it to recognition in the highest places and by the most exalted dignitaries!

That the Aeolian Company, by the application of broad musical experience and the finest instrument making skill, have developed the phonograph to such a plane of excellence, is a work and achievement only in keeping

THE VOCALION AT THE VATICAN

with the many others which have established this Company's leadership in the world of music.

His Holiness, Pope Benedict, upon the occasion of the audience, was most cordial to the Aeolian representative, M. Dubois. To the formal announcement of M. Dubois' mission he replied something to this effect:—

"I see, Monsieur Dubois, by your decoration, that you are a Chevalier of the Order of St. Sylvestre, and that would prove to me, did I not know it already, how much your previous respect, as well as that of your Company, has been appreciated. I am curious to hear the instrument, and to see you manipulate it. Where do you wish me to sit to hear it in the best way?"

The Vocalion was then played, and after each record the Pope asked for explanations and expressed the thought that the Graduola is "a most precious improvement." At the close of the audience His Holiness said:—

"It is a wonderful instrument, and most surprising in its musical effects. Say to the Aeolian Company that I congratulate them highly and accept with great pleasure their homage we shall write you some lines testifying to our satisfaction, as the Vocalion has really interested us."

M. Dubois was with the Pope more than thirty-five minutes, an indication of the high interest aroused by the Vocalion, as Pope Benedict is generally very brief and concise.

Within a few days The Aeolian Company received instructions for the installation of Aeolian-Vocalions at the Vatican for the personal use of the Pope and the Papal Secretary of State. And upon the 3rd of August came the official document conferring the appointment of "Provider to His Holiness."

The personal notes of approval of the Vocalion received from Pope Benedict and from His Eminence, Cardinal Gasparri, Papal Secretary of State, are interesting documents which will appear in an early issue of this publication.

REPRODUCED BELOW IS THE PAPAL APPOINTMENT
TO THE AEOLIAN COMPANY



A REMINDER

ALREADY MUCH VOCALION TERRITORY
HAS BEEN ASSIGNED—VOCALION REP-
RESENTATION IS RECOGNIZED AS
THE MOST PROFITABLE ANY
DEALER CAN SECURE

THE Aeolian-Vocalion offers a most valuable opportunity. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover,

this leadership is obvious at a glance even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—overwhelmingly evident in the Art Styles.

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

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



*Vocalion Style H. Retail price \$150.
The simple dignity of this case is an
indication of the high standard of the
entire Vocalion line*

If his "Celeste Aida" is a marvel of power, LAZARO'S singing of "Rodolfo's Narrative" (Columbia Record 48741) is just as great a triumph of art. The supreme beauty of Lazaro's voice thrills the very soul in this glorious record.

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

Columbia Graphophone Co.
Woolworth Building, New York



EDISON DEALERS' PARTY IN INDIANAPOLIS A SUCCESS

Gathering Attended by Over One Hundred Dealers—Details Arranged by Walter E. Kipp—William Maxwell Discusses Trade Topics—Two-Day Session Ends with Enjoyable Banquet

INDIANAPOLIS, IND., October 4.—The Edison Dealers' Party, which was held here October 2 and 3, proved that the Kipp Phonograph Co. was capable of "putting it over right," to use the words of Walter E. Kipp, president of the company. Mr. Kipp, who worked hard for eight weeks in preparing for the event, won the commendation of not only the many dealers present, but also of the Edison officials who frankly admitted that in all their experience they had never attended a "party" which surpassed this one.

The word "party," it was explained by Mr. Kipp, was used in place of convention as it was the desire to get away from the stiffness and formalities generally attached to conventions.

The total result of the party was most agreeable to everybody concerned. The dealers went back to their business with a higher confidence in their goods and with a stronger determination to get the sales they believe they are entitled to; the Edison officials went back to the factory with but one thing worrying them, namely, the question of turning out their product fast enough, and the Kipp Phonograph Co. booked so many orders that even the hustling Mr. Kipp admitted he was doubtful if his company could get enough machines from the factory to fill the orders within a year.

The party began Monday morning when 125

dealers, many accompanied by their women folk, met at the German House for a general "get-acquainted" meeting. Then a reception was held for the Edison officials. These included William Maxwell, vice-president of Thos. A. Edison, Inc.; V. E. B. Fuller, in charge of the company's tone tests; E. H. Phillips, credit manager of the Edison Co.; K. R. Moses, sales manager in charge of the Amberola line, and James Findlayson, mechanical expert from the Edison laboratories.

After a luncheon, Mr. Maxwell opened the session with an address, in which he warmly praised the idea of holding such an affair. He discussed conditions at the factory and gave the dealers an idea of what they could expect.

Mr. Fuller, who conducted the tone tests, found that he soon had his hands full trying to make arrangements for the dealers who desire to have tone tests made in their cities. Mr. Phillips spoke of the importance of the dealers in watching their credits. He took occasion to voice the position of the Edison jobber, pointing out that the dealers should bear in mind that Edison jobbers have the same cares and obligations that any other merchant has; that they are human and have other things to worry about besides filling orders.

Mr. Moses won many new friends for himself and also for the Amberola line. "Something

new, yet old. Guess," was the way Mr. Moses' headline feature was referred to on the printed programs. This was a comparison of the \$50 Amberola with a \$150 machine of another make. The two machines were placed behind a curtain and the same selections played on both. The dealers were then asked to vote on which machine they believed to have made the best showing without, of course, knowing which make of machine they were judging. The Amberola proved to be the winner, receiving almost an unanimous vote.

The afternoon session concluded with questions and remarks by the dealers, several visiting jobbers from other zones participating in the discussion.

A visit to the Edison Shop was included in the program. Those in charge of the Edison Shop received many compliments, while the visiting dealers got many good pointers as to how they might improve on their service to the retail trade. It was the anniversary of the opening of the Edison Shop a year ago and in honor of this, a tone recital test was given Monday evening at the Murat Theatre to which all the dealers were invited.

Madame Marie Rappold, of the Metropolitan Grand Opera Co., was the artist who demonstrated the quality of the Edison and the theatre was crowded to that extent that the police were necessary to handle the crowd.

The newspapers gave much favorable publicity to the concert and the day following the Kipp Phonograph Co. owners of the Edison Shop, inserted full-page advertisements calling attention to how once again the Edison machine had proved its merit and expressing regret to the many who were turned away from the theatre.

The second and closing day session of the dealers' party was opened by another address by Mr. Maxwell. Mr. Fuller continued his tone test demonstration and then Mr. Findlayson, the mechanical expert, took up a discussion of the technical problems which confront the dealers. A live session, in which all joined in discussing the advantages and disadvantages of various phases of the business, ended the session.

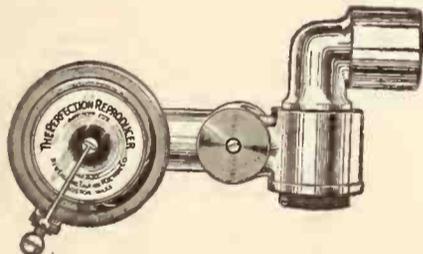
A banquet concluded the party. The banquet was a stag affair, the women folk being entertained in another part of the German House. There were cabaret features in which George Kadel, of the Edison Shop, starred in a burlesque as "Madame Frufu," the greatest singer of all times.

The moving picture entitled "The Voice of the Violin," was also shown at the banquet.

STARR DISTRIBUTOR IN CHICAGO

Melville Clark Piano Co. Secures Jobbing Interests for Starr Phonographs and Records

CHICAGO, ILL., October 4.—The Melville Clark Piano Co., the prominent piano manufacturer and dealer of this city, has secured the jobbing interests of the Starr Piano Co. in the phonograph and record lines for the entire territory in and about this city.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

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

The dealer is wise who avoids buying cheap accessories. Future machine sales will be seriously impaired by selling cheap accessories

THE NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET

BOSTON, MASS.

The PERFECTION

Ball-Bearing Tone Arm

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

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

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



Model "175" Solophone

The SOLOPHONE

Main Offices
306 Sussex Street, Harrison, N. J.

Introducing the New SOLOPHONE

The Master Phonograph

THE Solophone is the newest talking machine.

As the Master Phonograph, it unites master furniture building with master music reproduction. It is a musical instrument *De Luxe*, designed for homes of taste.

Into the Solophone has been poured experience in phonograph acoustics, motor construction, cabinet designing, musical instrument making, that equals many, many years.

With the Solophone Company are the men who engineered America's quality phonographs, the men who designed America's most famous phonograph cabinet lines, the men who are America's foremost phonograph manufacturing and selling experts.

And at the head of the Company stands a group of men who have spent their whole lifetime in the musical instrument industry, men who make and market one of the oldest quality pianos.

* * *

The Solophone is first of all a musical instrument of *superb tone*—capable, at the discretion of the user, of exquisite modulations. The reproducer, the tone arm, the amplifier, the tone modifier are all of new design, *exclusive with the Solophone*. The motor is the most expensive used in any phonograph made today.

The case designs are chaste and beautiful. The cabinet work artistic. On all models the exposed metal parts are *heavily gold plated*.

THE SOLOPHONE PLAYS EVERY MAKE OF DISC RECORD

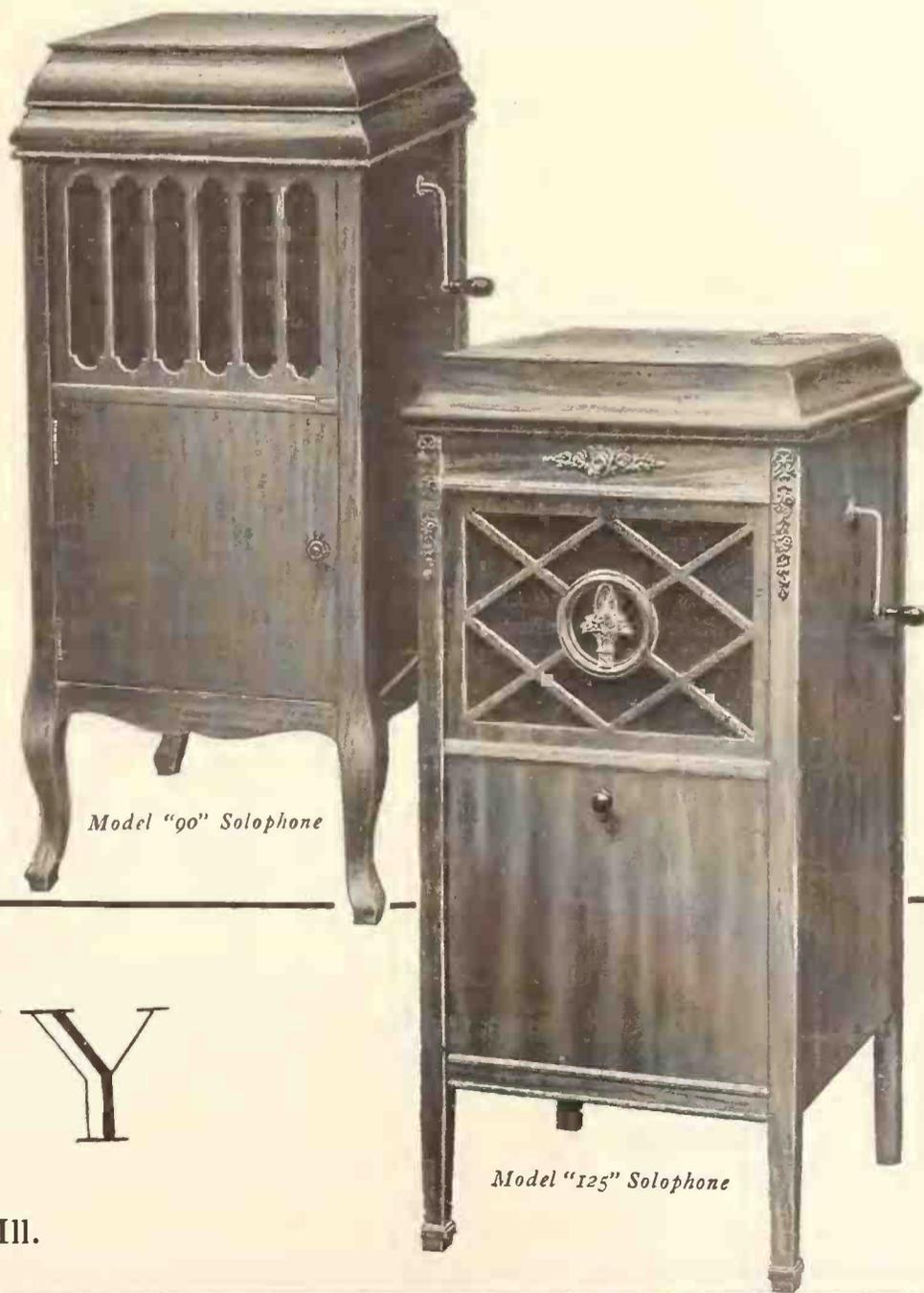
It requires no extra attachments to do so. And we claim it plays any record *more beautifully than the phonograph for which the record was originally made*. To prove this, we have originated—

THE SOLOPHONE CURTAIN TEST

BEHIND a concealing curtain, place a Solophone and any other standard phonograph. On each in turn have someone play any record of the same make as the other machine. Without knowing which instrument is which, you will invariably say the music of the Solophone is more beautiful.

This test has been made hundreds of times with all makes of machines—five and six at a time—before audiences of experts and laymen. The Solophone has *invariably* won out.

Make this Curtain Test yourself. Get the facts about the Solophone. Get the mechanical specifications. Get our Merchandising Plan. Write us without delay, and we'll show you—without delay—how to build a fine phonograph business.



Model "90" Solophone

Model "125" Solophone

COMPANY

Western Distributing Office
17 North Wabash Ave., Chicago, Ill.



SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished.

Tone Arms, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when SOSS DIE-CAST in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our SOSS DIE-CASTING process is eminently successful in turning out large quantities of intricate parts. SOSS DIE-CASTINGS cost less, give better results and permit of quick assembly. We have specialized for years in the production of Die-Castings. Our increased facilities insure you of moderate prices, accurately finished Die-Castings, as well as prompt deliveries.

Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING COMPANY, Inc. 435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF **SOSS** PRODUCTS

Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

BRIGHT OUTLOOK IN THE SOUTH

Excellent Prospects for Exceptional Fall Trade in Talking Machines and Records—Cotton Crop Somewhat Impaired by Boll Weevil, But Higher Prices Help—Machines for School Use

The prosperous conditions which have existed throughout the South generally during the present year show no signs of abatement as the fall season sets in. Despite the diversified farming which is being done more extensively all the time throughout the South, cotton continues to be the principal crop, and although the cotton crop this year will not be as large as that of two years ago, the planters are receiving much higher prices for their output, which means in the end more profits than a large crop at lower prices. The Federal Bureau of Crop Estimates forecasts a total production of about 11,637,000 bales, against 11,191,820 bales in 1915 and 16,134,930 in 1914. The prevalence of the boll weevil in Texas, Arkansas, Alabama, Louisiana and Florida has caused a 4.9 per cent. decrease in the condition of cotton since August 25. The present cotton prices, however, will more than offset the decrease in production, December cotton selling around 16.75 cents a pound, while January is quoted at 16.80.

The talking machine dealers throughout the entire South are planning extensive fall campaigns, and aside from the shortage of machines, which has now become an old story, eminently satisfactory conditions are reported in all sections. In Kentucky 90 per cent. of the tobacco crop is cut and in the barns, the grade will be above the average and the yield per acre larger than usual. The corn crop will also be heavier than in the past two years.

The corn crop in Tennessee is above normal, showers having improved pastures and late corn. The tobacco is mostly all cut and housed and the live stock conditions are excellent.

The planters in Georgia are in the midst of cotton picking and the prices are very attractive. The farmers are making money and the presence of the boll weevil is making them invest in more live stock. In Virginia cattle and sheep are in fine condition and prices are very attractive. The largest crop of corn in years will be harvested and a large wheat crop will be sown. A full crop of the finest quality tobacco in West Virginia is one of the pleasing reports from this section of the country. The corn and fruit crops are not quite as large as usual, however.

Tobacco prices are excellent in North Carolina and cotton prospects are very fair.

From the foregoing summary it will be seen that prosperity in the South is practically assured, which augurs very favorably for an ex-

cellent trade in talking machines. The jobbers in the larger centers report that their dealers are ordering in increased quantities in anticipation of a phenomenal holiday trade.

Higher priced machines are generally in demand, and the opening of the concert season has resulted in an active trade in the better class of records. The people throughout this section of the country are realizing more and more the advantage and necessity of the talking machine as a means of entertainment and as an aid to musical education, and the use of talking machines in the public schools, which is becoming very prevalent, is rapidly instilling a desire for machines for the home in the minds of the children, which is a powerful factor for increased business.

PROGRESS OF THE DOMESTIC

Demand for the New Machine Necessitates Large Increase in Manufacturing Facilities—President Sheble Explains Choice of Name

PHILADELPHIA, PA., October 4.—At the headquarters of the Domestic Talking Machine Corporation, this city, it was reported that there has been no falling off in the demand for the Domestic machines that has been growing constantly since that product was first introduced to the trade. The chief concern of the officers, it is declared, is to keep the output within sight of orders, and re-orders that are being received. The corporation has already planned various increases to its productive facilities, but is going ahead with the question of efficiency always in the foreground.

"When we started business," said the president, Horace Sheble, "we realized that to produce a machine of the quality of the Domestic at the price we were to sell it for, would require the adoption of modern efficiency efforts

in every department. We first secured a thoroughly modern factory building and equipped it with up-to-date machinery of all kinds. The result is that we produce every part of the Domestic machine in our own plant with the exception of the cabinets, know just what is going into it, and can constantly keep up the high standard.

"We have found that the name Domestic was a happy choice. Not only did it fit the machine we were to produce, but has actually made a very favorable impression upon the public. Domestic implies the home—the home where there is laughter and the happiness of childhood—the home where mother smiles, and where father can take off his coat and be comfortable. We have produced a machine that we believe meets the need of music in such a home. It has tonal qualities, original cabinet designs, and is constructed to play all standard records. Is it any wonder that within six months it has been necessary to double the size of the Domestic plant or that our dealers everywhere are so enthusiastic?"

THE PATHÉ LINE IN THE SOUTH!

This company is equipped to give dealers in the South *Real* service in handling the Pathé Line.



We do not take the dealer's order and let him shift for himself, but assist him in selecting his merchandise, selling it and keeping it sold.

Let us send you our proposition

ARMSTRONG FURNITURE COMPANY, Pathé Distributors
59 NORTH MAIN STREET MEMPHIS, TENNESSEE

Actually, no tenor alive today has sung "Celeste Aida" as LAZARO sings it on Columbia Record 48762. Lazaro's tenor is a *super-voice*, a vocal miracle, a wonder of strength. Any record by Lazaro will sell as soon as heard.

(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



PHENOMENAL TALKING MACHINE TRADE IN TWIN CITIES

Unique Venture of Mr. Somers That Brought Victor Sales—Eight Carloads of Edisons Received by L. H. Lucker—How Souders and the Columbia Got There—News of the Trade

ST. PAUL and MINNEAPOLIS, MINN., October 6.—Determined to place in his stock every Victrola that was obtainable Morley Somers, manager of Hennessey Bros., Butte, Mont., conceived and carried out one of the most unique ventures in talking machine annals. He set out in the middle of September for a big swing around the Western circle for a personal visit to all the Victor jobbing houses on his itinerary and there picked up all the machines he could get his hands on. Also his trip was to take in some of the large retail houses in the hope that he could coax away some machines. On this quest he visited Minneapolis, St. Paul, Milwaukee, Chicago, Omaha, Denver and Salt Lake City—a tour of more than 3,500 miles. Of course, he did not get all he wanted and possibly not enough to make his venture profitable, but many people who otherwise would have been deprived of their Victrola pleasures will now on account of Mr. Somers' thoughtfulness not be disappointed.

The Victrola trade is something "colossal" and "stupendous"—the former characterization being supplied by Robert O. Foster, of Foster & Waldo, and the latter by David M. Dyer, of W. J. Dyer & Bro., and they should be safe words for your correspondent. The supply is inadequate say both men, The Beckwith-O'Neill Co. long since have abandoned all hope of trying to fill orders. They fill what orders they are able, and let the others go with all the resignation they have left. It is hard lines for them in every way.

St. Paul will have two days with the Victor grand opera stars, October 20-21. On the former date, Geraldine Farrar will appear in "Carmen" with Rita Forna and Clarence Whitehill, and on the latter day Emmy Destinn will appear in "Il Trovatore," with Louise Homer.

"We have just unloaded eight solid carloads of Edison Disc phonographs," said Laurence H. Lucker, president of the Minneapolis Phonograph Co., "and during the month of September, which was the largest month we have had in the history of this business outside of last December, we shipped solid carloads of Edison Disc phonographs to: Gomer H. Jones, Mankato, Minn.; Bergh Piano Co., La Crosse, Wis.; L. Palm, Ortonville, Minn.; R. J. Becker, Calmar, Ia.; A. W. Strumpel, Waukon, Ia., and C. Zamboni & Son, Owatonna, Minn.

"Miss Elizabeth Spencer, the popular New York soprano and Edison artist, is now in this territory, and will be for the entire month of October, giving tone tests for Edison dealers. J. R. DeSaxe is conducting the Spencer tone test tour.

"Miss Anna Case, the exclusive Edison artist, appears in concert at Fargo on October 19.

"We are making great preparations for Edison week, which is October 16-21 inclusive, and all the Edison dealers in this territory are enthusiastic over the window contest, and the \$200 prizes.

"The Minnesota Phonograph Co's retail de-

partment is doing an immense business. It is bigger than ever before. Particularly on the C-250 instruments. It seems that particular instrument is enjoying a very popular run at the present time."

Robert Souders, Northwestern manager for the Columbia Co., missed his train for the great Wisconsin and Michigan trade tour out of Minneapolis, in the latter part of September. But he was a resourceful phonograph man, you may be sure, and with the other belated trade tourists charted a special train and overhauled the main one.

Jury duty is claiming some of the men in the business. Laurence H. Lucker is on the Hennepin County grand jury for two months, but this body meets only semi-occasionally. Robert O. Foster was on two weeks' petit jury duty and had to report daily.

J. L. Pofahl, talking machine manager for the Golden Rule, is installed in his new home in fashionable Maplewood.

Five of the Minnesota Phonograph Co's staff went out duck hunting, the last week in September and in one day brought down forty birds, near Buffalo, Minn.

MEETING ALBUM DEMAND

"We have recently placed large orders for raw materials," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York. "We believe that there will be a larger demand for albums this fall than ever before, and are suggesting to our dealers that they place their orders in advance of their needs so that their supply of Nyacco albums will be in good shape for fall trade."

SPECIALIZATION!

¶ The successful Victor dealer is the one who has specialized; he has given the machine and record service required and concentrated his energies in the right direction.

G. T. WILLIAMS CO. SERVICE

is based on Specialization

¶ We are ready to give Victor dealers concentrated service, especially in their record departments. Our record stock is up-to-the-minute; our facilities are unexcelled, and our organization is equipped and willing to help you at all times.

Why not take advantage of this service?

G. T. Williams Co., Inc.

VICTOR WHOLESALE
EXCLUSIVELY

217 Duffield St., Brooklyn, N. Y.

Stimulate Your Fall Sales

Form 1203

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
C 89C SP 50 HL Wichita, Kas.
Unit Construction Co.,
121 So. 31st St.
Phila. Pa.
Ship rush within five

RECEIVED AT
28 P 31 34 Boston, Mass. 2 PM Sept. 22
Unit Construction Co.
Proceed with order make finish a shade lighter than number twelve.

Form 1204

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
20P WE 8 Albany, N.Y.
Unit Construction Co.,
131 So. 31 St. Phila.
Proceed with Scheme B

RECEIVED AT
RA 136 CH MP 48 HL Escanaba, Mich. Sept. 1, 1916.
Unit Construction Co.,
31st & Chestnut Sts., Phila., Pa.
Rush Design seven dull Mahogany Escanaba to be placed against wall one door each room same as Ishpeming shipment only nine by nine one

Form 1205

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
493 C SP 47 HL Crawfordton, N.C.
The Unit Construction Co.,
121-131 S 31 St., Phila., Pa.
Ship as soon as possible one order regular Mahogany Pine

RECEIVED AT
63 P W 61 Hartford, Conn. 3 PM Sept. 29, 1916.
Unit Construction Co.,
Philadelphia.
Ship one two by fifteen two twelve by nine one nine by nine

Form 1206

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
58 P W 14 Waterville, Me.
Unit Construction Co.,
131 South 31 Street.
Rush shipment diagram

RECEIVED AT
26 P W 9 FT Indianapolis, Ind. 1042 AM September 23-16
Unit Construction Co.,
Phila.
Ship Design number four please rush.

Form 1207

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
C52C WH 44 HL Cincinnati, Ohio
The Unit Construction Company,
31st & Chestnut St. Philadel.
Rush for Kansas City, Mo. four r same as furnished Cincinnati your

RECEIVED AT
3623 33 Augusta, Me. Sept. 20, 1916.
Unit Construction Co.,
131 So. Thirty-first St. Phila.
Ship soon as possible Diagram 82 design five finish white enamel also two sections record racks finished to match.
C.E. Downing.

Form 1208

CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE SYMBOL
Day Message Blue		Day Message Blue		Day Message Blue
Day Letter Blue		Day Letter Blue		Day Letter Blue
Night Message Blue		Night Message Blue		Night Message Blue
Night Letter N.L.		Night Letter N.L.		Night Letter N.L.

RECEIVED AT
62 P W 55 Blue Chicago, Ill. Sept. 27, 1916.
Unit Construction Co.,
Phila.
Ship two booths size nine by nine design number one diagram one hundred twelve white enamel finish.
Lyon & Hesly
525 PM

The Wires Are UNIC



WIRE YOUR ORDER

Promptly shipped finishes. Delivered sections ready for Quicklly installed confusion or cost Modernize your e Test this service—

Hundreds of D United States H and Prof

THE UN

278 Plan and Pric

Write—Wire—Phone

THE UNIT CONS

121-131 SOUTH 31st STREET

Double Your Holiday Business

Orders for
FORMS



NICO DEPARTMENT.

in many styles and
a completely fitted
vented construction.
crews or nails. No
otion to business.
partment overnight.
r one dozen rooms.

Throughout the
abled Their Sales
Installing

SYSTEM

ons—\$75 Upwards

—But Do It To-day

TION COMPANY

Form 1201

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

WESTERN TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
36 P W 35 New Haven,
Unit Construction Co.
Ship at once Diagram 73 complete partition number one French Gray

Form 1201

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

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
27 P 2 602 PM 27 Ed. Cleveland, Ohio. Sept. 04-16.
Unit Construction Co., Phila., Pa.
Ship three booths design four diagram one hundred thirteen birch

Form 1201

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

WESTERN TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
MA 91CH LN 80 XL Pond du la
Unit Construction Co.
31 & Chestnut Sts.,
Ship at once three booths white four as per letter via Lackawan

Form 1201

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

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
27 P W 33 WH White Plains, N.Y. 1112 AM Oct. 3, 1915.
Unit Construction Co., Philadelphia
Ship Diagram 22 design 1 leaded glass also one wrapping counter all

Form 1201

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

WESTERN TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
32 P W 12 Washington,
Unit Construction Co.
Proceed our order according
Letters follows please put

Form 1201

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

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
52 P W 26 Cr Portland, Me. 150 PM Sept. 21, 1916.
Unit Construction Co., Phila.
Ship Diagram 62 Design 7 with four doors finish mahogany also

Form 1201

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

WESTERN TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
36 P W MA Buffalo, N.
Unit Construction Co.
Ship booths immediately

Form 1201

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

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
44 P SI 25 Boston, Mass. 135 PM Sept. 27th 1916.
Unit Construction Co., Phila., Pa.
Rush shipment Diagram 41 design 1 Golden Oak.

Form 1201

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

WESTERN TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
32P WE 23 Rochester, Min
Unit Construction Co., Phila.
Ship Diagram fifty two design Confirmation by letter follow

Form 1201

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

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
5 P W 15 P EX Previously telephoned.
Marion, O 425 PM Oct. 4, 1916.
Unit Construction Co., 31st & Chestnut Street, Phila.
Send Penna Freight two nine by twelve rooms quoted today in Design four.
C.O. Wiant.

Form 1201

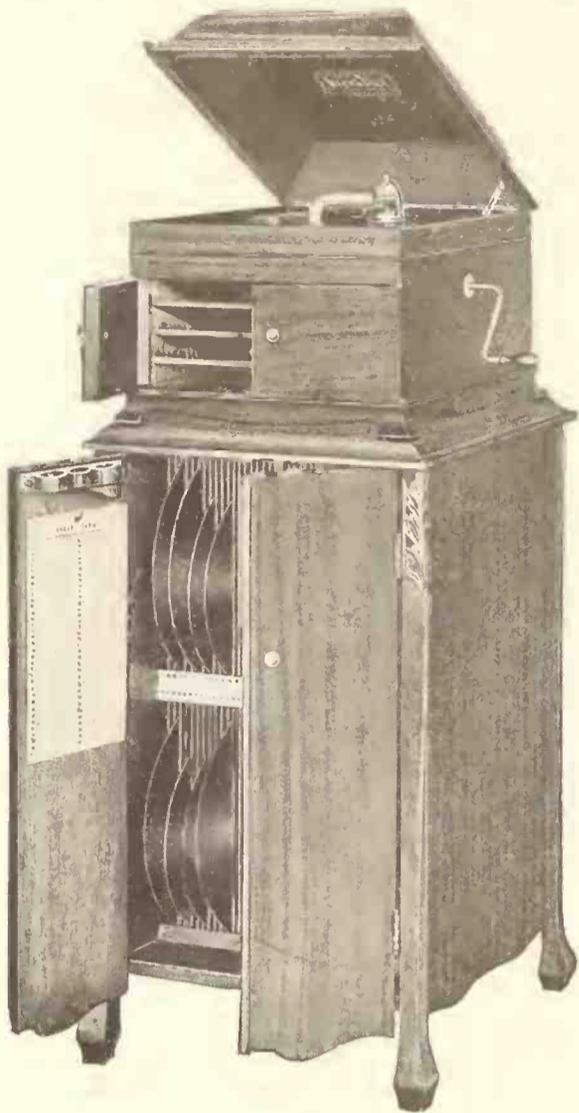
CLASS OF SERVICE SYMBOL	
Day Message	DM
Day Letter	DL
Night Message	NM
Night Letter	NL

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

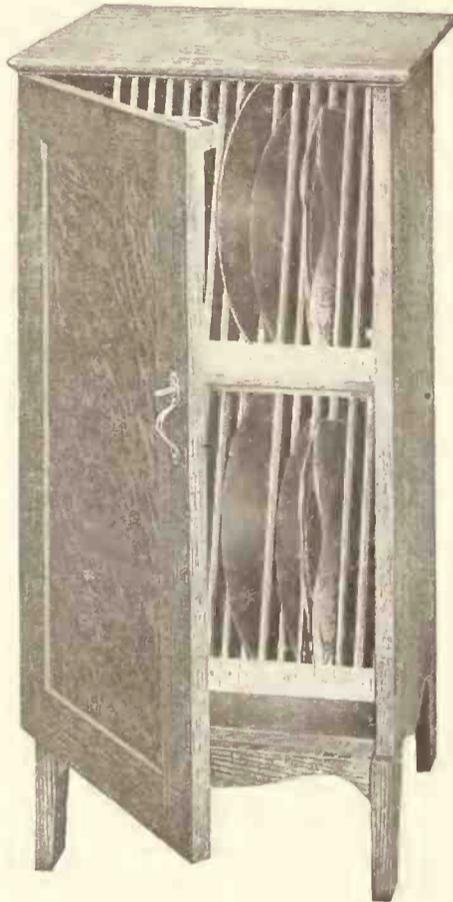
RECEIVED AT
27 P SI 11 Kinston, N.C. 12 PM Sept. 16th 1916.
Unit Construction Co., 31st & Chestnut St. Phila.
Ship two rooms design four diagram 112 white enamel.
Cettingere Furniture Store
1247 PM

PHILADELPHIA, U. S. A.

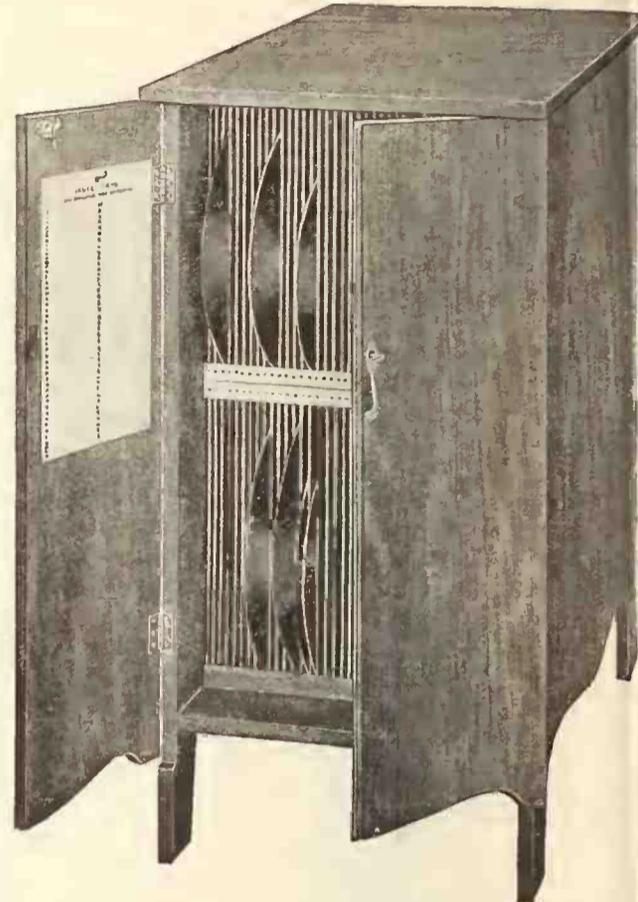
QUICK DELIVERY ON



No. 19 with Victor IX. Built to harmonize with machine. Of selected mahogany or oak in any color. Nickel-plated fittings, index system, etc. Felt-lined shelves to prevent injury to 96 records. Wood rack holds 156.



No. 790. Cabinet with Wood Rack Interior. Height 31½ ins.; top, 15¼x15¼ ins. Will hold 112 ten or twelve-inch records. Made in oak or mahogany. Index system, needle holder, etc. Used for small machines generally.



No. 787. Size, 35 ins. high; top, 21¼x18½ ins. Holds 90 records in felt-lined shelves, or 152 in wood rack. Finished in any color. Popular with Sonora and other dealers.

AN additional new building and new machinery that together will increase the output of Salter Cabinets by 100% has just been completed by this company.

It means that for the first time in many years we will be able to keep pace with our orders.

It means that you can secure almost immediate delivery on any one of the many different styles that we make.

From now on, in addition to Salter Quality, Salter Practicality and the moderate Salter Price, you can get *delivery!*

THE SALTER

Originators of Felt-Lined Cabinets

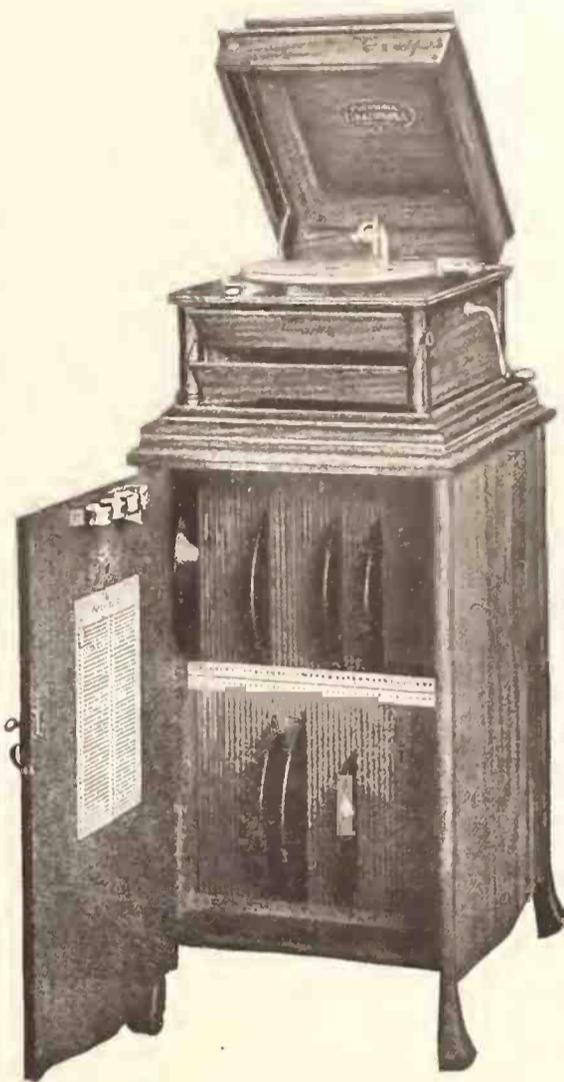
ALTER CABINETS



No. 166. Height, 30 ins.; top, 25x20 ins. Records can be laid on front when open. Felt-lined compartments hold 52 records. Wood rack holds 96. Any color in mahogany or oak. Much used by Pathé and other dealers.



Cabinet No. 100, with Edison 100-A machine. Designed especially to fit on machine shelf, and finished to match. It is quickly and easily fastened by means of four screws. Felt-lined compartments and index afford ideal protection and filing facilities. Made in any color.



No. 111, with Columbia "Favorite." Has appearance of one article. Height, 33½ ins.; top, 23x19½ ins. Finished in any color. Felt-lined interior will hold and protect 96 records. Handsomely trimmed and equipped. Any color of select mahogany or oak.

THESE standard Salter Styles are bringing us a tremendous Fall and holiday business, and we hope to take care of it with our new facilities.

To be on the safe side, however, give some thought to the cabinet situation *now*. Go over your lists and then go over our catalog.

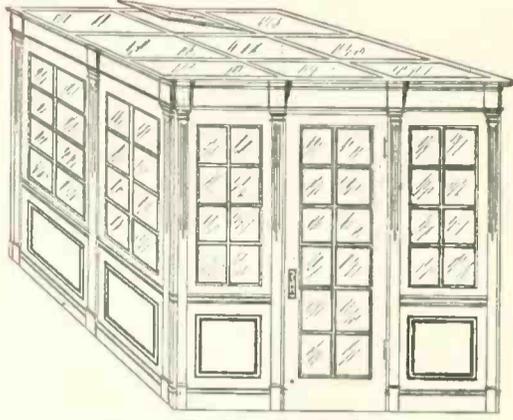
You will find the present an opportune time to do this. You will have a rush on machines before long that will leave but little time except for machine sales. Spend some time on this cabinet subject now and make your profits later.

Now is the time! Send for catalogs.

MFG. COMPANY

339 N. OAKLEY BLVD., CHICAGO

HAVE VAN VEEN BOOTHS BEEN SUCCESSFUL? JUDGE FOR YOURSELF!



One of Our Most Popular Styles

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice anywhere. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. We design and build complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

Here are a few recent installations:

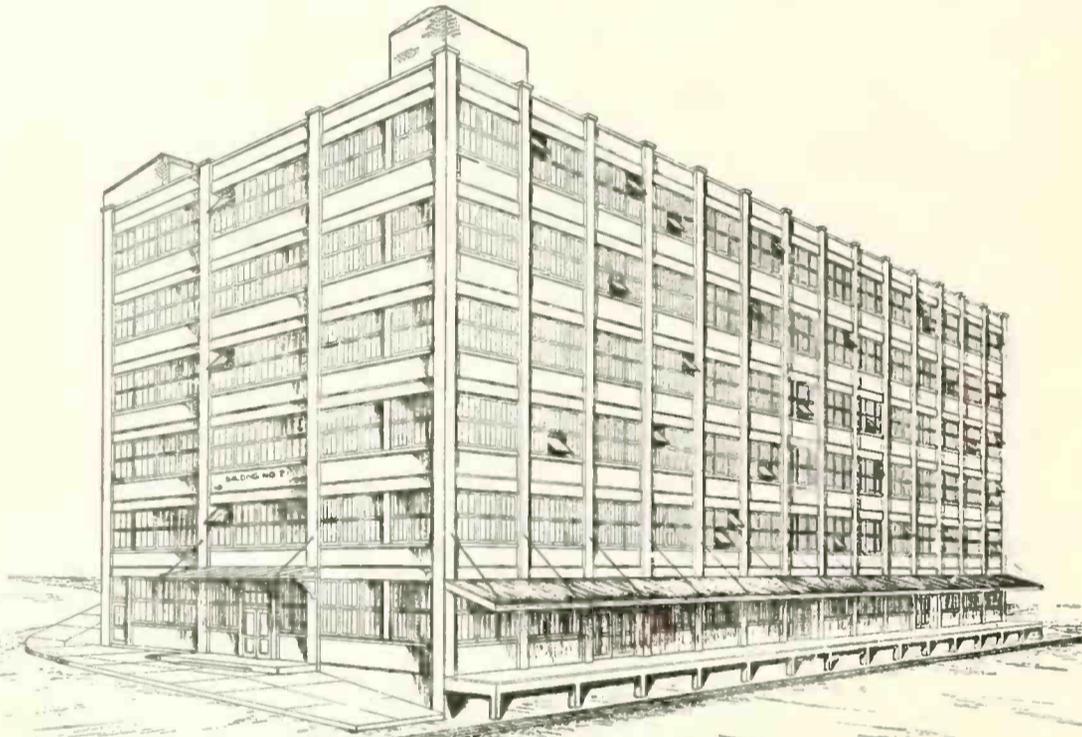
Columbia Graphophone Co., Sonora Phonograph Corporation, Carola Co., Stultz & Bauer, Christman Sons, Krakauer Bros., Crescent Talking Machine Co., Boehm Bros., Gotham Shop, I. Zion, Baumann & Co., Jacob Doll & Sons.

Satisfied customers sell our booths for us

THE NEW EDISON FACTORY NOW NEARING COMPLETION

Work on the new six-story addition to the plant of Thos. A. Edison, Inc., Orange, N. J., and the company will soon be able to enjoy the extra facilities thus provided. The new building

record storage and shipping departments. An excellent idea of how the building will look when completed is provided in the accompanying illustration.



which, as was announced in The World, was started sometime ago, is progressing rapidly, ing is of the most modern construction throughout, and is to be used entirely for

CRESSEY & ALLEN PORTLAND

"Cement Your Profits with Portland Service."

YOU do not realize how near Portland is until you try C & A Service. It is an efficient service, based upon a Standard Record Stock, adequate transportation facilities, and a courtesy that makes the casual buyer a permanent one.

CRESSEY & ALLEN

VICTOR JOBBERS

PORTLAND, MAINE

TRADE EXPERIENCE PROVES GOOD

A. R. Boone, Head of the Talking Machine Co., Birmingham, Ala., One of the Veterans of the Industry—Chief Concern at the Present Time Is the Shortage of Goods

BIRMINGHAM, ALA., October 3.—A. R. Boone, head of The Talking Machine Co., exclusive Victor distributors of this city, ranks as one of the veterans of the talking machine trade, and his wide experience has been instrumental in building up the business of his company in this territory.

Mr. Boone entered the field with the Columbia Phonograph Co. when they had their offices in Washington, D. C., and their principal business was supplying machines for nickel-in-the-slot parlors, and he has seen the trade grow to its present proportions. Mr. Boone has been connected with The Talking Machine Co. here as half owner since it was started, fifteen years ago.

His chief worry, declares Mr. Boone, is his inability to accumulate stock, the tremendous business during the year being limited only to the insufficient quantity of goods his concern, as well as other jobbers, have been able to secure from the factory. With the steady increase in the demand this stock shortage has developed into a real worry.

ATTRACTIVE NEW STARR SIGNS

Parrot and Record Signs to Be Placed in Front of all Starr Stores—Electric Light Attachment Provided for Night Service

It will not be long until every store selling Starr phonographs and records will have a brand new sign announcing that fact. The Starr Piano Co. has adopted the sign of a parrot standing upon the top of a Starr record which is to be put up in front of all the stores as a trade-mark method of designating that this store handles the Starr products.

The idea of the parrot is based upon the fact that the record reproduces only, and with the idea of the record reproducing from the original without thought on the part of the disc, much the same as the parrot has the reputation of doing.

The parrot on the sign is in brilliant colors of red and green. Set in its eyes is a lens which reflects the light of an electric light bulb operated by an automatic flasher concealed within the sign. This gives the eye an appearance of winking and is attention compelling. The record is painted in black, red and white with the words "Starr Records" across its surface. The sign stands twenty-seven inches high and extends twenty inches from the front of the store when in place. It reads from either side.

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Interesting Facts Regarding the Making of Disc Records—How the Motor Tends to Affect the Quality of the Reproduction—Facts that Help Sales

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. Talking machines do not sell themselves automatically, although the tremendous advertising campaigns carried on in the field almost accomplish that effect. The retailer must know not only how to tell the customer about his machines and records intelligently and authoritatively, but must know enough about the line he handles, or contemplates handling, to select stock to the greatest advantage. A little study of the various types of machines and records and the gleanings of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

With any make of talking machines and records there crop up certain problems that, while simple and readily solved by the man who has been in the trade for some time, cause some trouble to the newcomer. In this section of *The World* information will be given on such problems that do not of necessity concern the technical construction or mechanical features of the instruments which are handled in the department of "Repairs" by A. H. Dodin.

The Making of Disc Records

For the most part talking machine dealers are satisfied to sell plenty of records without worrying to any great extent regarding the material that goes into the making of the record or the processes under which it is produced. Once in a while there is a man who wants to know a little more about the physical qualities of the records themselves, as is evidenced by the following letter to *The World*:

"NASHVILLE, TENN., September 29, 1916.

"Editor, *The Talking Machine World*.

"Dear Sir—I would appreciate it very much if you could give me some facts regarding the production of the ordinary style of disc record, the ingredients of the composition of which they are made, and how they are pressed. I believe that some other members of the trade would be glad to have the same information.

"J. F. F."

Answer: Only by actually making a tour of inspection through a modern record-making plant can the layman secure a comprehensive idea of the many details that enter into the making of the finished product. There are few dealers in the East who cannot at one time or another find the opportunity to visit one of the factories for this purpose, and they will find that they will receive every courtesy, for the broader the knowledge of the record in all its phases, the greater the selling ability of the dealer.

Pending a visit to the factory itself, however, the various processes connected with the production of disc records may be explained briefly somewhat as follows:

To make a disc record of the ordinary type

a person sings before the mouth of a horn, the object of which is to concentrate the energy of the sound waves upon the recording diaphragm. At the narrow end of the horn is the recording sound-box, and the machine with its attendant expert. There is a screen between singer and operator to guard the secrets of the sound box. On the further side of the screen is a horizontal table carrying a wax tablet, rotated beneath the recording sound box at a uniform speed, usually about seventy-six revolutions per minute. As the table rotates it travels laterally at a uniform speed, and the wax tablet is thus caused to travel slowly under the stationary recording box. The sapphire cutting point is lowered so as to enter the wax three and one-half to four one-thousandths of an inch, and as the machine runs it cuts a fine spiral groove, running from the edge to the center. The construction of the sound box is secret, as is the composition of the wax tablet.

The next step in the process is the reproduction of the record as a negative in copper. The wax is dusted with graphite, worked into the grooves with a badger brush to make it electro-conductive; then it is lowered into an electrolytic bath of copper salt solution. The wax is kept in continuous motion in the bath until the copper shell is nine-tenths of a millimeter in thickness.

This negative is a master, and from this a few commercial samples can be pressed to test the quality of the record. The manufacturers, however, wish to make thousands of copies without hurting their master, therefore they make duplicates of their master by taking impressions in wax composition, from which working matrices are made. Then copper shells are obtained from these in the same way. The copper shell is then backed by a brass plate one-half an inch in thickness by soldering under pressure.

Then the matrix is nickel-plated on the recorded side in order to wear better, and after polishing is ready for the pressing machine. The commercial record is pressed into some substance hard at normal temperature and plastic under heat, and very hard and smooth. Various compounds are employed by different makers, but shellac is the principal ingredient.

(Continued on page 45)

Breaking Records on Records

Look over the figures of some of the dealers who use Standard Service; notice how the "out" cards are clean—they don't have to use any.

There is a method in

The STANDARD SERVICE

which once was considered madness. Who ever thought that some dealers could total 100% in records?

They didn't believe this possible until things were handled in a Standard way.

You won't believe it either from reading this. You'll know it's true, however, on your first order.

"STANDARD SERVICE ACTUALLY SERVES"

"Exclusively Victor Wholesale"

Standard Talking Machine Company

J. C. ROUSH, Pres.

Pittsburgh

INDIANA VENEER & PANEL Co. HOOSIER PANEL Co.

NEW ALBANY, IND.

Two modern Panel Plants under one efficient management.

Four years' experience as manufacturers of complete

Phonograph Panel Work

ALL WOODS

Large quantities figured African Mahogany; Quartered White Oak and American Walnut carried at all times. Prices quoted per complete cabinet on various models including all panels. Orders or contracts taken for so many cabinets of various models per week or month.

Shipments made in complete sets cut to size and sanded. Such advantages eliminate much detail from your office and factory and enable you to increase cabinet production which means additional profit.

Write for more complete information or have our representative call and name prices on your various models and explain the advantages of our system.

Telling 21,630,432 Readers about The Manophone

"The Music Master of Phonographs"

Between now and Christmas, advertisements will appear in the magazines shown on this page to tell a vast buying public why the Manophone is *better*. These advertisements will direct their readers to your store, where they can hear the Manophone play *all makes of disc records*.

The combined circulation of these magazines in your city is about the same as the *circulation of the leading newspaper*

The Manophone, because of its *super-tone*, and exclusive features, *plus* this advertising campaign, opens up a new and greater market for you.

Wanted—1,000 Good Dealers!

You can share in all of this publicity. We have a dealer proposition that is liberal, and presents great possibilities. Our organization is prepared to co-operate with you in every way. This is a proposition you *must* want to know about. Write or wire at once for complete, confidential details.

Why the Manophone is *Better*

The "*Music Hall*" (the sound box) is one of the reasons for the clear, subtle tone of the Manophone. Its design is *our* secret—*our* feature, the invention of our organization.

The *Tone Control* enables one to play his or her way; to regulate the tone at its source.

The *Universal Tone Arm* plays all makes of disc records. This means *complete* pleasure for the buyer—and sells more records for you.

Manophone cabinets are charmingly designed.

Manophones are made in many different styles and beautiful finishes from \$15.00 up to prices that provide for the most luxurious cabinets—a Manophone for every home.

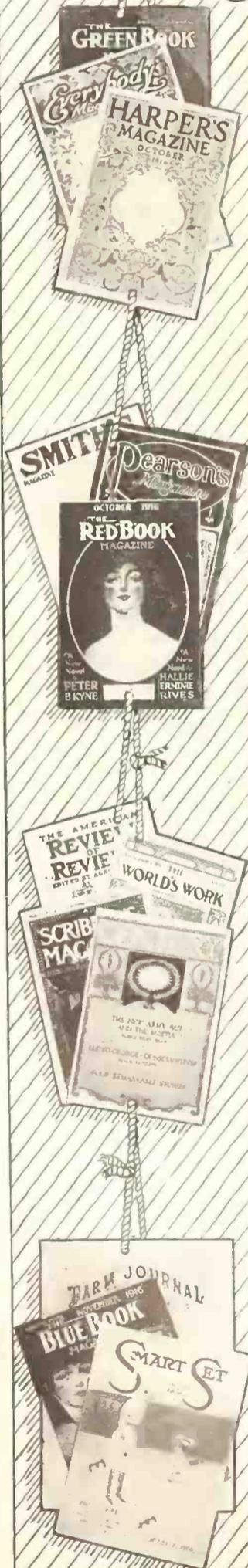
The Manophone Guarantee is absolute and assures lasting pleasure and complete satisfaction.

The Manophone has other features that we want to tell you all about. The coupon brings complete details of the agency proposition. Fill it out, and let us put our proposition before you without delay. Address Dept. R-10.

James Manoil Co., Inc.

Factory and Executive Offices:
NEWBURGH, N. Y.

New York Display Rooms: 60 Broadway



This Coupon Brings Details

James Manoil Co., Inc.
Newburgh, N. Y.

Please send me dealer proposition. This request involves no obligation.

Name.....

R-10 Address.....

INFORMATION OF VALUE

(Continued from page 43)

Shellac, wood charcoal, heavy spar and earthy coloring matter in certain proportions are used.

This compound, after careful mixing, is rolled into thin sheets and divided into sections, one for each record. The section is then pressed by a hydraulic press. The matrix is heated and placed face up in a mold, the label is placed face down on the matrix, and on this is placed, in a warm, plastic state, enough material for one record. Both halves of the press are furnished with cooling plates, through which streams of water can be passed, and the surfaces are cooled quickly. The record is then removed, the edges trimmed with emery wheels, and it is then ready for sale.

How the Motor Helps the Music

With the big motors, small motors, single spring, double spring, worm-drive and sprocket-drive motors, among the great variety of talking machine motors that are now offered separately or installed in machines, there often comes the question as to the relative merits of these important factors of the talking machine.

Where the selling price of the talking machine warrants it, the double spring and long running motor naturally has the preference, the arguments in its favor being that it will play several records with one winding, thus obviating the necessity of re-winding the machine each time the record is played, and that it is more likely to be practically noiseless in operation. The average dealer, however, does not realize that spring strength has other uses beyond that of simply keeping the machine going for a longer period; that it makes for a more perfect reproduction, for instance.

There are certain classes of music, the high sustained notes of the soprano voice, for instance, that as registered on the record, serve to act as a drag on the reproducer and retard the movement of the record unless the spring has enough reserve power to overcome the drag. When the record is retarded through

spring weakness, as everyone will appreciate, what is intended to be a beautifully sustained high note starts well enough, but finally becomes a long drawn out wail, becoming flatter and flatter as the speed is reduced.

As a trade expert said in discussing this matter, "There is ordinarily too great a tendency in the selection of the motor to use any one that will revolve the turn-table. It happens, however, that a considerable reserve of power is required, not only to overcome the resistance occasioned by wide amplification in the record track, as often occurs to a pronounced degree in some records of the soprano voice particularly, but for the best reproduction possible with the average type of record. Not only more volume, but greater clarity of tone, is to be ensured by the apparently incidental circumstance of a strong motor, governed accurately. The governing mechanism is an important factor for volume and tone, and both will suffer when a motor is not governing well.

"It seems to be the aim of most manufacturers of spring motors to construct them more with an eye to their having a long run with a single wind than to the far more important consideration of playing fewer records at a wind with much greater perfection. I have always insisted upon this latter choice, but the average person prefers a lot for his money. A really good motor to run, say, two records at a wind, might be constructed very cheaply, if the fashion for long-run motors were got rid of. The turn-table spindle could be worked by a pinion engaging the toothed wheel usually attached to the spring box, and the ordinary helical screw governor spindle would complete the gear train. The governor springs and weights would require, of course, to be heavier than ordinarily, and it would prove better to have the wheel and pinion cut diagonally for easy running, and the power thus gained by working from the second, instead of the usual third, and sometimes fourth, gear would be very great indeed, proving equal to any emergency."

A. E. DONOVAN TAKES CHARGE

Of the Columbia Co.'s Professional and Personal Record Departments

The Columbia Graphophone Co., New York, announced last week the appointment of A. E. Donovan as manager of the company's professional and personal



A. E. Donovan

record departments. Mr. Donovan has been manager of the latter department for the past year, and has also been doing considerable work in the Columbia Co.'s professional department.

Although a young man in point of years, Mr. Donovan is well equipped to handle the important duties of his new post, as prior to joining the Columbia Co.'s staff, he was connected with several large industrial companies, where his training was concentrated along lines which ideally fit him for his present position.

The success and the growth of the Columbia Co.'s personal record and professional departments has been far beyond expectations, and at the present time plans are being made whereby the scope and magnitude of these two departments will be broadened considerably.

FRANZ BRUCKNER MFG. CO. MOVES

The Franz Bruckner Manufacturing Co., manufacturer of the Metro-Phone machine, has just moved its executive offices and showrooms from 115 East Twenty-ninth street to 405 Broadway, New York. The company made this move so that its warerooms could be convenient for visiting jobbers, buyers and dealers. The Metro-Phone machines are now being manufactured in the company's new factory in New York, and new dealers are being added in different parts of the country.

PREPAREDNESS

We are hearing a great deal these days about preparedness. The Press and the Pulpit are paying much tribute just now to this one deity. There is no business today in which preparedness is more essential than in the Talking Machine industry.

In the next few months the demand for Victrolas will be greater than was ever known.

The volume of business will be limited only by the number of Machines the dealers can obtain. But Mr. Dealer how about Records? Now, there is no limit to this branch. You should do as much record business in dollars and cents as you do in Machines.

Not only are the Thousands of Victrola owners, in your vicinity, record customers but also every other Talking Machine owner.

The question is "Are you Prepared to reap the harvest?" Unless you have a good stock you are not. Just one each of the full catalog is not sufficient. You know many selections that are heavy sellers and can use 25 to 50 per month. See that your stock is Prepared now for a big business. Customers will not wait for you to order. If you do not have the goods, you lose.

We are prepared to give you complete shipments and best of Service. We handle nothing but Talking Machine Merchandise, consequently our entire efforts are directed towards the interest of our customers.



Write for Catalog of Accessories just out

W. D. ANDREWS

Buffalo, N. Y.

Starr PHONOGRAPHS AND RECORDS



STYLE I.
Price, \$100.00
Oak or Mahogany



STYLE VII.
Price, \$250.00
Oak or Walnut



STYLE II.
Price, \$125.00
Oak or Mahogany

THE PUBLIC



STYLE VIII.
Price, \$300.00
Mahogany

is learning to investigate and discriminate in choosing phonograph values and the wise dealer will do likewise before taking on a line of

instruments with which he will link his name. The name of the Starr Piano Company as manufacturers of STARR PHONOGRAPHS and STARR RECORDS is of itself a guarantee of quality and satisfaction and you can sell Starr Phonographs and Starr Records, for they possess the qualities for which the public has long been clamoring. The Starr Phonograph is different from the talking machines you know of and if you will remember that principles of tone-building do not vary as applied to different musical instruments you will understand why the Starr had to be different.

Here Are Some Starr Features:

- A Sounding Board Horn and Throat of Silver Grain Spruce insuring perfect tone-quality
- A changeable tone-arm for playing all disc records
- A scientific tone-modifier
- Ample filing space for records
- Beautiful designs
- An exquisite piano finish
- And many other features and refinements which enhance its value

Remember that the Starr is the only one of the newer phonographs offering the advantage accruing from selling its own records with the instruments themselves. Starr Records are as superior as Starr Phonographs and new records are released the 15th of each month.

STARR SERVICE to DEALERS is systematic, thorough and complete. Our facilities and methods of distribution are such that immediate attention can be given to every order and satisfaction is assured.

THE STARR PIANO COMPANY

Manufacturers of Starr Phonographs and Records

RICHMOND

INDIANA

The
Sign
of the
Starr
Store



Where
Starr
Service
is
Guaranteed

Are You Satisfied That the SOUND BOX on Your Machine Has a SATISFACTORY DIAPHRAGM?

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

**MICA
DIAPHRAGMS**

Will Meet the Most Exacting Requirements

Can be furnished in any quantities
Prompt deliveries assured

Only highest grade MICA used
Write for samples and prices

JAMES FRAZEE, 30 CHURCH STREET, NEW YORK

VICTOR POLICY BASIS OF EDITORIAL

Printers' Ink Takes the Example of the Big Talking Machine Co. to Prove That While Advertising May Develop Competition it Also Pays Large Dividends to Those Who Use it Energetically and Consistently

The following pertinent editorial upon advertising as the means of developing competition, with The Victor Talking Machine Co.'s policy, cited as proving that advertising, even if it does make competition, also pays dividends, appeared in a recent issue of Printers' Ink. The arguments are well worth the attention of members of the talking machine trade. The editorial reads as follows:

A manufacturer of varnish once upon a time called in his advertising manager and said: "See, I told you that if we enlarged our campaign we would egg on our competitors to do more advertising, and here they are in this one publication—six of them with increased space. The more we advertise, the more competition we have."

While the advertising manager pointed out that the increase in business had been satisfactory, perhaps he would have been glad if he had had at hand the figures which the Victor Talking Machine Co. can now supply. It has just declared a regular quarterly dividend of 5 per cent., and an extra dividend of 25 per cent. on the common stock, making 80 per cent., which has been declared on this stock so far this year, as compared with a total of only 50 per cent. last year.

If the varnish manufacturer mentioned above was alarmed by competition which he believed his advertising brought upon him, surely the Victor people have had reason for alarm the past two or three years.

Printers' Ink has recorded the news of company after company coming into the field with new campaigns, or enlarged campaigns, on phonographs. The more the Victor Co. advertised, the more the new and old competition swarmed after it. It was a sad case; that is, sad, if you have an inverted mind.

What the Victor figures seem to indicate is this: Competition has only served to emphasize the strength of the companies first in the field. Moreover, large an advertiser as Victor is, it has never yet been large enough to keep abreast of the rapidly expanding market which all the phonograph advertising has helped to produce. If the volume of business were a fixed inexhaustible quantity, then there would be a reason for alarm. But the beauty about good advertising is that it is educational—that the more there is of it the more the market expands, and the greater the demand.

The varnish manufacturer forgot the very vital point that advertising is creative—that the more varnish manufacturers who advertise, the more people there will be who will come to feel the need of varnish.

There has been nothing more interesting in business development than the growth of this idea that your competitor is your helper; that he is your strong supporter in the attack upon the inertia which characterizes the national market. The association-campaigns which are multiplying themselves over night is a demonstration of the great change in viewpoint among American business men.

No, advertising doesn't create competition. It broadens the market for everybody.

CREDIT MEN TO HOLD DINNER

Arrangements Completed for Annual Gathering of New York Credit Men at the Hotel Astor

Plans have been completed for the annual fall meeting and dinner of the New York Credit Men's Association. It is to be held at the Hotel Astor on October 26, at 7 p. m., being preceded by a reception that will start an hour earlier. These are the speakers: Joseph W. Folk, general counsel for the Interstate Commerce Commission; Charles D. Joyce, president of the National Association of Credit Men, and Thomas M. Osborne. The executive committee has unanimously approved a recommendation of the educational committee that once a month "educational" meetings of the members of the association be held during the fall, winter and spring.

THE PERSONALITY OF THE STORE

A Feature That Should Be Expressed in the Store's Advertising

"Every store has a personality," said Sherley Hunter, advertising manager of F. B. Silverwood, Los Angeles, in the recent convention of Advertising Clubs. He decried wild, looming headlines, and urged a vibrating personality in copy. His advice to the retail men was:

"Every store has a personality, and the advertising man must labor diligently to express it. The retail business world needs more stores with appealing personalities. Almost every store that has the right to existence has such a personality dormant or in some stage of development. Its future success depends upon the strength of appeal of its personality.

"Copy can never vibrate a more attractive personality than is inherent in the store behind it—seldom as much. Nor can a store have a greater personality than the pilot of its business. It is the first duty of the advertising man to find this personality and, having found it, to express it. Braying headlines, chaotic layouts and lousy wordage beneath crochety illustrations will never shift the responsibility of finding and expressing personality.

"Men have just as much romance as women. If your wives are frank they will tell you so. If you sell rubber hose there is a story about rubber, just as there is about the hand-woven rug from the Orient."



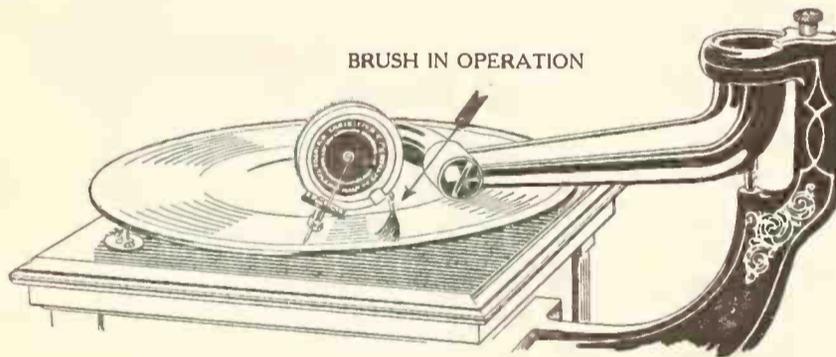
The *Cleanrite*
TRADE MARK
RECORD BRUSH

**RECORD
BRUSH**

Patented September 26 and October 2, 1906. September 10, 1907.

PRICE
Nickel Plated 25c.
Gold Plated 50c.

FOR
**VICTOR
EXHIBITION SOUND BOX**



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. **SAVE THE LIFE OF YOUR RECORDS.**

EVERY JOBBER and DEALER should handle these brushes.

Write for **SAMPLE and DISCOUNT SHEET**



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors

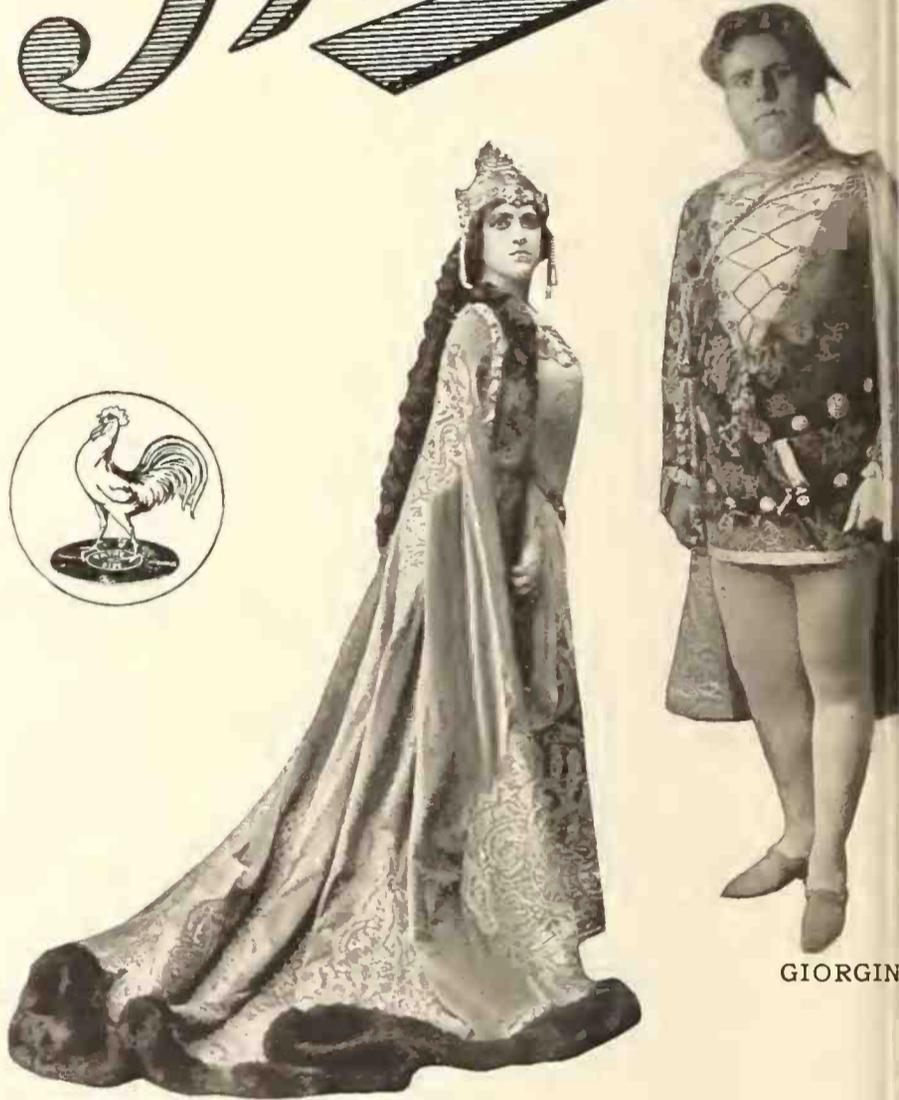
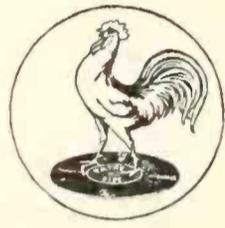


Pathé



Ph. s. © by Mishkin. Dilar, Fitziu. Ober, Urlus; by Matzene. Titta Ruffo; by Victor Georg. Cavalieri.

MURATORE
Leading Tenor of the Chicago Opera Company, Sings for Pathé Exclusively



OBBER

GIORGIN

The Pathé Dealer's Hard-Hitting Argument

Today when people buy records and phonographs they search for searching, penetrating questions.

They want to know about Musical Quality, about Sound Reproduction, about Durability, and finally they want an Instrument that will reproduce all makes of disc records perfectly.

You can tell your customers—

That Pathé Discs are made by the *best artists*, not only in America but in the *whole world*.

That they bring to this country for the first time the golden voices of the idols of Europe's opera houses—artists who are too dearly prized in their native countries to be allowed to come to America.

That Pathé records reproduce the supreme musical ability not of one nation but of *every* nation.

That the Pathephone is a **COMPLETE PHONOGRAPH** which plays any make of disc record.

PATHÉ FRÈRES PHONOGRAPHS

29 WEST 38th STREET

PATHÉ FRÈRES PHONOGRAPH COMPANY of Canada, Ltd.,



FITZIU



URLUS



MERENTIE



LINA CAVALIERI



DIDUR



TITTA RUFFO

Europe's and America's Latest Song And Dance Hits

In the Hands of Pathé Dealers Months in Advance

If a bright and catchy air or a new selection is heard in the music halls of London, Berlin, Paris, or Vienna, a master Pathé record is at once made and sent to America.

Months before the public itself realizes the popularity of the new comic operas produced in New York and Chicago, dance and vocal selections from them are recorded by Pathé.

Every Pathé record from dance music to grand opera is a *double disc*, offering two selections at a single price.

There is practically no wear to Pathé records! Tests have been repeatedly made, playing records a thousand or more times, without affecting their remarkable tone quality and volume.

The Pathé Sapphire Ball does not have to be replaced. This does away with the bother of constantly changing the sharp, destructive needles used on the regulation type of record.

The Pathephone, with its violin sound chamber of resonant wood, is a musical instrument which has absolutely eliminated the last suggestion of the mechanical.

MR. DEALER, *you* who are looking ahead, join

PATHÉ for PRESTIGE and PROGRESS

H COMPANY

NEW YORK CITY

ria Street, Toronto, Canada

BIG RECORD TRADE IN BALTIMORE

Heavy Demand for Records Makes Up in Part for Shortage of Machines—Dealers Prepared to Handle Increase—General News

BALTIMORE, Md., October 7.—September proved to be a record-breaking month with the talking machine men of Baltimore, and several reported that the business done last month was the biggest in their history for a single month. Machines are coming in fairly well to some of the companies, but there is still an absence of enough machines to equal the ever increasing demand. Big record business is being done by all of the firms, and this is helping to swell the sales.

A. J. Heath, manager of the Columbia Graphophone Co., declared that September was a most wonderful month. It surpassed the tremendous business done in December of last year, and it now stands as the real record for the month. Mr. Heath has just been given jurisdiction over the Columbia business in Washington, and announces that Lansberg Brothers will carry the Columbia line. Frank J. Murphy & Co., a large local furniture house, has also signed to handle the full Columbia line.

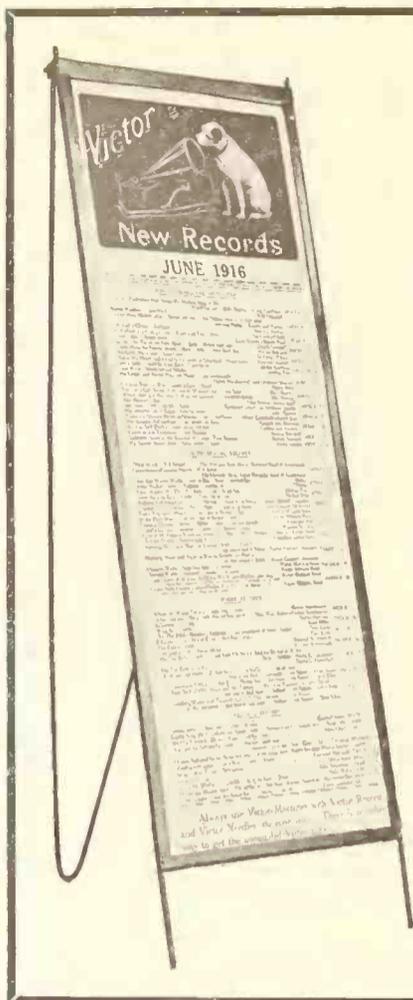
W. B. Turlington, manager for Sanders & Stayman Co., who handle the Vocalion, is more than pleased with the way business is going. Mr. Turlington said that it has been easier selling the Vocalions to the leaders of the musical world than he ever thought possible.

Cohen & Hughes report a big business, but like all Victor distributors, are unable to get sufficient machines to meet their ever increasing demand. The firm has just taken over the business of the Pfeiffer Piano Co. and French Nestor, formerly of Pittsburgh, has been placed in charge. Mr. Cohen stated that \$50,000 worth of records represented the initial order. The Washington branch will ship direct to a great deal of the Southern trade handled by the Cohen & Hughes firm.

William C. Roberts, manager for E. F. Droop & Sons Co., distributors of the Victor line, is enthusiastic over the outlook for Victor business. He is still hemoaning the fact that there is a shortage of some machines, however. This is true of the 10's, 11's, 9's and 4's.

More business was done by this house in the month just closed than during December of last year. Mr. Roberts thought that it was next to impossible to do any greater business than that done last December, but he has been surprised. He reports that the record business has improved at least 40 per cent., and he is much pleased because of this.

H. R. Eisenbrandt Sons, Inc., also Victor dis-



Here Is A Display Fixture You Should Have for Your Window

An Easel that Will Stand Independently in Your Window, Enabling You to Display Your Record Lists as Soon as You Get Them. Constructed of highly polished steel, electric welded throughout, baked 3 times to give rich and everlasting finish.

Improves the Appearance of Your Window—Makes the Passerby Stop and Buy

Holds Any Standard List. Price—\$1.50

No Talking Machine Dealer Can Afford to Be Without the "UNIVERSAL" Dealer Helps, The Bulletin Fixture for Each Demonstrating Room and the Stand for the Window.

Positively Boost Sales!

Ask for "UNIVERSAL"—None Better Made

Order Through Your Distributor or Direct from

UNIVERSAL FIXTURE CORP.
131 WEST 23d STREET NEW YORK

tributors, are doing a rushing business in all machines, but at this house also the only complaint is that they are unable to get enough machines of certain types. The record business also is improving at a rapid rate, and indications are that the fall and winter will be far ahead of any previous year.

A number of improvements have been made at the Eisenbrandt establishment. Several new booths have been installed for the convenience of the customers, and the record department has been greatly enlarged.

Jesse Rosenstein, of the National Piano Co., distributors of the Pathé line, reports that he has a large number of orders on file, which he cannot fill because of the shortage of machines of all sizes. Mr. Rosenstein is much pleased with the way the Pathé is going. In this section the machine is becoming far more popular every day, and it is heard talked of a great deal more than ever before.

A few days ago burglars entered the establishment of the National Piano Co. They evidently gained entrance by the use of a duplicate key. It is believed that the thieves belong to a band of yeggmen, who have been

blowing a number of safes in this city of late, they evidently were frightened off before they could get at the safe in the establishment. The only thing missing was some money which had been left in the cash drawer.

C. B. Noon, manager of the piano and talking machine department of the Hub, reports that September was a good month for Victor goods. The house handles the Victor exclusively now.

Big improvement in the Victor sales are reported by H. T. Kennedy, manager of the talking machine department of William Knabe & Co. This house is getting rid of a large number of machines and records.

Charles Strand, manager of the talking machine department for the Mann Piano Co., Victor dealers, reports a big business for the department, which is a little over two months old.

Roy S. Hibshman, president of the Aeolian-Vocalion Co., Boston, Mass., was a visitor to New York last week, spending some time at the headquarters of the Aeolian Co. Mr. Hibshman was enthusiastic in his predictions for fall business, stating that the Aeolian-Vocalion is achieving great success in his territory.

Experts Pronounce It An Unparalleled Success

The tone reproduction of our No. 2 tone-arm and reproducer sketched below, is just what you are looking for.

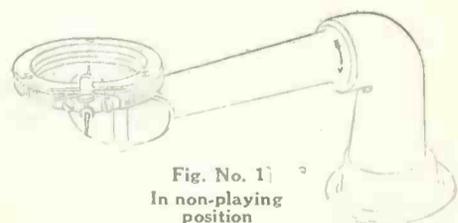


Fig. No. 1
In non-playing
position

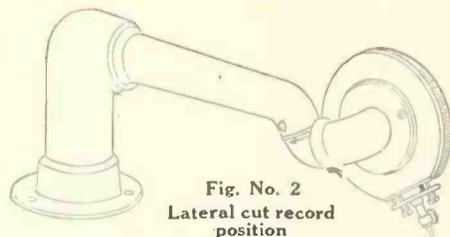


Fig. No. 2
Lateral cut record
position

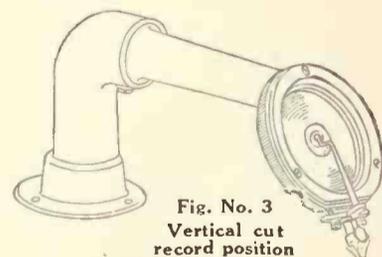


Fig. No. 3
Vertical cut
record position

TO CHANGE POSITIONS, FOLLOW THE ARROW POINT

PREPAREDNESS

We are prepared and ready to ship at once, subject to exhaustion of immense stock, the following motors: No. 0, No. 1, No. 2, No. 3 and No. 4

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.
54-56 BLEECKER STREET, NEW YORK CITY

PITTSBURGH DEALERS DINE

Talking Machine Jobbers Give Dinner to Members of Pittsburgh Talking Machine Dealers' Association—Officers Installed

PITTSBURGH, PA., October 11.—One of the most pleasing events in the history of the local trade took place Monday evening, October 9, when a dinner was tendered the Pittsburgh Talking Machine Dealers' Association by the five Pittsburgh jobbing houses. The affair was especially notable from both the social and business standpoint. With it was combined the first fall meeting of the organization and the installation of the newly elected officials. Practically the entire membership was in attendance.

The scene of the festivities was "The Pines," on the Perrysville road, about fifteen miles from the city. Previous affairs of this kind have been held at one of the downtown hotels, but to provide a pleasant diversion "The Pines" was selected by the committee. The trip was made in automobiles and proved a delightful feature of the evening. The party left in fourteen big cars, provided by the jobbers, at 6 o'clock. Upon their arrival at "The Pines" dinner was served, covers being laid for seventy-five. The dining hall was handsomely decorated with flowers and foliage.

The dinner was interspersed with impromptu talks, no formal program of addresses being carried out. Music and songs added zest to the evening's entertainment, which was marked by much enthusiasm and fellowship.

At 8 o'clock the business meeting was called to order, President C. L. Hamilton occupying the chair. The installation of the officers chosen at the preceding meeting was first in order. They are G. L. Hamilton, president; W. A. Kulp, vice-president; Jacob Schoenberger, treasurer, and A. K. Meyers, secretary. Brief but very appropriate remarks were made by each in turn, voicing their confidence in the association and its work.

The following topics were then taken up for general discussion: The proposed establishment of an information bureau to regulate credit affairs. Plans for pushing the record business. The accomplishments of the association in the matter of charging interest on installments, the elimination of evils in the sending of records on approval and regulation of the advertising of cabinet outfits. The last three topics named were mainly in the nature of a review of what has already been successfully achieved through the splendid co-operation of the members. The session was concluded with the adoption of an amendment to the by-laws, fixing the amount of the membership due.

A rousing vote of thanks was tendered the five jobbers for the magnificent time that had been provided. The hosts were: the Standard Talking Machine Co., the C. C. Mellor Co., and the W. F. Frederick Piano Co., Victor jobbers; the Buehn Phonograph Co., Edison jobbers, and the Columbia Graphophone Co. The arrangements were in charge of J. C. Roush, of the Standard Talking Machine Co.

The following firms were represented at the dinner by one member or more: the Schroeder Piano Co., J. F. Young, J. H. Phillips, Reuben Furniture Co., of McKeesport; Kelley & Morgan, of Crafton; S. D. Myers, of Sharpsburg; W. C. Meyer & Son, of Sharpsburg; W. F. McLay, of Carnegie; the Steel Furniture Co., Stephens Furniture Co., of Braddock; H. E. Walters' Pharmacy, Buehn Phonograph Co., Frederick Piano Co., Lechner & Schoenberger, Pittsburgh Talking Machine Shop, W. J. Mullán, of Sewickley, W. A. Kulp, of Braddock; C. L. Sipe, of Bellevue; George S. Swoger, of Wilkesburg; F. C. Wampler & Son, of McKeesport; Pelubet & Son, Beachview Pharmacy; Boggs & Buhl, Kaufmann Bros., S. Hamilton Co., Joseph Horne, Standard Talking Machine Co., John A. Scott, Rosenbaum Co., John Riebling Co., McCreery & Co., C. C. Mellor Co., Columbia Graphophone Co., Happ Bros., of Homestead, Joseph Bumbera, of Swissvale.

You Talking Machine Dealers

who are looking for a profitable selling plan,
read this letter and act.

I. A. EACUTT



JOHN J. WELKER, Manager

Woodlawn Talking Machine Shop

VICTOR VICTROLAS
AND RECORDS

1131 East Sixty-Third Street

Telephone Blackstone 1920

Chicago, Ill. Sept. 25th. 1916.

Edward C Plume Co.,

417 S. Dearborn St.,

City.

Gentlemen:

I saw your Ad. in the Talking Machine World of New York, and ordered 12000 of your Postal Cards showing pictures of our Battle Ships and Submarines with some pointers on the reverse side of same, regarding "Victor" Machines and records. I have only sent out by mail about 1000 of them. The returns from same in two months has been the means of selling two Victor \$100.00 Machines and a large number of Records. If the balance of these Cards (11000) bring nearly as good results you certainly have a "Winner". This letter is absolutely unsolicited by your Co.,

Yours very truly,

I. A. Eacutt

A return of practically 300% over the cost of this campaign is convincing proof of the real "dollars and cents" effectiveness of our new

Talking Machine Sales Plan

TALKING MACHINE dealers have wanted something different from the makeshift stock cuts and forms passed out to them, sometimes rather reluctantly, by the manufacturers. They have wanted a sales campaign and advertising that are marked by their *own individuality*, yet strong enough to supplement the national advertising of the numerous manufacturers and bring in the business.

That we have such a campaign is shown by the results the Woodlawn Shop has secured in a city that is a veritable hot-bed of competition in talking machines, and by the fact some of the largest houses in the musical instrument business, like Knabe, Stieff, Pease and Steinert, are using our systems in their main stores and branches.

*You are in business for profit—then use
the methods that make profits*

Your biggest season is just around the corner. Better get in touch with us now on this talking machine campaign, and learn the particulars of this Sales and Profit "winner." Write today.

EDWARD C. PLUME COMPANY

"Advertising that produces results"

417 SO. DEARBORN ST.

CHICAGO, ILL.

TO MANUFACTURERS AND JOBBERS—Our system of direct mailing campaigns for talking machines and pianos is ideal for use in helping your dealers sell your lines. Ask for particulars on our special manufacturers and jobbers "get-together-campaign."

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade is now in the midst of its fall activities, and the majority of the dealers are too busy making sales of machines and records to discuss the business situation. There is an unanimous opinion, however, in the local trade that this fall will be the most prosperous season in the history of the talking machine industry. This optimism is well substantiated by September sales totals and October business to date, as these two months are far ahead of any preceding year.

There is, of course, quite a shortage of machines, but this was expected long ago, and the dealers prepared themselves for a scarcity of products in the early part of the year. The shortage of machines is most acute in the \$75 and \$100 types, although with the advent of real fall buying there is also apparent a scarcity in the \$50 and \$150 types.

Record Situation Excellent

The record situation is a source of much gratification to the jobbers and dealers, as record shipments this year have been far more regular than last year, and practically 100 per cent. complete. There will be, of course, a scarcity of some of the standard selections, although even this shortage will be very slight when compared with previous years. The present condition of the record market may be attributed to the foresight and progressiveness of the leading manufacturers who have left no stone unturned to co-operate with the dealers and give them efficient service in every way. New buildings have been erected, costing large sums of money, and these buildings have been equipped with the most up-to-date machinery. As a consequence, the factories are in a position to materially increase their record outputs, and

as a matter of fact additional buildings are now being planned for erection the coming year.

Approval and Exchange Problems

The local dealers are giving considerable thought and attention to the "approval" problem and it is quite likely that after the first of the year the Talking Machine Men, Inc., the local organization, will take definite steps to lay before the dealers practical plans of eliminating the present evils which are requiring more and more consideration. There is also a tendency on the part of local talking machine record buyers to exchange their records after they have tried them in their homes for a day or so. This condition was not prevalent to any extent up to a short while ago, but many of the dealers have been obliged to hang large signs in their demonstration booths advising their customers that under no conditions will records be exchanged.

Issue Standard Record Lists

C. Bruno & Son, Inc., 353 Fourth avenue, Victor distributors, have just issued a set of lists of standard Victor records, which were carefully chosen as embodying ready sellers in the different classes of Victor music. These lists will doubtless aid the company's dealers in increasing their record business, as they contain many suggestions which should stimulate record sales. In a chat with The World C. F. Bruno stated that September business was very satisfactory, showing a substantial gain in both Victrolas and Victor records. Mr. Bruno recently made a short trip to Philadelphia, Pittsburgh, Chicago and Minneapolis, and while in these cities spent a few hours as the guest of his brother Victor distributors. He was gratified to learn that conditions in all of the large cities are very pleasing, record sales being exceptionally active.

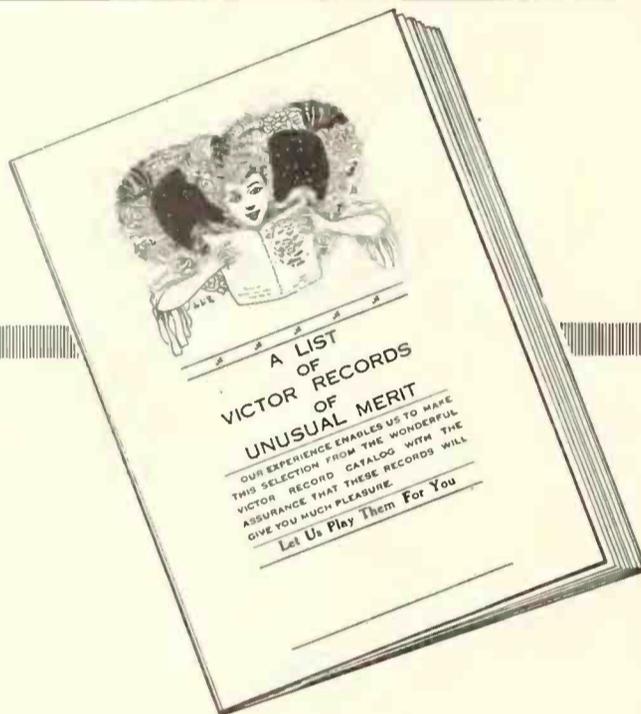
Biggest Month in History

"September was the biggest single month in our history," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York. "In fact our sales totals were 50 per cent. ahead of any previous month, which indicates the prosperity of the local Columbia dealers and their confidence in the business situation. The demand for the better class of machines is steadily increasing, and our electric Grafonolas are meeting with a more active sale week after week. The advance orders we have received for the new Lazaro records have been far ahead of our anticipation, and there is no doubt but that the recordings of this world-famous tenor will achieve country-wide success." The sales staff of the Columbia wholesale division held an informal dinner at Moquin's last Tuesday to celebrate the consummation of the biggest month in their history, and predictions were freely made that October sales would even surpass September.

Closing Big Pathé Business

One of the most successful Pathé dealers in local territory is the Winterroth Piano Co., which conducts a number of stores in different parts of Greater New York. This company has made a careful study of the talking machine situation in the various localities where its stores are located and by giving real service to its patrons has built up an excellent Pathephone

(Continued on page 54)



A real sales help on Victor Records

We have created five lists of standard Victor Records, composed of good sellers, each folder being of striking and attractive appearance, and telling the story of each record.

They will interest your customers and sell records for you.

Send for a "set" and tell us the number of names on your mailing list.

C. BRUNO & SON, Inc.

ESTABLISHED 1834

Victor Talking Machines
Musical Instruments

351-353 FOURTH AVENUE

NEW YORK

Stilwell Company

Distributors of

Pathephones & Pathe Discs

Active Dealers Wanted

See the New Model No.
25 Covered Machine



115-117 Worth Street, New York



Don't just think it
over - Do it - Do What?

Write us today -

Sometimes one little suggestion might turn a losing week into a big Profit-maker - We will submit a bunch of suggestions - you take your choice

Force - Snap - Persistence

After all, those are the Big things in a successful business - keeping eternally after that customer - that near prospect - that possible buyer still ignorant of the Victrola wonders. Once more, Don't think it over Write us today just say - "Send us some new ideas"



New York Talking Machine Co
119 - W - 40th St - New York City
Exclusively Victor Wholesale

TRADE IN NEW YORK AND VICINITY

(Continued from page 52)

and Pathé disc clientele. The managers of these stores report a healthy demand for the new Pathé discs, particularly the Muratore and Fitziu records.

Popularity of Expensive Models

George L. Babson, general manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, Edison Diamond Disc distributor, referring to general business conditions, said: "Our September sales were far ahead of last year in both records and phonographs. The demand at the present time seems to be heaviest for the \$250 Chippendale model and the \$150 type, although our whole line is meeting with a very pleasing success. Our dealers tell us that their sales of Edison Diamond Disc records the past summer were well in advance of expectations, and this fall has started equally as well."

Aggressive Columbia Dealer

The Block Furniture & Carpet Co., 423 Tremont avenue, New York, which recently succeeded the Morris-Block Furniture & Carpet Co., has installed a very attractive talking machine department in which the Columbia line will be handled exclusively. This concern is very popular in the neighborhood of this store and preparations are now being made for an aggressive campaign to feature the Columbia products.

An Optimistic Forecast

"Our business showed a big gain over last September," said J. N. Blackman, president of the Blackman Talking Machine Co., Victor distributor. "This gain might have been greater, however, if home-coming conditions had been normal throughout this State and the nearby territory. The epidemic delayed fall buying somewhat and this will probably mean that October sales will include a certain proportion of the business that usually reaches the dealers in September. General business conditions speak for nothing but bigger promises than ever before, and I can see nothing on the industrial horizon to cause a set-back. I do not think that

the result of the election one way or the other will have any deterring effect on business for the reason that the general business situation is such that it will forestall any possible reaction. We are still short of goods, but the factory is shipping a larger amount than before and everybody is turning them over more rapidly. Consequently there is a healthy growth and the promised increase in the shipment of goods will doubtless result in a corresponding gain in sales."

Starting Wholesale Campaign

The Stilwell Co., 115 Worth street, Pathé distributor, is making plans to start an aggressive campaign in the local territory as it believes that Pathé dealers will have an opportunity this fall to close a fine business with the Pathé line.

Improving Victor Show Rooms

Seaver Bros., Fifty-third street and Third avenue, Brooklyn, a popular neighborhood department store, has made extensive improvements in its talking machine department which handles the Victor line exclusively. Chas. F. Dunn, manager of the department, is enthusiastic regarding the outlook for fall business and with the additional facilities now at his command expects to give his customers real service and co-operation.

Attractive Newspaper Publicity

The Edison Shop, 473 Fifth avenue, has instituted a newspaper advertising campaign which is attracting the attention of the local trade. This advertising has been exceptionally artistic in its design, and has featured the auditorium at the Edison Shop, inviting the public to attend the different recitals which are given daily.

Efficiency Helps Successful

The efficiency department of the New York Talking Machine Co., Victor distributor, has received very gratifying responses to its fall campaign and a large number of Victor dealers have expressed a desire to receive the many helps which the company is preparing for the use of Victor representatives. The window card service, which was inaugurated six months ago, has proven so successful that it will be con-

tinued another six months, and new ideas will be introduced to add to the value of this service. The new price cards for Victrolas, which the company's efficiency department recently placed before the trade, have also been very successful and are being ordered in large quantities by Victor dealers.

CRESCENT IN SOUTH AMERICA

Crescent Talking Machine Co. Secures Representatives to Distribute the Company's Products in Latin-American Countries

The Crescent Talking Machine Co., of New York, has just completed negotiations with Joseph Bayan to represent and to distribute the complete Crescent line throughout Argentine and Uruguay. Mr. Bayan will make his headquarters in Buenos Ayres.

The Crescent Talking Machine Co. has also established J. C. Von Jenny as a Crescent distributor who will cover all of South America except Argentine and Uruguay. Mr. Von Jenny will make his headquarters in Rio de Janeiro.

Already the Crescent Talking Machine Co. has received many sample orders for the "Silver Tone" line, which promises a bright future for the Crescent machines in Latin-America.

HOW SERVICE DEPARTMENT HELPS

P. M. Bouton, manager of the W. R. Anderson Co., New York, distributor of Domino records, stated this week that the company had just installed a special service department, whose duties would be to help the dealer in merchandising Domino records. The company does not feel that it has completed its functions as record distributors when the dealer's order is received, but believes that the dealer should be given practical help in selling the goods.

E. B. Brown & Co., Camden, N. J., has been incorporated with a capital stock of \$25,000 for the purpose of manufacturing talking machines and other musical instruments.



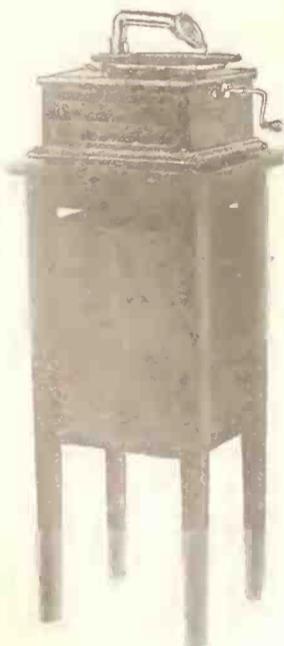
TRADE MARK

"WONDER"

TRADE MARK



Announcing the New Wonder Floor Cabinets



No. 300 Complete \$15.00 Retail

- No. 300 - 14" x 14" x 30" Mahogany - \$2.50 each
- No. 500 - 18" x 20" x 30" - \$3.50 each

Record Files - - - - \$.35 ea.

Wonder Talking Machines \$6.00 to \$20.00

All machines are equipped with Universal tone arms and the WONDER noiseless worm gear motors

Prepare Now for Holiday Trade

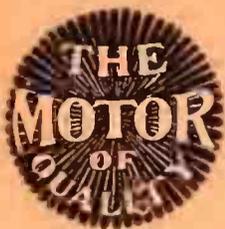
Write for descriptive folders, advertising material and special dealers' proposition

THE WONDER TALKING MACHINE CO.
113-119 Fourth Avenue (at 12th St.) New York
Telephones Stuyvesant 1666, 1667, 1668



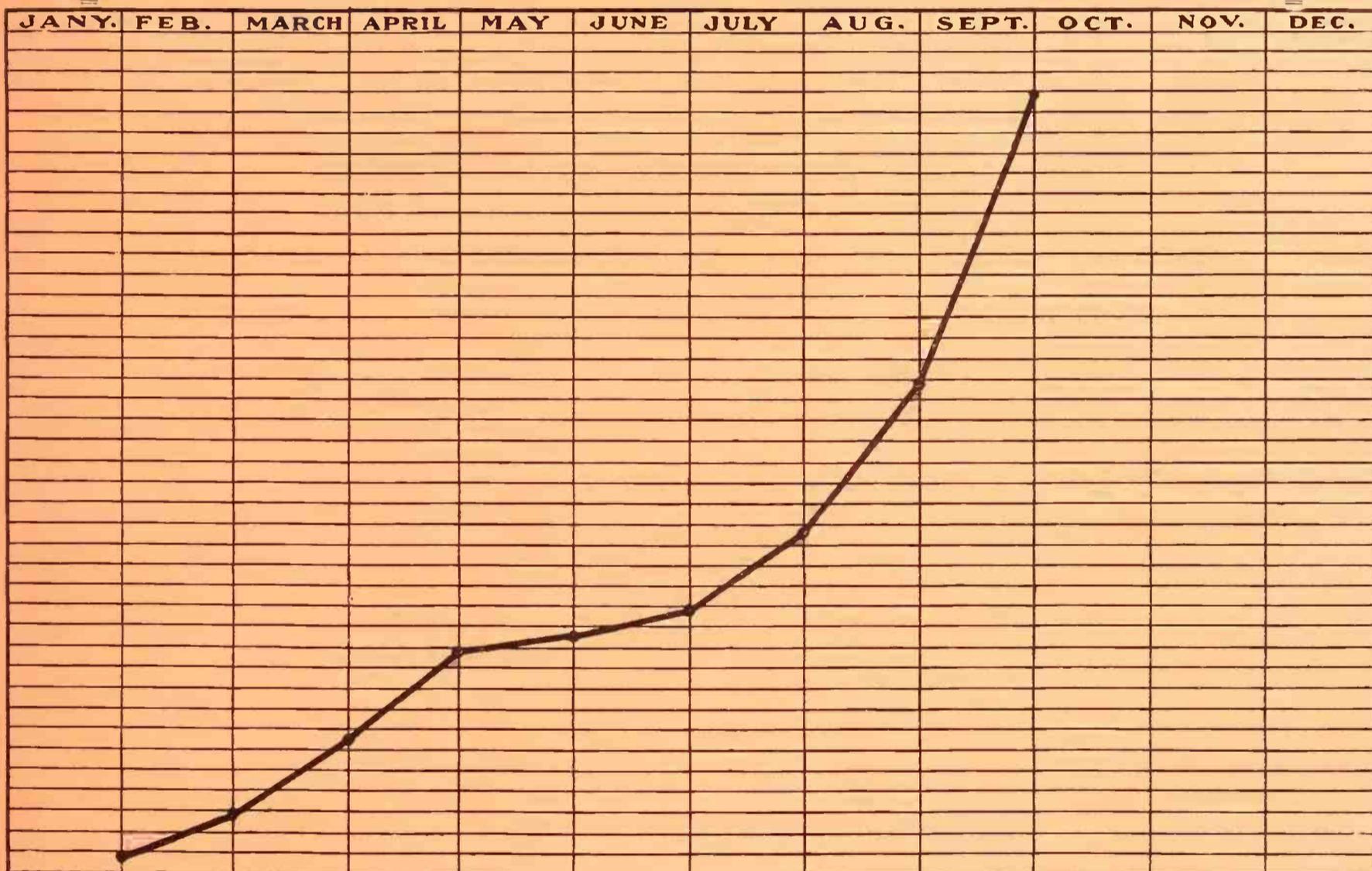
No. 50 Complete \$30.00 Retail

THE QUALITY STANDARD



The Growing Popularity of the HEINEMAN MOTOR

1916 SALES CHART



The above chart represents a mathematically correct diagram of the actual monthly *net* sales (shipped) of the Heineman "Motor of Quality" in 1916.

It speaks for itself.

It proves that the Heineman Motor is the Motor of *True Quality*.

Let us prove it to you.

O. W. Heineman
President



A supreme voice in a supreme aria—LAZARO singing "O Paradiso" on Columbia Record 48747. If you never had heard another, this one Columbia Record would sell you on the supreme quality of Columbia recording.

(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



SOUTHERN CALIFORNIA NEWS ITEMS

Dealers Already Preparing for Holiday Demands—Pipe Organ for Southern California Music Co.—Andrews Co. in New Quarters—Remodeling Store of George Birkel Co.

LOS ANGELES, CAL., October 4.—The trade of Los Angeles and vicinity for the month of September has been encouragingly brisk. The dealers are already showing their belief in "preparedness" for the coming Christmas campaign by ordering heavy shipments of machines and records. It is expected that the Christmas season of 1916-17 will eclipse all preceding ones. Los Angeles has just enjoyed one of the best summers in the history of the trade here.

The Southern California Music Co., agent for the Edison, Victor and Columbia lines, is at the present time having a \$10,000 pipe organ installed on the fourth floor of their place of business. Managers Richardson and Fish, of the Edison and Victor departments respectively, have prepared for their usually heavy fall trade by adding several new members to the force.

The Andrews Talking Machine Co. is much pleased with its new quarters and Manager Pease expresses himself as being more than satisfied with the increased volume of business brought about by the change.

C. B. Booth, manager of the talking machine department of Barker Bros., has just returned from a flying business trip to Chicago. The enlargement of their talking machine department

has been postponed until after the holidays.

The George Birkel Co. has already started the proposed alterations, which will almost double their present talking machine room capacity.

Manager Lindsey, of the Wiley B. Allen Co.'s department, reports an exceptionally good September.

Mrs. Katherine W. Urquhart has succeeded Mr. Bonell as manager of the local Pathé stores. Mrs. Urquhart is well qualified for this position, having formerly been manager of the Columbine Music Co., of Pueblo, Colo., and also manager of the piano department at Barker Bros., of this city, at various times.

EDISON DEALERS MEET IN DETROIT

Retailers From all Sections of Michigan Gather in Convention as Guests of the Phonograph Co.—Visitors Elaborately Entertained

DETROIT, MICH., October 7.—Dealers of the New Edison from all sections of Michigan came to Detroit on Thursday, October 5, to attend the second convention under the auspices of the Michigan jobbers, the Phonograph Co., of Detroit, of which R. B. Alling is general manager. The morning was given over to registration and receiving badges; at noon there was a complimentary luncheon to dealers, ladies and visitors at the Hotel Pontchartrain. A business session took place in the afternoon, at which all phases of the phonograph industry were discussed—selling, advertising, credit, instalments, etc. At

6 o'clock the dealers and their wives adjourned to the Edison Shop, 254 Woodward avenue, where a private tone test was given by Miss Marie Kaiser, Rudolph Polk and Arthur Walsh. A banquet took place at 7 o'clock at the Hotel Pontchartrain, devoid of business talks and discussions. Following the dinner there was a number of entertainment features furnished by employes of Detroit Edison stores, including Miss Isabelle Hunt and Miss Helen Kennedy, of the Edison Shop; Larry Doyle, of Wallace Brown's store, and Frank Shaull, of Frank Bayley's store. Dancing concluded the evening's entertainment.

Among the out-of-town jobbers who attended the convention were L. N. Bloom, secretary of the Phonograph Co., of Cleveland; C. E. Goodwin, Chicago; Harry Stanton, Toronto, and William A. Schmidt, Milwaukee.

AN ATHLETIC "TALKER" DEALER

Thor Norberg, of Noline, a Swimmer of Olympic Game Calibre

MOLINE, ILL., October 6.—When Thor Norberg, proprietor of the Norberg Music House, of this city, is not busy selling talking machines and



Thor Norberg Making a High Dive records he is sure to be spending his time in the water or in the air on his way to the water. Mr. Norberg is a "water dog" of much ability and was one of the swimmers who represented the United States in the Olympic games that were held at Stockholm, Sweden, this year. Norberg's ability as a diver is clearly shown in the accompanying picture as his "form" from the standpoint of a diver is very good. During the warm weather Mr. Norberg spends much time in the waters of the Mississippi, which flow by Moline. In this way he keeps himself in excellent trim and after the past good summer of exercise he is ready to tackle the biggest business that his company has perhaps ever met with.

Veeco Electric Motors

VEECO MEANS:

1. Efficiency.
2. Durability.
3. Elimination of Motor Troubles.
4. Perfection in Every Respect.

Guaranteed for Two Years

1. The above results were obtained by years of experimenting.
2. The only electric motor for phonographs that has been approved and endorsed by the highest electrical authorities in the United States.
3. Adopted exclusively by some of the largest manufacturers.
4. Our Composition Turntable is in itself a great improvement to any talking machine.

Our large contracts and rapid growth are the proofs of the superiority of Veeco Motors.

We also supply for dealers our Veeco Motors mounted on suitable boards for installation in machines already in use.

We can make prompt deliveries, render excellent service and invite comparison.

LET US CONVINCING YOU

Victor Electrical Equipment Co.

248 BOYLSTON STREET

BOSTON, MASS.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

TRACING THE BLAST OR RATTLE

It too frequently happens that when there is a blast or rattle noticeable during the playing of a record the dealer is inclined to blame the reproducer, and either tries to adjust it himself or send it back to the factory in exchange for a new one. When the new reproducer is adjusted it is found that the blast or rattle still persists. In such cases it is well to make a close inspection of the tone arm. There are many different tone arms, particularly those of the jointed or "universal" type, which are not fitted together as carefully as might be, with the result that certain sections are loose and shaky.

Where there is a swivel movement controlled by a set screw it might be well to tighten the screw so that there will be no movement of the joint, except when same is made purposely to change the position of the sound box. Some tone arms come in sections which fit into sleeves, and when such joints are loose, a little shellac placed within the sleeve before putting in the second joint and allowed to harden will generally prove a satisfactory remedy. Then, too, the reproducer may not fit the tone arm securely. Metal vibrating against metal will always set up a jangling whether the vibrations are caused by sound waves or other means. Inspect the tone-arm for that rattle before blaming the reproducer.



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)

WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

The Question of Spring Lengths

"BROOKLYN, N. Y.

"EDITOR, The Talking Machine World, New York.

"Gentlemen: I would appreciate your requesting Mr. Dodin to give the following information in the Repair Column of The World.

"If the length of the spring solely determines the length of time the motor runs.

"I think this would be information of interest to any salesman. Very truly yours,

"KOCH & DROGE PIANO Co., INC.,

"Per FRANK G. RETTINGER."

The above letter is in my opinion worthy of more than a passing answer for it touches on a subject which has been given too little attention particularly by repairmen.

Times without number in past years I have received motors for repair with the complaint that "it won't play a twelve-inch record," and as a rule, when examined the fault was found to be a main spring either too long or too short.

In a single spring motor it is the general rule of manufacturers to use a main spring of such a length that the motor will run just a little more than a twelve-inch record. In a majority of motors this calculation is easily upset when too much graphite mixture is placed in the cage—the graphite will become packed between the side of cage and outer leaf of spring and prevent spring from unwinding and consequently motor will not play a full twelve-inch record.

The same result will follow if too long a spring is used. Most of the space of the cage is taken up by the coil of the spring and there is not enough space left for the spring to uncoil in. The length of time a motor will run depends more upon the arrangement of gears, that is the number of gears and number of teeth in

each gear, than it does upon the length of the main spring. I can give as illustrations the Victor II. motor with the single spring cage and a main spring seventeen feet long by one and one-quarter inches wide. This motor plays a little more than a twelve-inch record with one winding while a certain motor made in Europe with a main spring only eight feet long and three-quarters of an inch wide, can by its arrangement of gears and number of gear teeth, run just as long. The Victor II. motor is what is known as a spiral drive motor, the spring cage gear acting direct on the turntable spindle, causing it to revolve as the result of the gear teeth following the spiral cuts on the spindle. The foreign product is a gear motor having an intermediate gear acted upon by the spring cage gear and in turn acting upon the turntable spindle. The seventeen-foot spring placed in a larger spring cage and fitted to this gear motor would possibly run it five times longer than the eight-foot spring.

Slot Machine for Disc Records

"NEWBURGH, N. Y.

"EDITOR, The Talking Machine World, New York.

"Dear Sir: I am addressing this to you, seeing your repair department in The Talking Machine World. I want to know if there is a machine on the market that plays a disc record and is operated by placing a nickel in a slot? If there is one can you give me the address of the concern? Thanking you in advance, I remain,

"RALPH BURGER, Proprietor,

"Columbia Music House."

Answer. Automatic Machine & Tool Co., 210 Ann street, Chicago, Ill., manufacturer of Gabel's Automatic Entertainer, can probably meet your requirements.

IMMEDIATE DELIVERIES

No matter what make of Talking Machine you handle, whether Victor, Columbia, Edison, Sonora, Pathé, Vocalion, etc., our Cabinets will FIT and MATCH them perfectly, giving them that "Cabinetmatch" appearance.

Quality, Price and Service are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices unequalled for cabinets of their kind.



503—Golden Oak, Mahogany. For Victrola IV, VI, Columbia, Meteor, Eclipse and Jewel. 500 for all Victrolas and Columbia machines.



702—Mahogany, Golden, Fumed or Weathered Oak.—For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.



809—Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

SCHLOSS BROTHERS

Phone, Columbus 7947

637-645 West 55th St.

NEW YORK CITY



Photograph showing a part of the new offices of the Emerson Phonograph Company

A Record Record Business

Only six months on the market and a tripled capacity still finds the demand for Emerson Discs far beyond the supply.

That is the record of Emerson growth—a remarkable tribute to the quality and salability of the Emerson record.

The increasing demand for Emerson Records has necessitated the rapid expansion of this business.

We are meeting the requirements as quickly as it is physically possible.

Last month we added 15,000 more square feet to our capacity. Even with this additional space we are already feeling the necessity for more room.

This truly is a *Record* record business.

Emerson 25c Double Discs

play on all but one positive feed machine without extra attachments.

Full 7 inches in diameter—each side plays three-fourths the time of a standard 10-inch record.

The Emerson list is a list of popular hits, sung and played by well known artists.

Emerson 25c Double Discs meet an existing demand—fill it—put in a stock today.

The investment is small—the profits are liberal—the turnover quick. It has no equal in the field—don't delay—place your first order and profit thereby.

Attach the coupon to your letterhead and mail it to us now! →

The Emerson Phonograph Co., Inc.
Dept. D, 3 West 35th St. New York, N. Y.

THE EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Send me at once full details of your proposition and list of new Emerson Hits.

Name _____

City _____

State _____

The Extraordinary Success of "The Mozart" in the Past Year is the Exact Measure of the Mozart Talking Machine Company's Success in Achieving its Purpose



STYLE A
"Mozart Special"
 Oak or Mahogany Finish
 DIMENSIONS
 Height45½ inches
 Width17 inches
 Depth21 inches
Retail Price, \$55.00

STYLE B
"Mozart De Luxe"
 Oak or Mahogany Finish
 DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

STYLE C
"Mozart De Luxe"
 Oak or Mahogany Finish
 DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

An Unusual Phonograph "The Mozart"



STYLE H—Oak or Mahogany Finish
 DIMENSIONS
 Height15 inches Width19 inches Depth19½ inches
Retail Price, \$35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at \$15.00, \$25.00, \$35.00, \$45.00, \$55.00 and \$100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President

1432 TO 1442 NORTH TWENTIETH STREET

ST. LOUIS, MISSOURI

IMPRESSIVE PROOFS OF HERZOG CABINET POPULARITY

SAGINAW, MICH., October 12.—As the sign on the car indicates, the view shows a big shipment of Herzog cabinets—a solid carload of one type, No. 897S—about to leave the big Herzog fac-

ployed. Their product consists principally of record cabinets and special talking machine cases, although some regular furniture is made. A copy of the new De Luxe Herzog record



How One Victor Dealer Buys Herzog Record Cabinets

tory in Saginaw, Mich., for Chase & West, Victor dealers in Des Moines, Ia. It is said that this enterprising Victor house sells more No. 897S Herzog cabinets than any jobber or dealer in the United States.

The Herzog Art Furniture Co. is experiencing an unusually busy season, and while they have increased their output by fully 50 per cent., orders have shown a similar increase. The big plant is operated twenty-two hours out of twenty-four, over six hundred men being em-

ployed. Their product consists principally of record cabinets and special talking machine cases, although some regular furniture is made. A copy of the new De Luxe Herzog record

cabinet catalog which has been received by live jobbers and dealers has won praise. Ask for a copy. The Wonder Talking Machine Co., 113 Fourth avenue, New York City, has just added to its line several attractive cabinets which were designed to match perfectly the various machines in the Wonder line. These cabinets will be furnished in either mahogany or oak finish, and will also match other types of table machines.

HEARING ON PASSOW SOLVENCY

Creditors Question Value of Assets of Chicago Concern at Meeting

CHICAGO, ILL., October 10.—A hearing was held to-day before Referee in Bankruptcy Eastman, in which arguments were heard in regard to the solvency of Passow & Sons.

An involuntary petition had been filed against the concern September 24, the petitioners being F. G. Hartwell & Co., the Presto Publishing Co., and Chas. A. Stevens & Co. The claims listed in the petition amounted to \$925.88. The liabilities are roughly estimated at from \$125,000 to \$135,000. It is said that assets are claimed by the concern of almost one-quarter of a million dollars but that the value of the assets is questioned by the creditors. Maddock & Jaffe, attorneys of Chicago, represent the principal petitioners in the action.

BRINGS OUT NEW SOUND BOX

CHICAGO, ILL., October 10.—Weigand & Co. are placing upon the market a new type of sound box which has been named the "Three in One." The principal feature of the new device is that it plays with an ordinary jointless tone arm in an unchanged needle position, any type of disc record. The Weigand Co. is also dealing in jeweled points. The offices of the concern are located at room 1727 Republic Building.

VICTOR-MACY CASE ON CALENDAR

The famous case of the Victor Talking Machine Co. vs. Jesse Straus et al., proprietors of R. H. Macy & Co., New York, is now on the calendar of the Supreme Court, No. 374, and though motion was made to advance the trial of the suit, it will be some time before a decision is rendered. The case is looked upon as of prime importance in fixing a precedent in the matter of price-standardization.

For Service - for Satisfaction - for Economy

Unlimited Deliveries of Perfect Phonograph Parts, Ready to Assemble

Unusual results in phonograph work have been accomplished by us. Our engineers are experts in this line.

If you have failed to obtain the kind of castings you desire—if others have told you "It can't be done"—if the service you have previously received has been unsatisfactory—let us demonstrate our service.

We have devised many ways of overcoming difficulties, and specialize in light-weight, uniform or complicated die-castings of the greatest accuracy. If it can be die-cast we have the experience and facilities to do it.

The co-operation of our engineers is at your command. Send models or blue prints for estimate, stating quantities.

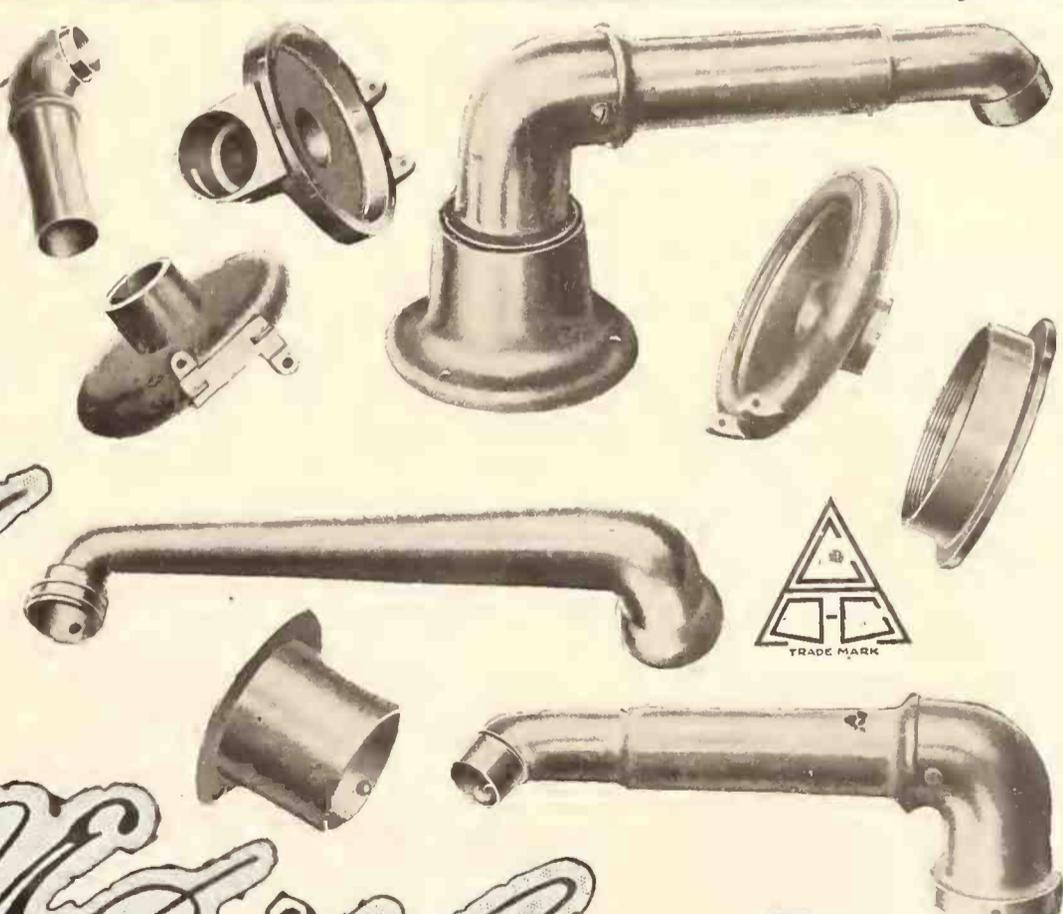
Acme Die-Casting Corporation

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

Sales Offices:

Boston—176 Federal St.
Detroit—965 Woodward Ave.
Philadelphia—Widener Bldg.
Chicago—549 Washington Blvd.

Canadian Distributors:
Lyman Tube & Supply Co., Ltd., Montreal.



Acme Die-Castings

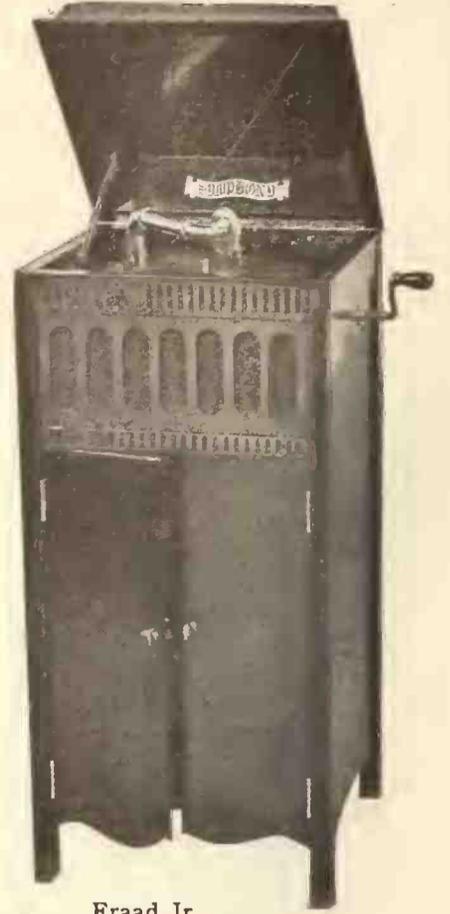
We also make Aluminum Die-Castings



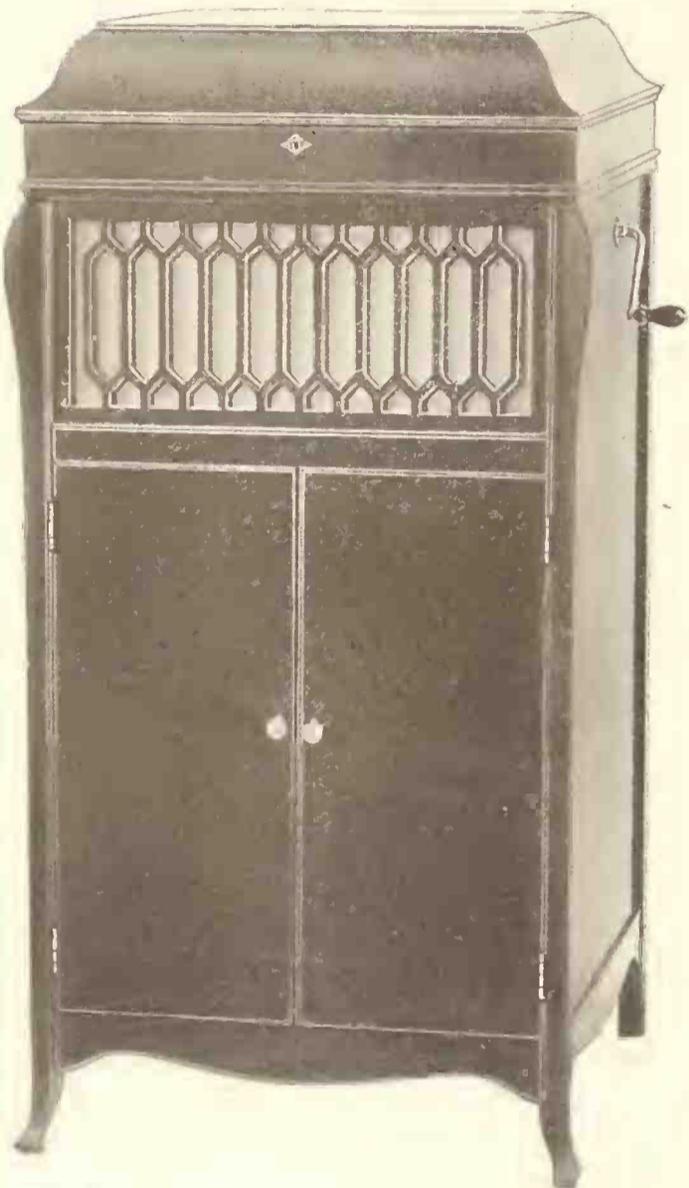
Style 2



Style 1



Fraad Jr.

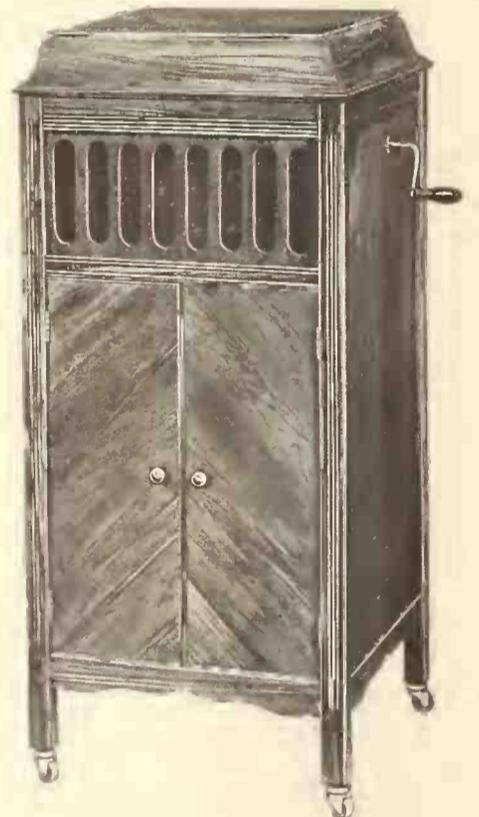


READY for Immediate Delivery

The Fraad Line ranges in price from \$10 to \$150, with the wonderful Fraad, Jr., Cabinet Talking Machine at \$35

A notable feature of the Fraad line is the splendid collection of 10" and 12" Fraad Records. From the first these Records of popular, vocal and instrumental music have proved a most attractive and profitable department for Fraad dealers.

Here is your opportunity, Mr. Dealer, take advantage of it by writing to us—today.



Symphony Jr. A

FRAAD TALKING MACHINE COMPANY, Inc.

Executive Offices: 225 Lexington Ave., New York, U. S. A.
Factory and Showrooms: 224-232 West 26th Street, New York



Style 9



Style 4



Style 6

Wake Up Man!

Make More **SALES CUSTOMERS PROFIT**

FILE YOUR RECORDS

The Ogden Way

Unconditionally Guaranteed

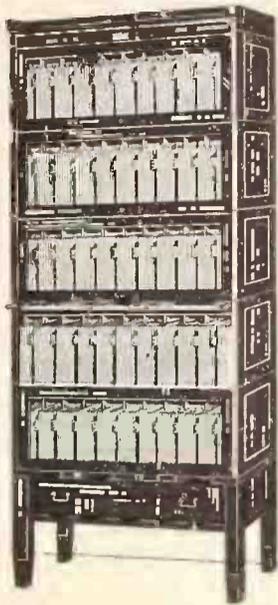
SELL FILE FIND **More Records**

In the Shortest Time—In the Smallest Space

Order Now

And Be Ready for the Rush

Ogden Sectional Cabinet Co., LYNCHBURG VA.



Henry Hamlet, manager of the Layton Bros. department, recently visited the Edison factory in Orange, and the Edison Shop in New York, and came back much impressed with his observation in both places. During the winter Layton Bros. plan to give an ambitious series of Edison and Columbia recitals.

Talking machine houses generally in this section are laying plans to handle a fall trade of unusual proportions, and there is already some talk of both machine and record shortage.

The William Hengerer Co. recently celebrated its eightieth anniversary. Extra crowds were attracted to the store and Herbert A. Brennan, manager of the Victrola department, reported extra business as a result of the event.

NEWS BRIEFLETS FROM BUFFALO

W. R. Gardner, manager of the Victrola department of J. N. Adam & Co., recently conducted a "Victrola week" with excellent results. Twice a year he holds such a celebration, which is marked by extra advertising, window displays and special selling campaigns on the Victrola. He has received a heavy fall stock.

E. W. Staley, formerly assistant manager of Hengerer's Victrola department, is now manager of a similar department for C. Kurtzmann & Co. A show window, twenty feet long and ten feet deep, at that company's store is used exclusively for Victrola displays, which have brought a good share of extra business.

Kuhn Bros. recently had a formal opening of their new music store at 503 Elmwood avenue. They carry a full line of Columbia Grafonolas and records.

Houch & Emens have opened a store at 1478 Genesee street, where they carry the Victor line. Mr. Emens was formerly in charge of the Columbia store in Buffalo and Rochester.

GREAT ACTIVITY IN MONTREAL

New Pathé Dealers—Demand for Victor Records—Layton Bros. Opening—Big Winter Trade Expected During the Holidays

MONTREAL, CANADA, October 4.—These are fair times throughout Canada, and wherever the fall fairs have been held, or are being held, the various talking machine companies, including the Victor, Columbia, Edison, Sonora, Pathé, etc., are well represented with complete exhibits, with results reflecting the prosperity of the country.

There have been a number of new dealers added to the Pathé list recently, among them being the Ontario Furniture Co., 357 Bleury street; G. A. Holland & Son Co., 519 St. Catherine street, this city, and S. A. Luke, of Ottawa, Ont.

C. A. Lindsay, Ltd., recently donated a Victrola to the British Sailors' Relief Fund, during the fair held in Dominion Park recently for the benefit of that corps.

L. C. McChesney, advertising manager of Thos. A. Edison, Inc., Orange, N. J., is expected in Montreal shortly.

There is quite a demand for Victor records at the present time, among the selections being the Harry Lauder numbers and Hawaiian selections. "You're a Dangerous Girl" and "If I Knock the L Out of Kelly" are favorites in the popular list.

Layton Bros. expect to hold a formal opening of the new de luxe phonograph parlors during "Edison Week" celebration, October 16-21.

"ARROW" ELECTRIC MOTORS

including motor board, 12-in. turn table, automatic brake, automatic record cleaner, and graduated regulator. Complete with batteries. Motor enclosed in dust-proof casing. Sample \$15.00 complete. Quantity price on request.

Also single and double spring motors as well as Universal tone-arms for immediate delivery.

ARROW MOTOR CO.
20 CLINTON STREET NEWARK, N. J.

ANDS KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York

C. W. SNOW & Co.

Syracuse, N. Y.

NEW YORK STATE DISTRIBUTORS

for the instrument which won the highest score for tone quality at the San Francisco Exposition, urge

DEALERS

to write at once so as to be able to secure holiday shipments in ample time.

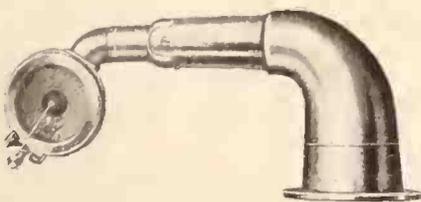
Prompt, Careful, and Thoroughly Satisfactory Service

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



TONE ARMS — SOUND BOXES

No. 1 Universal Tone Arm NOW READY



No. 1 Universal Tone Arm

Made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send \$2.00 for Sample. Money refunded if not satisfactory.

Quantity prices on request. Immediate Deliveries.

MUTUAL TALKING MACHINE CO., 145 W. 45th Street, New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURERS ATTENTION—Advertiser having patented a new kind of a talking machine of the disk type which permits a plurality of records (in any and all different sizes) can be played on, in succession or selections and without exchanging the record after its termination. It will play from 20 to 200 and more records (double or single side) without exchanging the record on its termination as it is necessary by the type of machines now on the market. This machine is very simple in construction and can be manufactured at low cost. I wish to dispose of same outright or to arrange for manufacturing on royalty or profit-sharing basis. Address M. K., care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED talking machine man thoroughly familiar with details of manufacturing, experienced in marketing, and equipped to handle entire wholesale proposition is open for engagement. All references. Address "Box X," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG LADY wanted, over 20 years of age, experienced in Victor line, serious worker, willing to stay evenings. Good proposition for right party. Apply in person if possible. George M. Millard, 1803 Myrtle Ave., Brooklyn, N. Y.

INVESTOR wanted to take active part in an established phonograph business. Jobbers' proposition, now selling well known standard phonographs and records. Address Jobber, care The Talking Machine World, 373 Fourth Ave., New York.

BUSINESS OPPORTUNITY—Going business established five years, good reputation, good business, fine location, low rent, lease to suit. Victor, Edison Disc and Cylinder, and Columbia agencies, big mailing list, all for sale at invoice if buyer takes everything. All saleable stock except a few wax records which can be exchanged. Cash only. Town of twenty thousand with big surrounding farming country. Any live man who knows the game can make good money out of this proposition. Address "Box 365," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED manager for talking machine store. Must speak and write English, German and Servian. Good position for right man. Address M. Borovitz, 303 S. Main St., Akron, Ohio.

WHOLESALE VICTOR distributor needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a Philadelphia distributor and experienced retail talking machine man to fill an excellent retail position. Address "Excellent," care of The Talking Machine World, 373 Fourth Ave., New York.

BIG inducement, \$4,000 cash will buy entire new phonograph record factory, fully equipped, balance on mortgage. Address "Box ABC," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man of good appearance, 23 years old, an experienced salesman, wishes to enter talking machine field as salesman. Willing to start at moderate salary. Address "Box 366," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY TWO EXPERTS IN MANUFACTURE of disc records. Thoroughly familiar with latest and best methods of recording, electrotyping, pressing and equipments. Address "Box 367," care The Talking Machine World, 373 Fourth Ave., New York.

A RESPONSIBLE party desires to purchase Victor store in Metropolitan district. Give full details in first letter. Address G. M., care The Talking Machine World, 373 Fourth Ave., New York.

TALKING MACHINE MAN equipped to handle retail or wholesale proposition is open for engagement. Thoroughly experienced, can produce results. First class references. Will go anywhere. Address "Box 368," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Six experienced men to market a talking machine device which has been successful from the very start. Good proposition as a side line or on a straight commission basis. Address "Box 369," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced Edison Disc salesman in city of 28,000. Address Harrison's Edison Shop, Richmond, Ind.

WANTED—Victrola manager for one of the leading furniture houses in New York City. Must be thoroughly familiar with the Victor line and be well recommended. Address, with full particulars, "Box 355," care The Talking Machine World, 373 Fourth Ave., New York.

SALEMAN AND MANAGER—Thorough talking machine and advertising experience, 33 years old, is open for a change as manager or assistant. Address "Box 356," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a mechanic of 20 years' experience, as assembler, repairman and adjuster of phonographs. Have worked for one of the best firms in New York. Address "Box 357," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience, now employed, wishes to make a change; Central West. Best of references. Thorough knowledge of all makes of records, also mechanical experience. Edison line preferred. Address "Box 358," care The Talking Machine World, New York.

POSITION wanted with talking machine house as road man or manager of department; have had 15 years' experience. Address "Box 1357," Detroit, Mich.

A THOROUGHLY capable talking machine man desires a change; 32 years of age; A-1 personality. Will consider only a good place and managerial duties. Five years with present firm. Salary around \$50 a week. Replies in confidence. Address "Box 359," care The Talking Machine World, 373 Fourth Ave., New York.

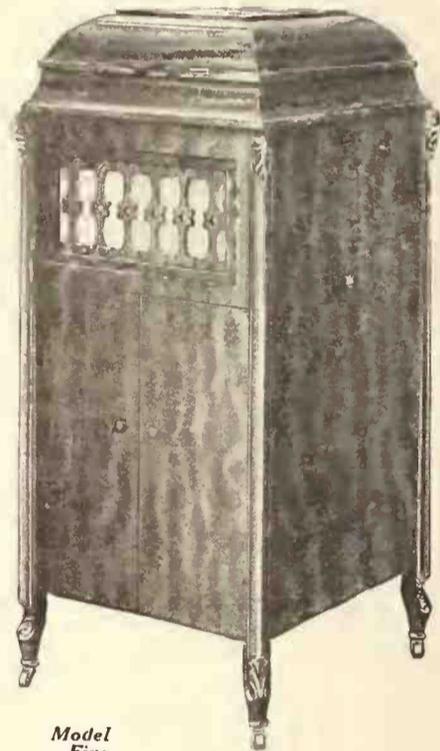
Have you been disappointed in the phonographs you have investigated? Most phonographs you hear—like most people you meet—are mediocre, in so far as they fail to impress one. For a brief time you are conscious of listening to the reproduction of sound more or less natural.

Then you hear a *real* phonograph—the compelling kind—that forces you, by its charming naturalness of tone and beautiful appearance, to sit up and take notice.

A phonograph that has
PERSONALITY

a something apart from the commonplace. You listen, you are curious, interested, then enthused. Such a phonograph is the

STRADIVARA
"KNOWN FOR TONE"



Model Five

You realize that to build up a permanently profitable phonograph business you must secure the agency for a *really artistic* instrument; one that is produced by tone scientists as well as master cabinet builders; one that sells quickly, stays sold, and helps sell others. THE STRADIVARA is *different* in a dozen different ways. The secret of its charmingly different and superior *TONE* lies in the fact that it is the only phonograph that contains a sound-board like those world-old instruments the piano and violin. Furthermore, the Stradivara is built in a factory that for years has been devoted to the production of high-grade pianofortes. You cannot afford to decide on any phonograph agency without first investigating

THE STRADIVARA

One of the Five Really Great Phonographs.

Your territory may be open.

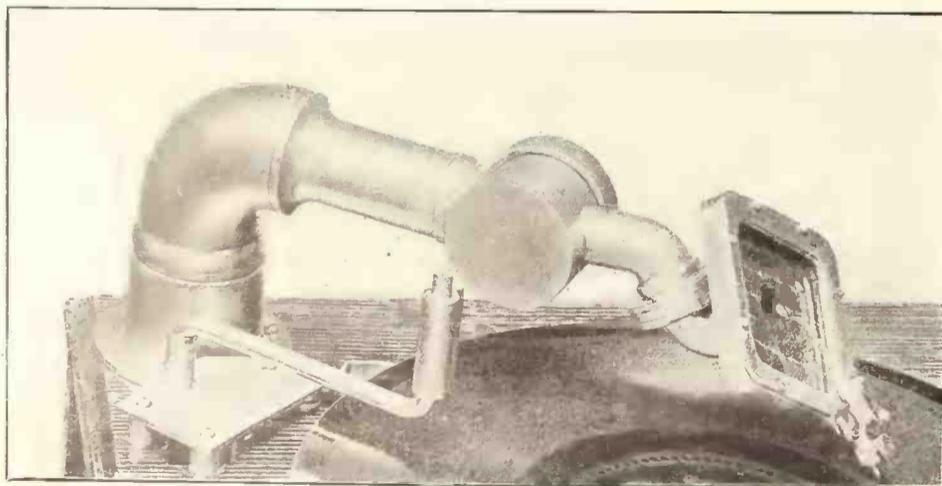
The
COMPTON-PRICE CO.
Manufacturers
ART PIANOS - PHONOGRAPHS
Coshocton, Ohio

Western Office: 1500 Republic Bldg., Chicago Eastern Office: 505 Fifth Ave., New York City

THE "IDEAL" SOUND-BOX

(Patents Pending)

The "IDEAL" Sound-Box attracts your eye and wins your ear at first trial. You need no second comparison to know which will be your choice. It fits leading makes of Disc Talking Machines. You will find some of your old records to get a new lease of life when played with an "Ideal" Sound-Box. **Price \$3.**



The "IDEAL" Automatic Stop—The "IDEAL" Sound-Box

THE "IDEAL" AUTOMATIC STOP

(Patents Pending)

100% RELIABLE

For Simplicity and Reliability, the "IDEAL" Automatic Stop is unapproached. It can be attached to ANY Disc Talking Machine in 5 minutes. Price \$2.50. We will treat Dealers liberally.

MECHANICAL DEVELOPMENT CO., 106 and 108 Reade St., New York
Manufacturer and Patentee of Novelties



Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering **better** values from the most moderate-priced to the finest metal back albums.

We have increased our manufacturing facilities, purchased raw material in large quantities, and can serve you efficiently and well.

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

AEOLIAN-VOCALION PUBLICITY

Aeolian Co. Carrying Some Striking Advertisements in the Newspapers Bearing Upon the Various Features of Aeolian-Vocalion

The Aeolian Co., New York, manufacturer of the popular Aeolian-Vocalion line of phonographs, has been featuring in its newspaper publicity a personal and distinctive type of advertising, which it has used with pronounced success in behalf of the Pianola, its player-piano, which is famous the world over.

One of these recent advertisements, couched in the intimate terms of a personal interview, and appearing in New York papers, read in part as follows:

"Some talk I had heard of the Aeolian Vocalion interested me. And one day I stopped at Aeolian Hall to see what the new instrument was like.

"I tell you I was sold from the start. First of all the Vocalion is the only phonograph I have ever seen that is a fine example of cabinet making. In case wood and finish it is like a handsome piano.

"Then tone.

"I am not musical or literary enough to be able to describe the Vocalion tone. It is simply the tones of voices and instruments—unchanged. And it is full of personality—the very first record on the Vocalion brought me up tensely, listening to every phrase.

"I was lost in the music—I thrilled to it as if an artist were actually playing to me.

"No phonograph ever impressed me that way before. The tone was natural and vibrant with the personality of the artist! That was it!

"Then I tried the Graduola.

"All my life I have been musically dumb and here in a second the musical gifts of the world were mine.

"I was filled with the glow of achievement.

"Cautiously I pressed the simple little device together—the tone swelled to the full Vocalion volume. I drew it apart—the music faded to the daintiest pianissimo.

"I put into the Vocalion a fine tenor record of 'Somewhere a Voice Is Calling,' and played it!

"That big, wonderful voice was my own! I simply controlled it by the pressure of my fingers upon the Graduola instead of by the stretching of the vocal cords in my throat.

"I spread the tone color in rude, rich daubs. Perhaps the result was execrable. But I can't believe music which sounded so good to me would not appeal to others.

"That song came from the Vocalion with my heart and soul behind it and in it. Good or bad it was my own—and the most interesting music in the world to me.

"The Vocalion has shown me that music holds a pleasure for me that I have never known before.

TO HOLD FORMAL OPENING

DECATUR, ILL., October 10.—The Emerson Piano House, of this city, will hold the formal opening of their handsome new quarters at 143-145 North Main street, this city, on Saturday of this week, October 14. The company features the Victrola very strongly, and the Imperial Quartet of Chicago, Victor artists, will have a prominent place on the musical program.

SEES PROSPERITY EVERYWHERE

H. N. McMenimen, Managing Director of Pathé Frères Phonograph Co., Returns from Trip and Enthuses Over Industrial Conditions

"Business conditions in the Middle West are remarkable," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, who returned recently from a visit to the company's distributors in the Central

West. "As a matter of fact I have never found the industrial situation so satisfactory and encouraging during all my years of traveling.

"Aside from the activity in the talking machine industry I was glad to find that the bankers, manufacturers and farmers are unanimous in predicting that this country is entering upon an unprecedented era of prosperity, which should continue for at least the next five years. They do not feel that the result of the coming presidential election will have any effect on the business situation.

"One banker in a large city told me that his bank's assets and resources had increased more than \$11,000,000 in one year. This bank is a savings institution, which caters to the employes of manufacturing houses in that city.

"Our own business is going ahead by leaps and bounds, and we are increasing our factory capacity to cope with this demand. We are installing machinery in our new record plant in Brooklyn, and expect to have this factory in complete working order in the near future."



Think of the Millions Who Want the Most for Their Dollars

A phonograph is somewhat like an automobile. The initial cost is only the beginning. How many thousands on thousands would buy phonographs if they could afford the *up-keep*?

Everyone knows that the biggest thrill of the phonograph is the "new record."

Do you realize that most of the families in your town can *afford* Domino records that give six new selections for a one dollar bill? That most of these families are not now your customers? That here is a huge profitable field that you can cultivate with a little effort?

Learn to Sell Domino Records

The Domino has the double appeal of *quality* and *popular price*. The quality comes first and the price is set as low as that quality can be sold for. It is a seven-inch, double-disc, vertical cut record playing on all machines equipped with a universal tone arm and on other machines with the use of a simple adaptor. It plays as long as the average ten-inch record of other makes, namely, from two and one-half to three minutes. It is convenient to handle, easy to ship and deliver, very durable. It opens a wealth of new business possibilities.

Special Introductory Offer

For \$10.00 we will send to *new customers only*, express prepaid, a varied selection of 48 of our best selling records, hangers, price cards, twenty-five catalogs and six Domino display easels.

Secure your Domino agency now and be ready for the big holiday business

Complete catalog on request

THE W. R. ANDERSON COMPANY

220 Fifth Avenue

NEW YORK

HARMONOLA T. M. CO. ORGANIZED

In Philadelphia for the Purpose of Manufacturing the "Harmonola" Talking Machines

The Harmonola Co., Philadelphia, Pa., has formally introduced to the talking machine trade a new machine known as the "Harmonola," which is manufactured by the Harmonola Talking Machine Co., as a separate corporation. The manufacturing company is controlled by F. L. Tompkins, a well-known manufacturer and jobber of rubber goods, and his son, Ernest E. Tompkins, who is the inventor of the Harmonola sound box, motor and other distinctive features of the Harmonola. The manufacturing plant occupies a five-story building containing 30,000 square feet at 328 North Randolph street.

The Harmonola Co., the selling organization, is organized with Philadelphia and Chicago capital, having authorized capital stock of \$1,000,000. The general offices and salesrooms are at 1611 Chestnut street, Philadelphia, with general Western offices at 206 South Wabash avenue, Chicago, Ill. John D. Morris, a well-known publisher, is president and general manager of the Harmonola Co. The other officers are C. C. Niss, vice-president; E. W. de Bower, secretary, and A. M. Scott, treasurer.

AGAIN IN ACTIVE HARNESS

The many friends in the trade of A. Heineman, of the Otto Heineman Phonograph Supply Co., New York, will be glad to learn that this popular talking-machine man is again back at his desk after an absence of several months. Mr. Heineman is in good health and spirits, and expects to again take active hold of the departments under his supervision.

According to newspaper announcements Mme. Olga Petrova, the famous moving picture star, has signed a contract to make a series of records for the Columbia Graphophone Co. It is understood that Mme. Petrova will sing and read a number of poems of her own.

ATTRACTIVE HALLOWE'EN WINDOW

BOSTON, MASS., October 10.—An attractive Halloween window is what greets the eye of those passing the warerooms of the C. C. Harvey Co., in Boylston street, where Manager White, of the Victor and Edison departments, has worked out quite a clever scheme. The general decorations are black and yellow with an effective cob-web background. Hanging from the ceiling are as many red rosy apples as there are letters in the words Edisons and Victrolas, and on each is a tag bearing a stated price. Over each apple is a large letter, the whole spelling out these two words. There are pumpkins and other suggestive devices in the window and several handsome machines of both makes tell the rest of the story, the whole making a most effective and timely display.

A SEASONABLE WINDOW DISPLAY

BELLEFONTAINE, O., October 7.—Leonard, Eichholtz & Co., of this city, have been using a series of very attractive window displays to feature the Columbia line. These displays have been timely and artistic, representing distinctive ideas, which have served to attract the attention of passers-by.

Two recent displays were featured during the week of the Chautauqua and the homecoming week, and both windows form valuable publicity for the Columbia product. Aside from their attractiveness, and the fact that they added to the prestige of the Columbia line these windows produced actual sales. T. W. Detwiler supervised the making of both of these attractive displays.

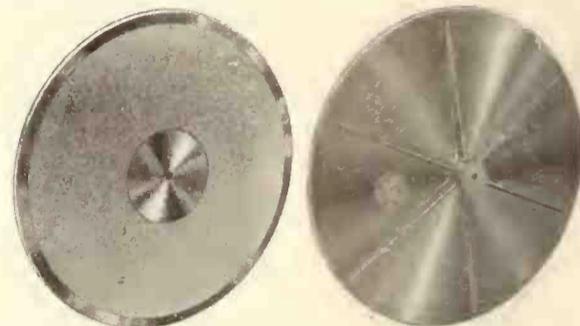
A VISITOR FROM LONDON

Louis Sterling, general manager of the European interests of the Columbia Graphophone Co., arrived in New York Monday for an extended visit to the executive offices to discuss the general situation in connection with Columbia business abroad.

MARKETING NEW TURN TABLE

Davis Vitraloid Turn Table Made of Composition and Has Interesting Features

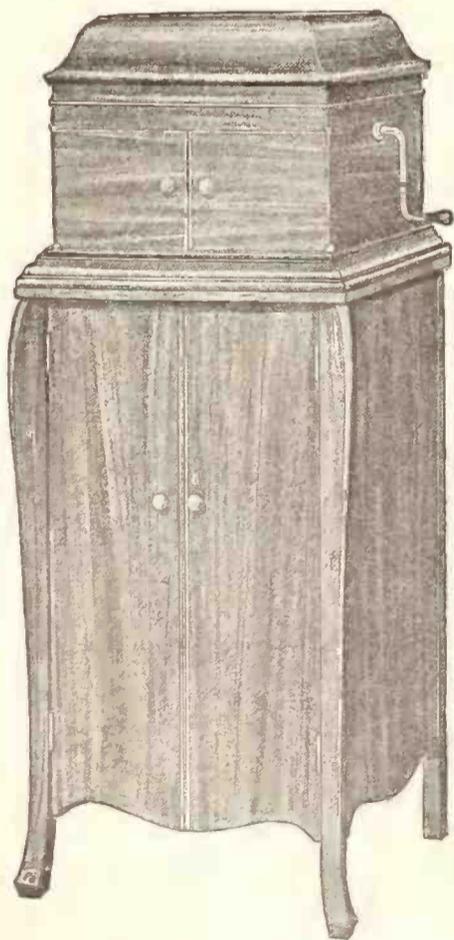
One of the most interesting developments in the line of turn tables is the new Davis Vitraloid turn table marketed by the Victor Electrical Equipment Co., Boston, Mass. The turn table is made of a composition that is handsome in appearance as well as durable, and will not rust or tarnish. As will be seen in the accompanying illustration the under side is braced to prevent warping, and to maintain an absolutely level surface. Instead of the usual



Davis Vitraloid Turn Table, Top and Underside felt covering the entire surface, the Vitraloid turn table is supplied with plush set into the turn table itself. It is being featured as a desirable adjunct for the more elaborate styles of machines; for the turn table may be supplied in black, mahogany or other finish, with plush to match to harmonize with the cabinet.

Miss Angela Hackett has purchased the talking machine and sheet music business of Cluett & Sons on Park avenue, Glens Falls, N. Y., and will continue to handle the Aeolian-Vocalion and Columbia Grafonola line in addition to sheet music.

A dividend of 1¾ per cent., the regular quarterly dividend, has been declared upon the regular common stock of the American Graphophone Co.

HERZOG SUPERIORITY

No. 70 Victrola IX Record Cabinet
The novel top arrangement proclaims this new cabinet a great seller. Ask for quotations.

Can there be any question of the superior design, construction, workmanship and finish of HERZOG talking cabinet when fully seventy-five per cent of the trade handle only HERZOG cabinets? These four cabinet essentials are unquestionably best exemplified in HERZOG record cabinets—Quality cabinets thru and thru for all makes of talking machines.

Our new De Luxe catalog—the finest record cabinet catalog published—is just off the press and your copy is now awaiting your request. Ask for it to-day—NOW—you can't afford to be without it. We urge you to anticipate your requirements and order your cabinets early, a great shortage of cabinets being an almost certain possibility—We'll take care of you if you order NOW.

HERZOG ART FURNITURE CO.
SAGINAW, W. S. MICHIGAN

COLUMBIA MANAGERS HOLD MEETING

Pacific Coast Contingent Assemble in San Francisco to Hold Business Conference

SAN FRANCISCO, CAL., October 6.—There was a rally of the Columbia clan here last month, when the chiefs from the South and North assembled in San Francisco for their semi-annual conference. George H. Williams, manager of the Columbia stronghold at Spokane; Charles V. H. Jones, of the Seattle highlands; L. D.



Seated: Wm. F. Stidham, F. A. Denison and W. E. Henry. Standing: C. V. H. Jones, Geo. H. Williams, F. F. Dawson and L. D. Heater.

Heater, from the Portland heath, and William F. Stidham, from the Los Angeles lowlands, met together with Big Chief Denison and W. E. Henry, the San Francisco manager. Mr. Dawson, of the executive office of the company in New York, also stopped in San Francisco in the course of his general trip over the Coast territory. The visitors arrived in San Francisco Sunday evening, September 17, and remained until Thursday. While here they held a continuous session, making reports from their respective territories, suggesting new plans and methods for the improvement of business generally, the regulation business meetings being relieved by lunches, dinners, automobile rides, etc. Much enthusiasm was in evidence, and Mr. Denison is confident of good reports

from all the branches under his supervision during the remainder of the year.

FIGURES ON COLUMBIA EXPANSION

Double Floor Space in Less Than Six Months —Manufacturing Facilities Increased

The wonderful expansion which the Columbia Graphophone Co.'s manufacturing facilities have undergone the past year is conclusively indicated in the figures recently compiled by John Cromelin, general manager of the company. According to these figures the Columbia Co. will be using more than twice as much floor space on November 1 as it used the early part of this year. New buildings have been erected and are now in process of construction, which have enabled the Columbia Co. to increase its machine and record output tremendously. Only a few months ago a modern factory building was purchased in its entirety, but notwithstanding all these factory additions, the company has been obliged to work day and night to keep pace with its orders.

SEES PROSPERITY EVERYWHERE

Paul L. Baerwald, Eastern sales manager of the Otto Heineman Phonograph Supply Co., New York, returned Monday from a visit to the company's trade in this territory. "Simply wonderful" is the way he expresses his opinion of conditions, which speaks volumes for the prosperity of the talking-machine industry and the Heineman institution.

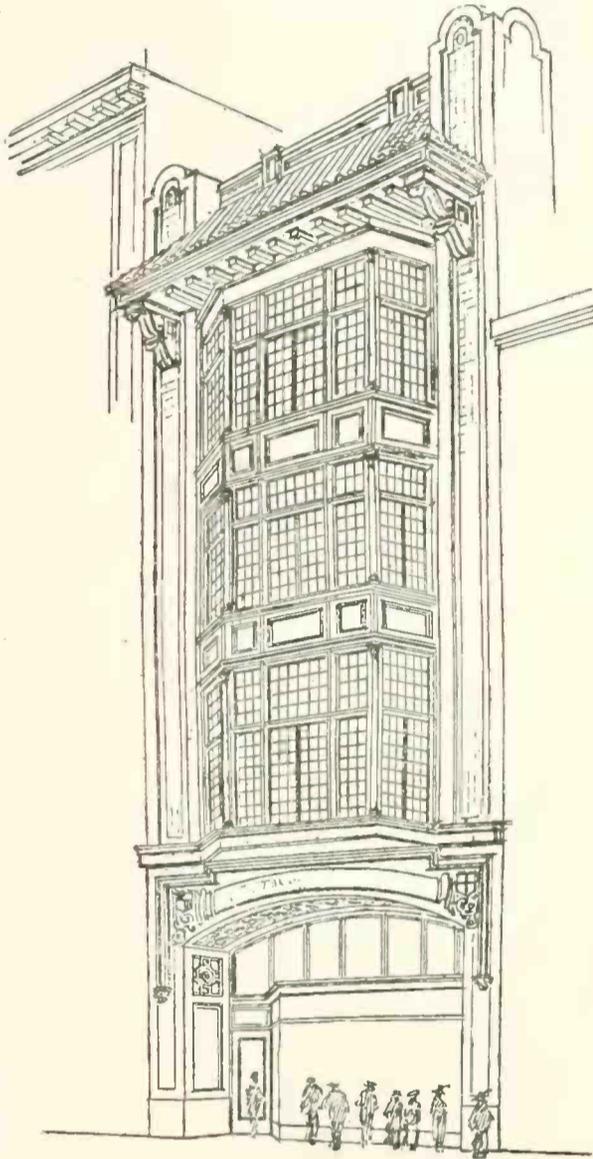
NEW DEPARTMENT IN OSWEGO, N. Y.

R. S. Cunningham, piano dealer of 102 E. First street, Oswego, N. Y., is now handling the Pathé and Sonora lines of phonographs in that city. Geo. Styz, a talking machine man of wide experience, is in charge of the department.

NEW STARR HOME ALMOST FINISHED

New Quarters at 27 Fourth Avenue West, in Cincinnati, Attractively Arranged

CINCINNATI, O., October 7.—Work is rapidly going ahead on the quarters of the Starr Piano Co. in this city. The new building was begun some time ago to meet the company's increased business in that territory and when finished will

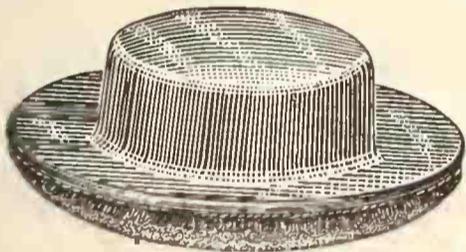


Starr Piano Co.'s New Cincinnati Home be thoroughly up to date and modern in every respect. It has a frontage of twenty-six feet, a depth of 150 feet and is four stories in height.

The first floor is being arranged as a phonograph demonstration room and recital hall and the second, third and fourth floors will be used as the display and salesrooms for the pianos and player-pianos. The office is on a mezzanine floor between the first and second stories. Workmen began to pour the roof slab October 8 and are expected to finish by January 1.

The new quarters will be beautifully decorated and handsomely finished. The full Starr line of pianos and phonographs will be shown.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914

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

KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

TRITON No. 4 TONE ARM



Triton No. 4 Universal Tone Arm

It Excels any Tone Arm on the Market for Tone Reproduction Quality.

Plays All Makes of Records

We Manufacture All Grades of Tone Arms and Sound Boxes.

Write for Special Quotations.

We also manufacture three styles of motors, No. 1, No. 2, No. 3, ranging in price from \$1.25 to \$4.25.

TRITON PHONOGRAPH CO.

137 FIFTH AVENUE

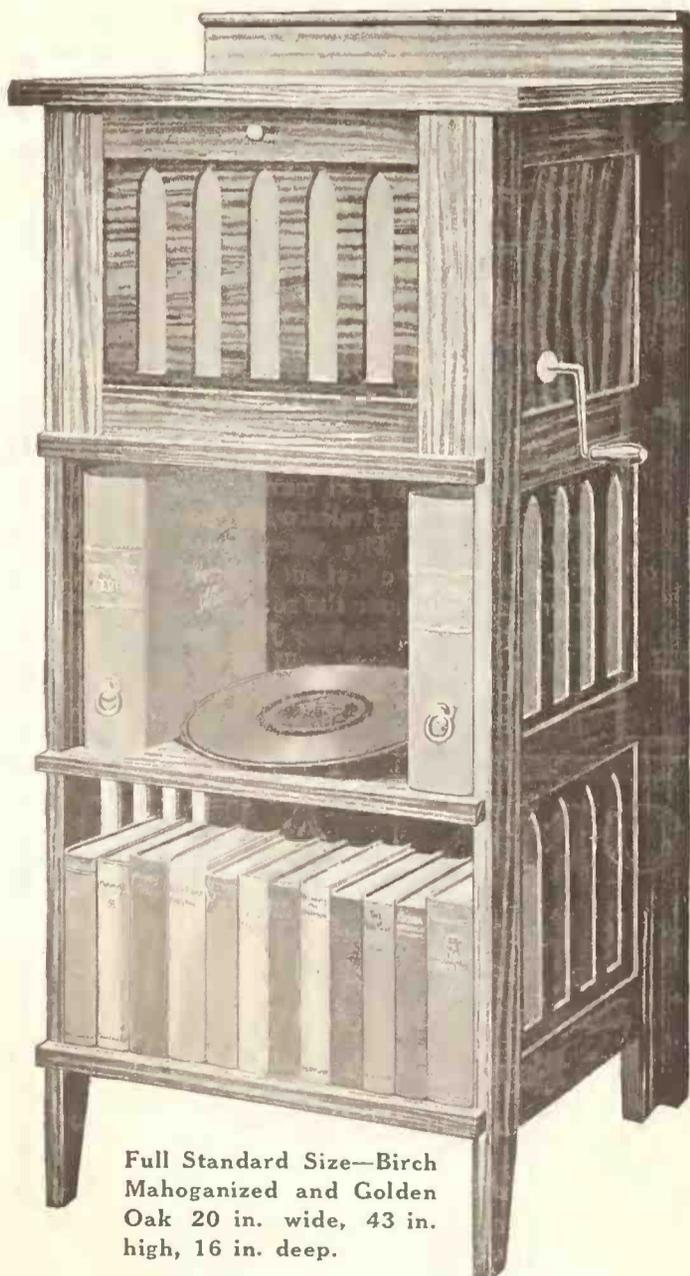
NEW YORK

BIG MONEY

Sell This [“]\$100 Style[”] PHONOLA
for \$19⁷⁵-at Big Profit!

The Most Sensational Development in the Phonograph Industry

THIS announces to the music trade of the world, a new combination cabinet-style Phonograph, record holder and book case—"the Cabinet Grand Phonola"—which means to the phonograph industry what the Ford car does to the automobile industry—with this difference: The Ford did not carry with it the Packard atmosphere. The Cabinet Grand Phonola, despite its sensationally low retail price, we believe, ranks, in distinguished beauty and solid merit, with the most expensive phonographs made.



Full Standard Size—Birch
Mahoganzed and Golden
Oak 20 in. wide, 43 in.
high, 16 in. deep.

Remember! This is Not a Toy—But a Full Size
Standard Phonograph Cabinet

Note the
Dimensions:

43 in. High
20 in. Wide
16 in. Deep

Cabinet PHONO

Phonograph Record (

The supremacy of the Cabinet Grand Phonola rests upon basic patent in tremendous economies in manufacturing, shipping and storage. Think for this beautiful combination Cabinet Grand Phonola—made of thorough hardwood, finished in Golden Oak or Mahoganzed Birch—with a high-gra

The Cabinet Grand

Made to Hold Any Make of Low Priced Phonograph

Retail Price \$13.25

There are hundreds of thousands of phonographs without cabinets or stands, or record holder cases. The Cabinet Grand is so designed that any of these machines will fit inside or on top, thus forming an outfit that "look like a million dollars." You can sell the Cabinet Grand (without Phonola) for \$13.25, making a handsome profit on every sale.

The holiday season is right at hand. Write or wire for our extraordinary proposition to dealers. We make immediate shipment on receipt of your order.

Caloric Sales Company
1381 Continental and Commercial Bank Bldg., Chicago



Patent "Collapsible" Construction Cuts Shipping and Storage Costs Amazingly

THE extraordinary success of the Cabinet Grand from a manufacturing and selling standpoint is due to the unique collapsible or folding construction, which is covered by basic patents. This patent protection means that the Cabinet Grand will absolutely dominate in the low price field. It has no competition. Every low price phonograph sale *increases* the market for the Cabinet Grand. These cabinets are shipped knocked-down; taking a second class furniture rate and are packed three in a case. Set up in 60 seconds. Total weight of three cabinets and case less than 120 pounds. Consider the saving in freight bills and the great economy in floor space as 5 cabinets can be stored in collapsible form in the space of one cabinet of any other make, of equal size.

t Grand NOOLA

Sells at Retail
for
\$19⁷⁵

and Book Case in Combination

—all for the ridiculously low retail price of \$19.75. Remember, too, that this absolutely irresistible selling price carries a big profit margin for you. The Cabinet Grand Phonola is absolute master of the low price field. Foremost dealers in the music trade are flooding our factory with orders.



Complete—Phonograph On Top

WIRE US

For Most Extraordinary Offer

Get ready for the big Christmas trade. Don't wait for the mails—wire for liberal discounts and wonderful selling plans. We make immediate shipments on receipt of your order—no delay. Get in touch with us at once. It means big money for you.

Order samples now for your Holiday trade. The "Cabinet Grand" will prove itself a quick seller and a sure winner.

*All goods shipped from Janesville, Wisconsin
Caloric Company's Factories*



Complete—Phonograph in Sound Chamber



(30 seconds later)

Caloric Sales Company

1381 Continental and Commercial Bank Bldg., Chicago

*The Soul of Music
Lives and Throbs in*

The United "Ideal" Talking Machine



STYLE G
Retail for \$35

THE perfection of Excellence in every detail of motor, tone arm, sound box, and tone chamber construction. Plays all makes of records without an attachment.

Our cabinets are the finished work of artists, and are supplied in Oak, Satin Walnut, Mahogany, and Pearl Grey.

Our low prices are possible only because of our wonderfully efficient factory equipment.

Retail from
\$12.00 to \$85.00

Valuable territory still open to live reliable dealers.

ACT QUICKLY

**The United Talking
Machine Company**

Main Office and Factory
178-182 Emmet Street
Newark, N. J.

Showrooms

Candler Bldg., 220-224 W. 42d St.
Room 1301 New York, N. Y.

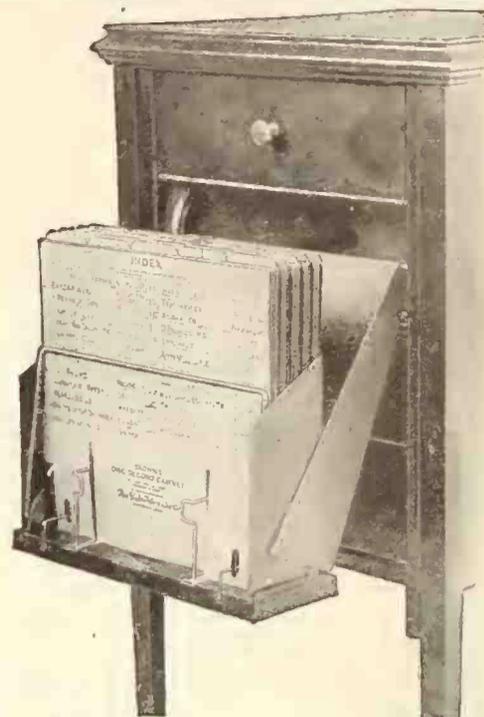
NEW CABINETS WELL RECEIVED

Brown Disc Record Cabinet, Made by Globe-Wernicke Co., Pleases Victor Dealers

CINCINNATI, O., October 6.—The Globe-Wernicke Co., of this city, well-known manufacturer of sectional bookcases, filing cabinets, etc., which recently placed on the market the Brown disc record cabinet, reports a most gratifying demand for these cabinets. The company states that it is only necessary for one of its salesmen to demonstrate a cabinet to make a sale, as the distinctive features of the Brown cabinet are immediately apparent.

The company reports that it has received letters from many Victor dealers throughout the country stating that the Brown disc record cabinet is increasing record business, as these cabinets make it a pleasure for Victor record owners to file and find their records. Some of these dealers have stated that their patrons had formerly complained regarding their inability to file their records adequately and properly but that the Brown disc record cabinet seemed to eliminate all these annoyances. As a matter of fact the dealers' records show that these cabinets have produced increased record sales.

The Brown disc record cabinet is designed to accommodate Victrolas only, and the records are filed in a vertical position and lie flat,



Second Position of Drawer With Records Vertical Under Pressure of Spring thereby removing any possible chance of warping. The filing system consists of a Globe-Wernicke filing index in a flat drawer which can be dropped to a vertical position.

TRADE CHART FOR VICTOR DEALERS

In The Voice of the Victor for September, there is included a business chart for the use of both jobbers and dealers, and which will enable them to compare the gross business done each month for a period of two years or more. The chart is conveniently designed, and its use should give the talking machine man some direct information that will probably surprise him.

ISSUE AN ATTRACTIVE FOLDER

The National Talking Machine Co., 118 East Twenty-eighth street, New York, has just issued an attractive folder featuring the "National Bluebird" machines, which this company manufactures. Illustrations of the various machines in this line are presented, together with a brief description of the distinctive qualities of the "National Bluebird" product.

CATALOG FEATURES MODELS

The Delpheon Co., Bay City, Mich., manufacturer of Delpheon phonographs, has just issued an artistic catalog featuring the various models in its line. This catalog presents full page illustrations of each model, and the text calls attention to some of the distinctive features of the Delpheon product, such as its tone-

control device, automatic stop, automatic cover support, and perfected filing cabinet.

ANOTHER MODEL OF OUR 32 STYLES

Write for our
new eighty-
two page
catalog

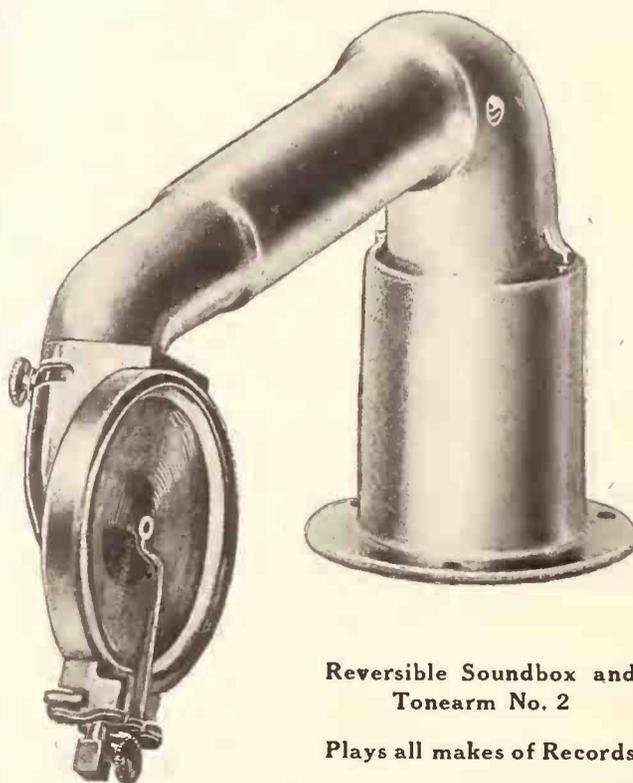


Retail
\$35

Oak or Mahogany. Size, 20 1/4 in. Wide. 20 1/2 in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

The only one of its kind in America. It contains every essential part of a talking machine. It has over five hundred illustrations of parts and thirty-two different styles of phonographs.

LUCKY 13 PHONOGRAPH CO.
3 East 12th Street, New York



Reversible Soundbox and
Tonearm No. 2

Plays all makes of Records

*An Opportunity
to Secure a*

UNIVERSAL TONE ARM and SOUND BOX

at a remarkably low figure. Tone Arm and Sound Box heavily Nickel Plated.

Real Mica, 90 cents Each, Complete
Imitation Mica, 80 cents Each, Complete

*Koch-O-Phone Phonograph,
Record Factory is now fully
equipped. Distributors for
Phonograph Records wanted
in all cities.*

ANDS. KOCH
296 Broadway New York

SHOWS RECORD MAKING PROCESSES

Interesting and Unusual Window Display Made by Manager A. T. Boland, of the Grafonola Shop, Chicago—Much Attention to Details

CHICAGO, ILL., October 7.—The manufacture of talking machine records has always been very much of a mystery to the general public and there is perhaps no one who has ever listened to a talking machine who has not wondered just how sound reproduction is attained.

Realizing this, A. T. Boland, manager of the Grafonola Shop on Michigan avenue decided he could make an excellent window display on that subject. He, therefore, arranged to receive some "properties" from Bridgeport and with the addition of a few posters and illustrations succeeded in making one of the most successful and attractive displays that the shop has shown since its establishment.

The illustrations and matrices were all numbered and labeled so that it was easy to follow the course of manufacture. Number one was a large photograph of the Columbia recording room, showing how the artists and musicians go through the work of recording. Display No. 2 showed the blank record, while display No. 3 showed the record after the recording had been taken upon its surface. No. 4 showed the record after the graphite had been applied. No. 5 showed the matrix after the copper had been electroded upon it and No. 6, the shell that is taken from No. 5. The next picture showed the shell after it had been backed and made into a plate. No. 8 showed a record as taken from the press and ready for the finishing, while No. 9 showed the finished record as it is ready for the home.

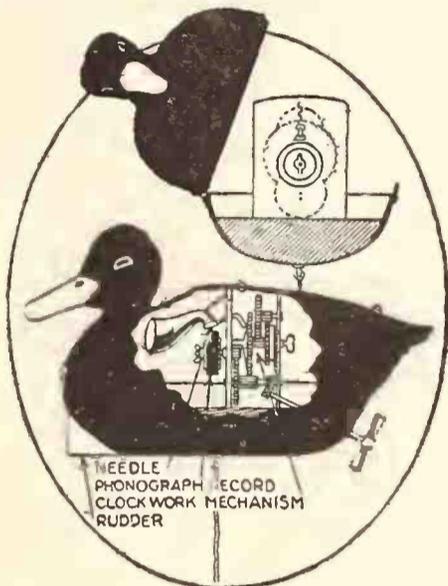
Large posters of Emmy Destinn and Alice Nielsen were used with good effect, flanking on either side a colored poster of Mary Garden as she will appear as Tosca during the coming season of the Chicago Grand Opera Association. Several other small illustrations showed a number of the Columbia artists at work in the

recording room. Among them were Morgan Kingston, Maggie Teyte, Oscar Seagle, Al Jolson, Florence Macbeth and Weber and Fields.

DECOY DUCKS THAT REALLY QUACK

Oklahoma Nimrod Gives Voice to His Mechanical Ducks by Phonographic Means, Resulting in Grave Casualties to the Live Birds

When Amos C. Vaughan, of Anadarko, Okla., goes duck shooting he takes with him a set of



his mechanical decoys and places them in the water in front of his blind, says the Popular Science Monthly. Before doing so, however, he winds them up. When a flock of wild ducks appears his decoys begin to swim about and quack as if they were alive. The result is that the inventor goes home with a full bag, for no wild duck can resist the mechanical wiles of his decoy.

His duck is provided with a phonographic means for automatically giving at predetermined intervals a call or cry. It swims about in the water with the aid of the propeller and an ad-

justable rudder, either in circles or in any direction the hunter wishes.

The decoy is composed of two parts, bottom and top, which can be opened for cleaning and repairing. A clock-work mechanism drives the propeller and also the sound-record of the phonograph. As the mechanism is set in action the stylus, or needle, as well as the propeller, is operated. A cylinder or disc is used for the record. A controlling cam renders the needle inoperative at certain intervals, so that the calls or cries are sounded intermittently. Who makes the phonographic record of the quack that leads a duck to its doom? We are baffled.

ENTHUSIASM PRESERVES YOUTH

Hermann Ernst Gives Secret Which He Has Used for Twenty-eight Years

Hermann Ernst, head of Krakauer Bros. talking machine department, says he has discovered the secret of eternal youth. Here he has been with this one concern for twenty-eight years, yet in appearance he is the exact counterpart of a college lad of twenty-one. Hermann attributes his adolescent countenance to his enthusiasm for the goods he sells. "Enthusiasm, unbounded enthusiasm, for your product keeps a man young," insists Mr. Ernst. "Show me the man who has lost his enthusiasm and isn't overflowing with the joy of service for his customers and I will show you a man who is growing prematurely old and gray."

The New York Globe has been conducting the past few months a shopping contest, in which it has featured letters from its readers who have made purchases from advertisers in the Globe. One of these recent letters referred to the purchase of several Columbia records from the Gotham Shops, 49 Nassau street, exclusive Columbia dealers. The writer of this letter commented upon the spirit of friendliness and convenience which characterized her dealings with this concern, and also spoke very highly of the Columbia records she purchased.

What Other Phonograph Has as Many Exclusive Features, as



MODEL A



MODEL B



MODEL C

Perfected Record Filing System.
Tone Control From Anywhere in Room While Playing.
Realistic and Natural Reproduction.



Beautiful and Artistic Cabinet.
Stops When Music Ends.
Plays Any Make of Record.
Over-size Motor — Balanced Cover Support.

Think what it will mean to have such a machine in your sales rooms.
Why! Almost every demonstration means a sale.

BETTER FIND OUT ALL ABOUT IT RIGHT AWAY

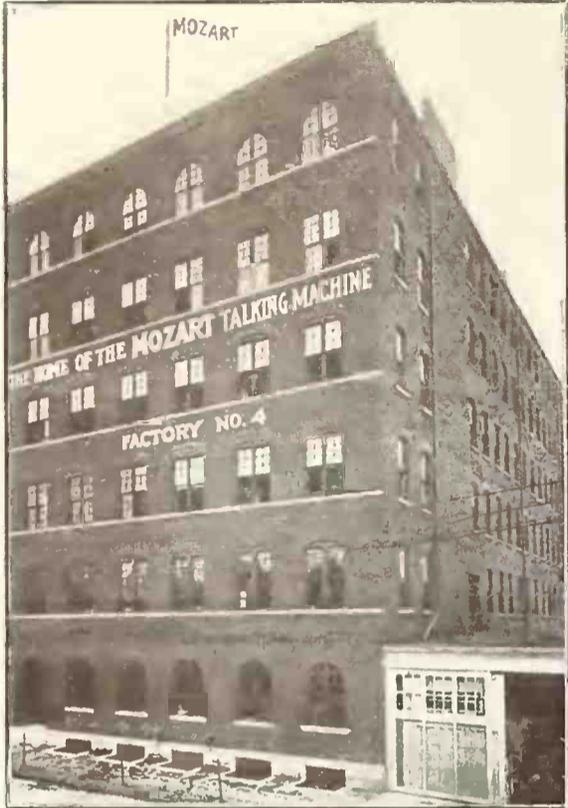
THE DELPHEON COMPANY

811 Boutell Place, BAY CITY, MICHIGAN

MAKING VERY RAPID PROGRESS

Factories of the Mozart Talking Machine Co.,
Pushed to Take Care of Demands of Trade

St. Louis, Mo., October 7.—The Mozart Talking Machine Co., of this city, has been making very rapid progress the past few months, and their out of town jobbers and dealers who have visited the company's general offices at factory



The Mozart Factory

No. 4, 1432 to 1442 North Twentieth street, have been pleased to find that this seven-story factory, covering over one city block, is working to capacity. This same condition also holds good with the other Mozart factories.

The company's plants are equipped and designed to promote manufacturing efficiency to a high point.

AT LAST!

A Real Automatic Stop

Manufacturers — Jobbers — Retailers

Here is the stop you have long looked for. The one weak spot of talking machines has at last been remedied with the

Playerphone Automatic Stop

It is simple, it is positive. It has been developed only after years of experimentation. It is beautifully finished and will fit any of the higher-class machines. A talking machine without a stop—a real, automatic stop,—is like a motor car without a brake.

I want to show you that the Playerphone Automatic Stop is the best one invented—the only one which is entirely satisfactory in every way.

In use now on the Playerphone and other high grade talking machines.

I want to get in touch with high class manufacturers, jobbers and dealers at once. Write or wire to-day for quantity, prices and send \$1.50 for sample.

D. W. McKENZIE
23 So. Wabash Ave. Chicago, Ill.

D. W. McKenzie,
23 So. Wabash Ave., Chicago.

Send at once quantity and prices. Enclosed is \$1.50 for sample Playerphone Automatic Stop.

Name

Business

Address

In a recent chat with The World, J. P. Fitzgerald, president of the company, said: "During the past few months we have closed a number of large contracts, and our business has increased so rapidly that we have been forced to work day and night to take care of our orders promptly. We had been manufacturing cabinets for other talking machine manufacturers, but was obliged to give this up so that we could concentrate our activities on the production of Mozart machines."

The advertising department of the Columbia Co. has suggested to Columbia dealers that they try and make their store windows distinctive, and with this idea in mind has prepared a number of ideas for store windows which should act as a powerful stimulus to machine and record sales. These consist of window transparencies in various colors.

The Mulvihill Furniture Co., of St. Louis, have taken on the Columbia line.

ANNOUNCEMENT

We beg to announce to those interested in the purchase of

Talking Machine and Record Cabinets

that we are installing on the premises 82-98 Willow Avenue, New York, a plant fully equipped with the most modern machinery for the making of talking machine and record cabinets. This plant will cover a floor space of 17,000 square feet devoted exclusively to this industry. Our business will be conducted according to the general practices of the trade plus such innovations as we believe will meet the approval of our patrons. In view of the fact that the demand for cabinets is exceedingly great at the present time and all manufacturers are overcrowded with contracts we are confident that more satisfactory arrangements as to delivery and price can be obtained from our plant.

Get in touch with us now. Don't wait until we are taxed to capacity.

MELROSE FURNITURE & CABINET MFG. CORPORATION
Willow Avenue, 132d to 133d Streets :: New York

THE HARMONOLA



Harmonola No. 28—\$115.00

Mahogany Cabinet with compartments for 200 records. Size, 48 inches high; 23 inches wide; 25 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays eight records and can be wound while playing). All metal parts nickel plated.

Close Comparison Invited

In the procession of new phonographs with their clang of extravagant advertising, how can the dealer form an intelligent judgment of merit except by close comparison.

The mystery and monopoly that once attended the making of Talking Machines no longer obtains. Out of the confusion caused by all manner of new, and mostly amateurish, claimants must stand eventually the time-honored principles, (a) *Understanding*; (b) *Skill*; (c) *Quality*.

Cautious Development

The HARMONOLA is not an assembled machine. For three years it has been slowly and patiently evolving in its own Philadelphia factory under the painstaking genius of an expert Phonograph Engineer, assisted by men experienced in the building of Talking Machines. Its builders do not claim any radical discoveries in acoustics or physics, but rather the perfected application of well-tried principles. No feature of the Harmonola is absolutely original, but every important feature is distinctive and superior.

The Tompkins reproducer used in the Harmonola is a marvel of mechanical triumph. It

has a Japanese fiber disc to which a Tungsten steel stylus arm is cleverly adjusted with polished conical bearings equal in their non-frictional resisting features to the jewel bearings of the finest timepiece. The sensitive diaphragm picks up every particle of tone and gives a natural reproduction, free from harshness or metallic rasping. The volume, purity and quality of tone, as well as the overtones and color tones, are unequalled by any other reproducer.

This announcement had been held in leash until after the instrument could be tested in the homes of several hundred purchasers. Now we are able to assert with confidence that the Harmonola, in our opinion, is *unequaled in tone value and unexcelled in other points*. But some Talking Machine manufacturers have made similar claims that have not been confirmed by investigation.

Here is the Fairest Proof

Any dealer or would-be dealer of good business standing may order a sample line of Harmonolas at our regular and invariable wholesale price, and these first four machines will be forwarded, prepaid, subject to being returned within ten days, at our expense, if it should not prove that the HARMONOLA has the purest and best tone of any phonograph that you have heard and affords the greatest value for the money of any machine that you have seen.

Pertinent Points About THE HARMONOLA

(1) It gives the clearest and most natural reproduction of any Talking Machine that we have heard.

(2) There is complete absence of metallic noise.

(3) It plays any make of record perfectly without change of equipment.

(4) It uses any standard needle.

(5) It has an exceptionally good and strong motor.

(6) The cabinet work is of the highest character in design, construction and finish.

(7) The price is only about two-thirds the price of other high-grade Talking Machines of similar, but not equal standard.

Substitutes the Harmonola

We are endeavoring to accumulate a surplus of Harmonolas for December delivery. Dealers in old line machines who are unable to obtain enough stock for Christmas deliveries can turn to the HARMONOLA with the confidence that it will not only fill the gap, but will give at least as good satisfaction as the best machine that you are handling.



Harmonola No. 21—\$85.00

Mahogany Cabinet with compartments for 200 records. Size, 44 inches high; 20 1/2 inches wide; 22 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays five records and can be wound while playing). All metal parts nickel plated.



Harmonola No. 7—\$27.50

Cabinet is furnished regularly in mahogany. Size, 12 1/2 inches high; 16 1/2 inches wide; 19 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays three records and can be wound while playing). All metal parts nickel plated.



Harmonola No. 14—\$45.00

Mahogany Cabinet furnished regularly. Size, 15 1/2 inches high; 16 1/2 inches wide; 20 1/2 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays three records and can be wound while playing). All metal parts nickel plated.

THE HARMONOLA COMPANY
1611 CHESTNUT STREET PHILADELPHIA, PA.



New 9-in., 4½-Minute, 50c Record Ready Nov. 15

Another remarkable value! Another demonstration that the MAJESTIC is making the retailing of Records a big, profitable business.

This new Record is nine inches in diameter, plays four and a half minutes, and retails with full margin at 50c.

30 New Titles Monthly

of both sizes. Send an order for the 7-inch for immediate delivery, and book your order for November 15th delivery on the new 9-inch MAJESTIC Record.

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play ANY STYLE RECORD.

Los discos dobles Majestic son immejorables, se ha eliminado por completo el ruido en la superficie al ser tocados.

Solicitamos correspondencia y tendremos placer en enviar catálogos y demas datos.

Precios especiales para exportación.

Double Disc Records... To Retail at

25¢

Majestic Record Corporation

The MAJESTIC Record is revolutionizing the Record business and stimulating Phonograph sales.

It dominates the popular priced Record field.

When people hear MAJESTIC Records played and see what a high-grade list of subjects they may choose from, they buy phonographs more readily and buy more Records than they would at higher prices.

The MAJESTIC is a vertical cut, double-disc record, 7 inches in diameter, but plays as long as any 10-inch record.

MAJESTIC tonal quality compares with the best, regardless of price. We have practically eliminated the surface noise.

The MAJESTIC Catalogue embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical, Humorous, Secular and Sacred—and the popular hits of the day.

This Month's Catalogue, 100 Selections

MAJESTIC RECORD CORPORATION
37-39 EAST 28th STREET
NEW YORK CITY

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., October 9.—In the summary of the exports and imports of the commerce of the United States for the month of July, 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 4,934, valued at \$13,077, were exported for July, 1916, as compared with 2,346 talking machines, valued at \$69,011, sent abroad in the same month of 1915. The total exports of records and supplies for July were valued at \$91,594, as compared with \$68,780 in July, 1915. For the seven months 31,182 talking machines were exported, valued at \$791,101 in 1916, and 15,322, valued at \$433,686, in 1915, while records and supplies valued at \$604,940 were sent abroad during 1916 as against \$406,870 in 1915.

NATIONAL
BLUEBIRD

"BLUEBIRD" TALKING MACHINES

STAND FOR

*Quality, Value
and Service*

They are made in genuine mahogany and oak, and are exquisite in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the best made. All machines play all makes of disc records without an attachment.

There are four models retailing at \$50, \$85, \$150 and \$200, with liberal discounts to dealers.

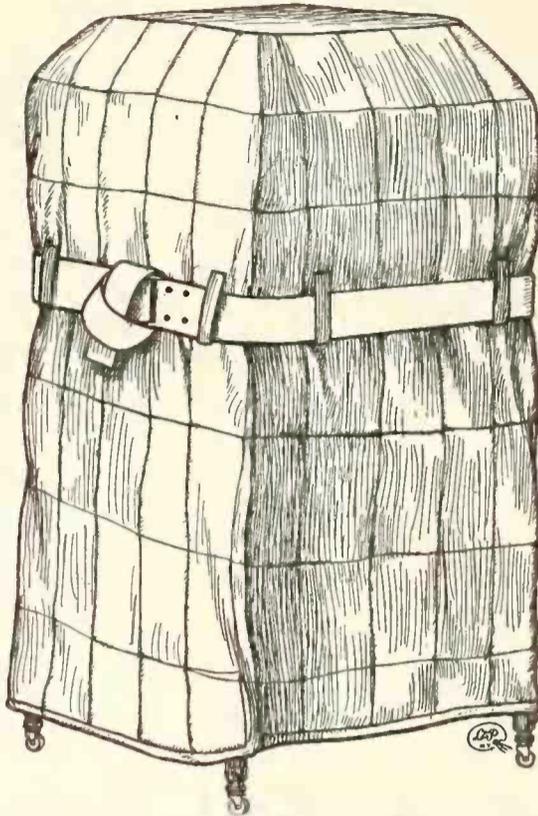
**National Talking
Machine Company, Inc.**

118 East 28th Street New York City

B and B Covers

Three Styles

- No. 1—Felt Interlining, one strap, \$7.50
No. 2—Felt Interlining, without strap, \$6.00
No. 3—Same as 1, with complete set of carrying straps, \$9.00



A complete line of phonograph carrying and ware-room covers is offered under the B and B trade-mark, each one being made of the highest quality throughout. Write for prices of ware-room covers.

Bristol & Barber
115 East 14th St., NEW YORK

The Pathephone Sales Co. of New York, 111 East 14th Street, Pathe distributor, is equipped to render dealers efficient Pathephone and Pathe Disc service. Now is the time to write for Pathe dealer proposition.

DISTRIBUTING MAJESTIC RECORDS

The Majestic Corporation, recently organized, has opened salesrooms at 37 and 39 East Twenty-eight street, New York, and will in the future handle the distribution of the Majestic records. A sales staff has been organized and other preparations are being made for a fall sales campaign. Several appointments in the new corporation are now being considered and will shortly be announced.

The seven-inch double-disc Majestic record will be pushed as never before and in addition there will be ready for delivery on November 15 a new nine-inch double-disc record, retailing for 50 cents. There will be according to the announcement thirty new titles each month in both sizes, which will include all the popular hits of the day. The Majestic Adaptor will also be handled by the new company.

A national advertising campaign will be inaugurated by the new organization.

Brooks Manufacturing Company

Announcement

The Brooks Manufacturing Company, one of America's oldest and largest makers of high-grade furniture, now announce the

Brooks Cabinet Phonograph

to be marketed only through dealers.

**\$150 Value — Retail at \$100
for Oak — \$110 for Mahogany**

We are making the best discounts ever offered dealers.

For nearly two years this great company has concentrated its energies in perfecting this Masterpiece. It embodies all the latest improvements—plays any disc record without change—has counter-balanced, improved tone arm—all-wood sound amplifier—positive sound modifier. Cabinet holds 360 records, etc., etc.

OPEN TERRITORY for both Distributors and Dealers. Immediate deliveries. Write or wire for particulars.

BROOKS MFG. CO.
PHONOGRAPH DEPT.
SAGINAW MICHIGAN



Width, 21 ins. Depth, 22½ ins. Height, 48 ins., with top closed. Turntable, 12 ins. in diameter. Holds 360 records. Shipping weight, 160 lbs.

Note the size is a little larger than any other \$150.00 instrument.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

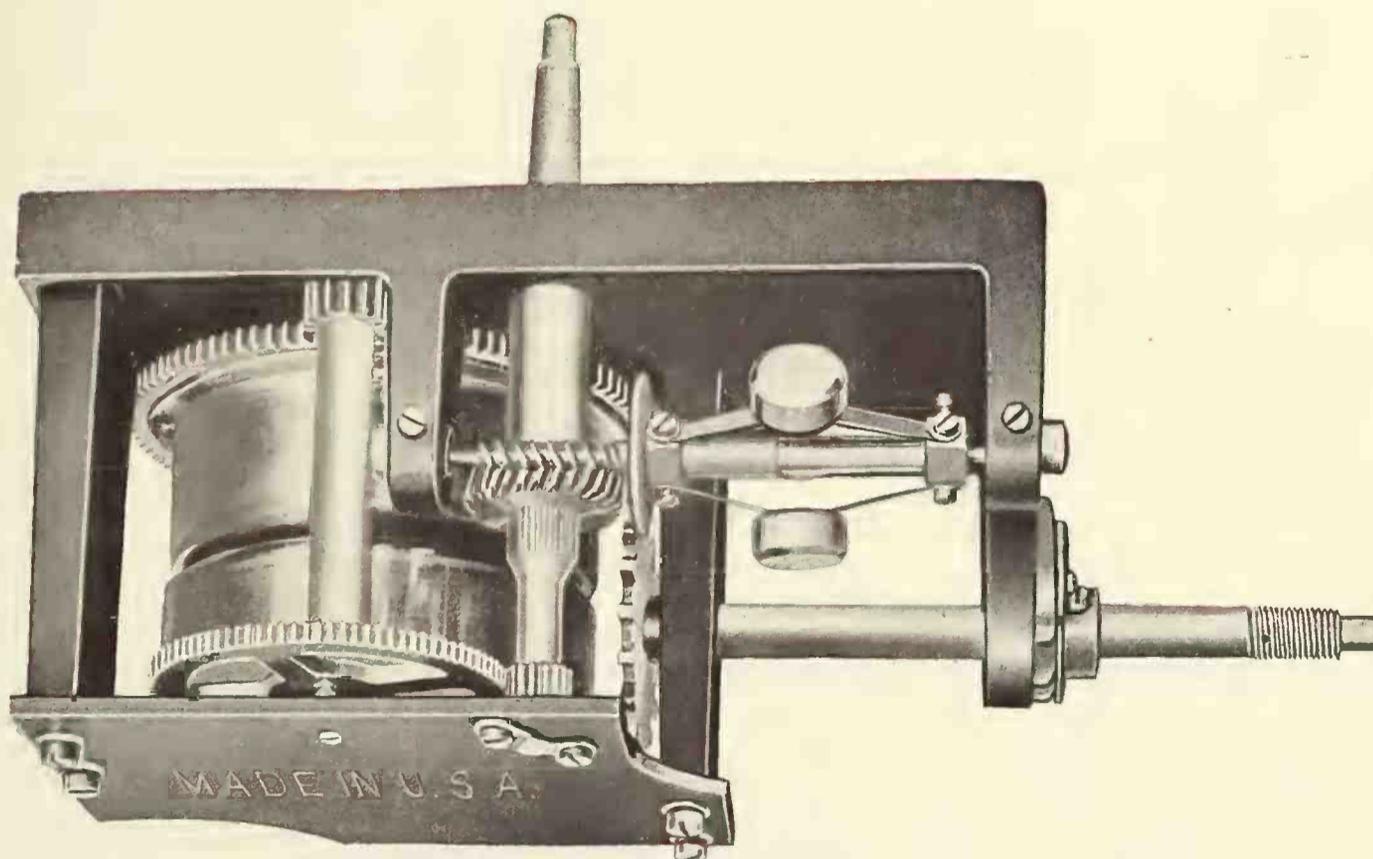


1917

The Phonograph Year

Make your arrangements NOW for your MOTOR, TONE-ARM and SOUND-BOX requirements

WE ARE AT YOUR SERVICE



Heineman Motor No. 3--Standard Motor for Floor Machines



Otto Heineman
President





Bellini's "I Puritani" is seldom heard today. And it has seldom been heard at *any* time as LAZARO can sing it. "A Te O Cara" from "I Puritani" (Columbia Record 48783) is a triumphant test of Lazaro's greatness.

(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

FINDS PATHE JOBBERS HAPPY

C. E. Gore Returns from Trip Among Southern Jobbers With an Excellent Report

C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., New York, returned Monday from a visit to the company's jobbers in the South. He also called upon a number of Pathé dealers in this territory, and was gratified to learn that the Pathé line is becoming more popular with music lovers in the South than he had anticipated.

The Pathé jobbers, who Mr. Gore visited, stated that they had closed a great many dealer contracts during the past few months with well-known and successful houses who had been attracted by the sales possibilities of the Pathé product. All of these dealers were preparing for a big fall trade, and had placed their orders well in advance of their immediate requirements so that they could supply their customers with Pathephones and Pathé discs as they were ordered.

NEW OPERAPHONE RECORD CATALOG

New Volume Contains List of All Operaphone Records to Date—Well Classified

The Operaphone Manufacturing Corporation, manufacturers of the Operaphone records, have just completed and issued to the trade a complete catalog of Operaphone records to date, which makes a very imposing list. The records are classified under various headings such as standard songs, selections from grand operas, instrumental, popular songs, dance music, etc.,

and include very desirable selections. The first page of the catalog is given over to a description of the Operaphone records, and an explanation of how they may be placed on the various machines now on the market. There are also some good hints on how to play records generally, that should prevent record damage.

The new edition of Operaphone records with paper labels pressed into both sides are making quite a hit with the dealers. The new labels with their gold lettering on black add to the attractive appearance of the records, and also make it easier to identify the different selections.

INCREASES FLOOR SPACE

The Emerson Phonograph Co., 3 West Thirty-fifth street, New York, has materially increased the floor space it is occupying at this address in order to handle its growing business. The company now occupies three entire floors, one of which is devoted exclusively to sales and executive offices and the other two to the recording department with its different manufacturing divisions. R. D. Wyckoff, treasurer of the company, states that September sales were far ahead of expectations and that the company is working to capacity to fill the orders it is receiving from energetic Emerson dealers throughout the country.

The Williams Music Co. who handle the Victrola and the Edison phonographs, in addition to a fine line of pianos, has moved to new quarters on South Main avenue, Sioux Falls, S. D.

BOOKLET OF REAL INFORMATION

Victor Co. Publishes Papers, Prepared by Department Heads for Jobbers' Convention, in One Convenient Volume for Dealers' Use

One of the features of the recent convention of the National Association of Talking Machine Jobbers at Atlantic City was the reading of a number of papers prepared by department heads of the Victor Talking Machine Co., and which gave authoritative information regarding the inside workings of the great industry that were not only interesting but were distinctly valuable to those engaged in the selling of Victor goods. The jobbers were so much impressed with the various papers that they requested that the information should be passed along to every dealer. The Victor Talking Machine Co. has, therefore, issued a convenient sixty-page booklet containing the papers in full, with marginal guides at each paragraph to facilitate the efforts of the dealer in quest of information of certain kinds.

The department heads who prepared the papers included Belford G. Royal, general superintendent; C. G. Child, director of the Victor recording laboratory; H. H. Murray, superintendent of the engineering department; I. F. Burton, superintendent of the manufacturing department; E. T. Kieffer, superintendent of the cabinet factory; C. S. Wickes, superintendent of the record pressing factory; E. K. Smith, superintendent of the shipping department; Ernest John, assistant manager of the advertising department, and Mrs. Frances E. Clark, director of the educational department, and all treated their subjects exhaustively.

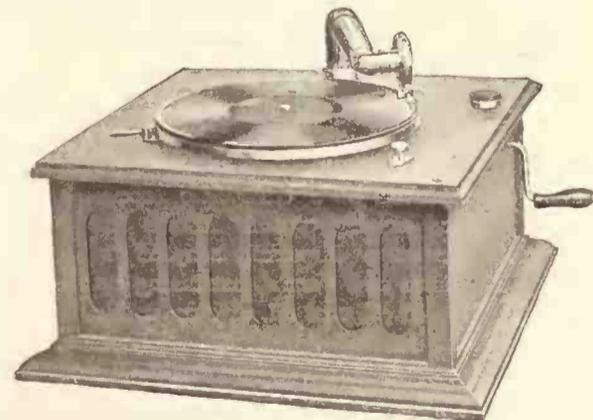
THE METRO-PHONE



Metro-Phone XL, Retail at \$40.—Cabinet Genuine Mahogany or Golden Oak. Size 18½ x 19½ x 14 inches. 12-inch turntable. Double-spring, worm-gear motor. Plays 3 10-inch records with one winding. Equipped with reversible tone arm, playing all makes of disc records.

We are equipped to handle cabinet orders in large quantities for standard and special designs.

Prompt deliveries guaranteed.

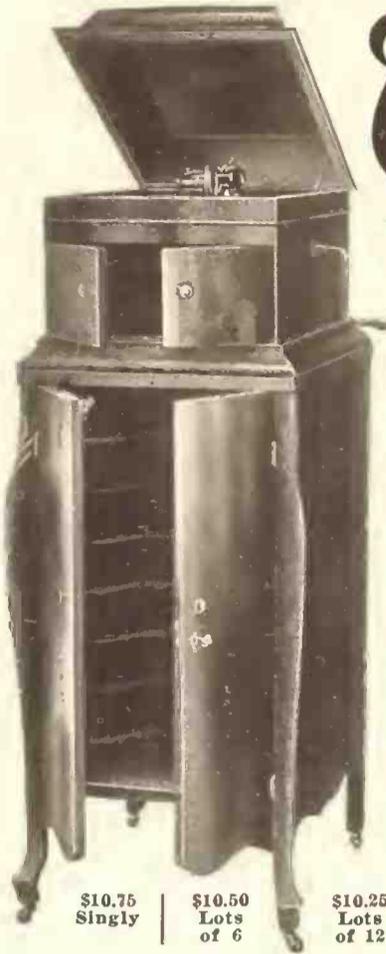


Metro-Phone No. 5000, Retail at \$15.—Cabinet of selected Grain Oak or bright and dull Mahogany finish of the highest grade. Size 18 x 18 x 8½ inches. The construction of the concealed wooden horn creates unusual clearness and power of tone. The mechanism is thoroughly reliable. It will play two 10-inch or 1 to 1½ 12-inch records with one winding. Equipped with reversible reproducer, playing, by a mere turn, all makes of disc records.

The Metro-Phone line is no experiment. It is being sold throughout the country and is giving perfect satisfaction. Made in four styles and guaranteed in every detail. Write now for open territory in time for holiday trade.

FRANZ BRÜCKNER MFG. CO., 405 Broadway, New York

Cavanaugh Cabinets



\$10.75 Singly | \$10.50 Lots of 6 | \$10.25 Lots of 12

Mr. Dealer:

Do you realize that you will not be able to supply the enormous demand for No. 10 and 11 Victrolas? Protect yourself with the only substitute, No. 9 Victrola with Cavanaugh-Cabinet.

Original In Design—Superior In Workmanship—In All Victor Finishes

Only one Victrola.
You know it.
Only one Cavanaugh-Cabinet.
Learn to know it.

J. J. CAVANAUGH
452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request



\$10.25 Singly | \$10.00 Lots of 6 | \$9.75 Lots of 12

DEVELOPING THE DEMAND FOR RECORDS IN ST. LOUIS

Growth of Trade Laid to Practice of Advertising the New Lists and Keeping Good Stocks—Dealers Remodeling and Enlarging Stores—Convention of Edison Dealers

St. Louis, Mo., October 5.—All dealers in St. Louis are a unit in declaring that the talking machine business in this vicinity is very good, and that the sale of standard machines is going to be limited this fall only by the supply. Already the jobbers are beginning to figure on proportional distribution on late orders.

The jobbers say that while trade is good everywhere, it is especially good in the South. Except in isolated communities where floods or

other local reasons have destroyed or limited the crops, the dealers order heavily early in the season, and now are sending in repeat orders for their holiday goods. The machines that they planned for their holiday trade are already sold. The retail trade in the city and vicinity has picked up very strong in the last few weeks, and the record business is exceeding former proportions with all dealers.

Speaking of records: The question often has been raised here recently as to the proportion of record business drawn to the downtown stores by the liberal advertising that is placed when the new lists come out. Several inquiries have been made along this line recently by The World correspondent, and he is told by those who should know that the small dealers outside the shopping district are holding about the same proportion of the trade that they did previous to the energetic advertising campaign. H. M. Reynolds, of the Victor factory, who has been visiting with the local trade for a month, says that the trade with the small dealers depends largely upon the stock of records carried; that if they have the new records month after month they hold their community trade. Also that if the dealers study their community tastes and keep a fair stock of records that are in demand there, their record trade will run in proportion to the machine trade that they are able to command, and in some cases they can work up a record trade that appears

to be out of proportion. C. R. Salmon, of the Columbia Co., who handles the local wholesale business for that company, takes the same view. He says that the small dealer who gives proper service in the way of stock and demonstrations has little to fear from the downtown store.

Evidence that the stores away from the shopping district are not suffering, is that two such stores recently have greatly enlarged their business capacity. Mengle & Tubbesing, on West Olive street, are building three additional booths and placing them on the first floor, which has been devoted to pianos. The booths on the second floor will be retained, giving this firm seven booths. It will remain an exclusive Victor store. William J. Bauer, at 2619 Gravois avenue, has disposed of his sewing machine and stationery business, and will devote his two store rooms exclusively to the Victor line and records.

President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, says that the prospects for the fall are exceedingly brilliant, despite the heavy advance orders that have been filled. The South, he says, is placing orders proportionately much in excess over those from Northern dealers as a whole. With the general business conditions so favorable, he does not anticipate any letup.

The Kieselhorst Piano Co. Victor department will be opened October 16. It was expected that it would be going before this time, but unavoidable delays came up. Mr. Kieselhorst has selected Arthur M. Magoon, who comes from Foster & Waldo, Minneapolis, as his Victor

"Show Me"

Said the Doubtful Dealer

And We Did

Now He Sells Only



DO YOU?

GLORITE CREAM is the original polish in paste form, packed in a collapsible tube—comes out like shaving cream. Retail for 25c and 50c per tube. Especially adapted for Talking Machines and Pianos, containing no turpentine, linseed oil, coal oil, vinegar, acetic acid, butter of antimony, chloride of lime, wax, paraffine or shellac.

Space will not allow us to fully explain the merits of this Pre-Digested Varnish Food—therefore fill out the attached coupon and decide by ordering a stock for the Fall Trade.

Master Specialty & Mfg. Co.

Box 96

Camden

New Jersey

TONE ARMS SOUND BOXES

Quality Supreme



In Position for Lateral Cut Records.



In Position for Playing Hill and Dale Records.

Universal Arm, plays all records uniformly well. No rattle; joint has spring tension, box throws back for changing needle. Workmanship perfect. Tone superb.

Vitalis Hammer Jr.

101-113 West Broadway, New York

manager. He has had several years experience as a department manager. In providing for the talking machine department, Mr. Kieselhorst has been forced to rent a warehouse apart from his present store, and he will make a number of changes in his piano selling departments in order to give up the first floor and a part of the second to talking machines.

Mark Silverstone, of the Silverstone Music Co., Edison jobber, addressed the Ad Club late last month, and the invitations said that he would give "to the ad men the view that salesmanship took toward advertising, as he was an expert salesman as well as a good ad man." The talk was very well received by the ad men, and brought a number of complimentary comments from the local newspapers.

As soon as he had disposed of this question, Mr. Silverstone plunged into final preparations for his tone test to be given October 21 at the Victoria Theatre, when Marie Rappold will be the artist to compare her voice with the machine. At this writing, the cards on which tickets could be requested were being mailed to the long lists of prospective Edison owners. At the time of the tone test, Mr. Silverstone is planning to hold a Dealers' Convention. His zone includes parts of Illinois, Missouri, Arkansas, Tennessee, Kentucky and Indiana. He expects that one hundred and fifty dealers will be here.

William Maxwell, second vice-president of the Edison Co., will be a guest at the convention, and will speak. Some of the dealers will prepare papers, and all discussions will be for the dealers. The program includes a luncheon at the Majestic Hotel, and a banquet at the Elks' Club. Young Marks Edison Silverstone is to be a guest at the banquet, because he already is well known to the dealers by reputation.

Material changes at the Edison store are some new booths on the second floor to make additional space for the Amberola department.

Aeolian Hall, with the coming of cooler weather, has renewed the advertising on behalf of the Aeolian-Vocalion. The displays are all attractive and very high-class, and according to the sales department are bringing results at once. The Aeolian-Vocalion was the only talking machine demonstrated at the recent Agricultural Fair on the outskirts of the city. It shared an attractive booth with the Duo-Art Pianola and attracted much attention from the large crowds present. The demonstrators are reported to have been rather free with their music, and to always have had a crowd around the booth. Like other standard machines, the limits of the Vocalion trade is reported to be the supply of machines.

Manager I. B. Reid, of the Columbia, expresses great satisfaction with the present state of trade. He is increasing his traveling force, the latest addition being E. G. Neighbor, of Mountain Grove, Mo., who was in business there as the Mitchell-Neighbor Music Co., and is familiar with the merits of the Columbia line as his success as a retailer shows. Mr. Neighbor will travel west of the river, while Ambassador Bennett will remain on the east side of the Mississippi.

Just now the Columbia Co. is receiving congratulations upon prompt and efficient service in filling the numerous orders.

Ben S. Phillipps, retail manager at the Columbia warehouses, says he has a sure indication that business is good for the established lines by the kinds of machines he is taking in as "trade-ins" at prices well within the value established by the Talking Machine Dealers' Association.

"Within a week," said Mr. Phillipps, "I took in six machines of kinds that I never before heard of, although I thought I was pretty well posted on the kinds of machines now being

put out. I am free to admit that there are too many brands of machines for me to keep posted on, especially when it comes to values.

"The other day a man came in and wanted a trade for a machine that played all kinds of records that he had paid \$15 for. I thought that he was seeing things, but he brought in his machine, and sure enough it played every record that I could produce."

Local dealers who have been caught short previous holiday seasons on large cabinet machines are being coached to examine the cabinet proposition closely with a view of selecting a cabinet that can be sold with one of the small box machines to give a good appearance. The suggestion is that some of the cabinet companies are making cabinets that match very closely the small machines and, in fact, they can be so combined that they will have all the appearance of a large cabinet machine. This tip is being given by the jobbers with the idea that a combination sale will never be as popular as the one-piece large cabinet machine, and yet when the dealer is pushed for stock and his prospect lists keep on growing, he

probably can save some of the sales by offering this combination.

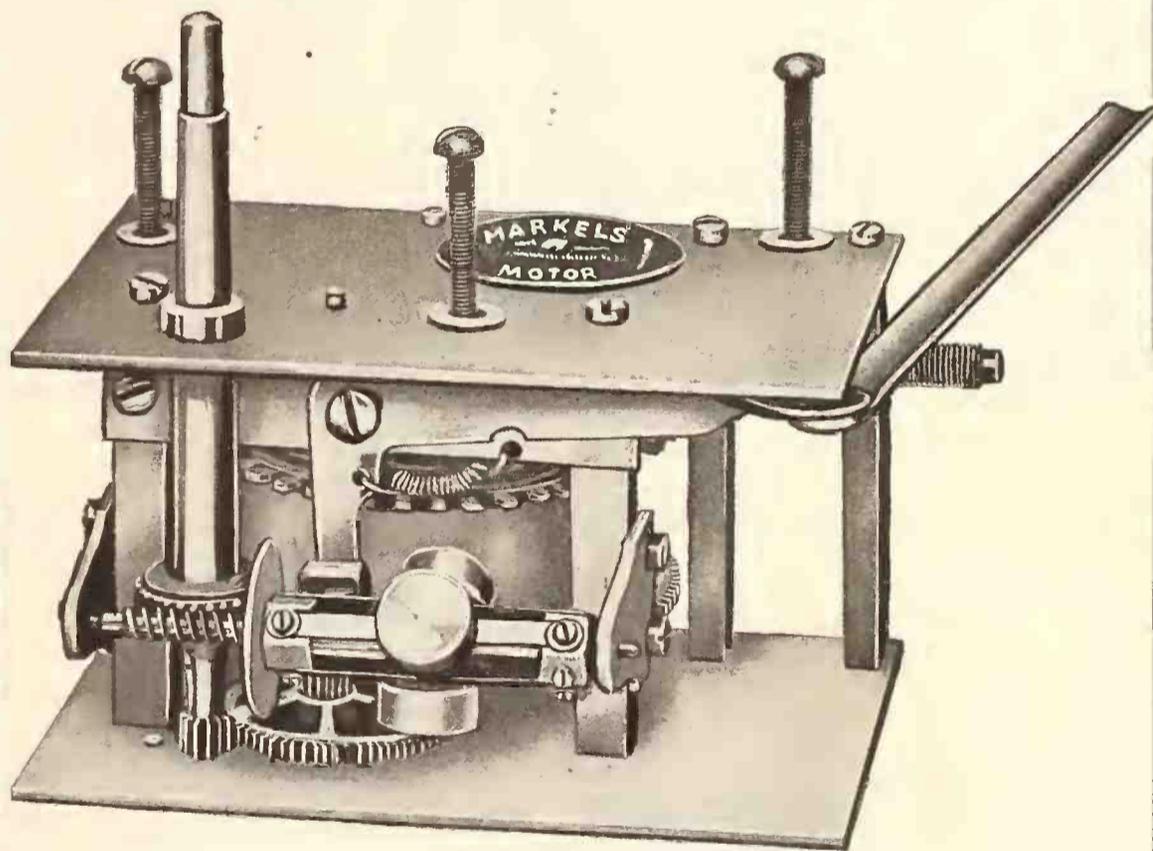
C. E. MARUSAK WITH L. E. SMITH

Chas. A. Marusak, formerly connected with the Globe Talking Machine Co., New York, is now connected with L. E. Smith, Victor dealer of 141 Seventh avenue, Brooklyn, N. Y., and is giving special attention to an elaborate series of window displays, at which work he is quite expert. Mr. Smith predicts a big fall trade, and is advertising in several of the local papers, as well as the bulletins of various churches.

Mrs. E. Paster has taken over the Victrola store of Willett R. Wills, in Colorado Springs, Colo. Mrs. Paster is injecting new ideas into the business successfully, and has arranged to give a series of afternoon recitals each week.

The Columbia Shop, Wheeling, W. Va., has been incorporated with the secretary of that State to handle talking machines and records. Capital, \$25,000.

SERVICE and the LEONARD MARKELS MOTOR



THE LEONARD MARKELS MOTOR No. M2

THE Leonard Markels Motor No. M2 plays two 12 or three 10-inch records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12 inch. Quantity prices on application.

The Leonard Markels Motor has won a reputation throughout the trade for its noiselessness and durability. It gives excellent service under the most trying conditions and every part is fully guaranteed. It is made under the direct supervision of Leonard Markels, a recognized motor expert.

Prompt Deliveries Guaranteed

We manufacture a complete line of sound boxes, tone-arms and all other supplies and parts

LEONARD MARKELS

165 William St., New York

PHOTO-MICROGRAPHS

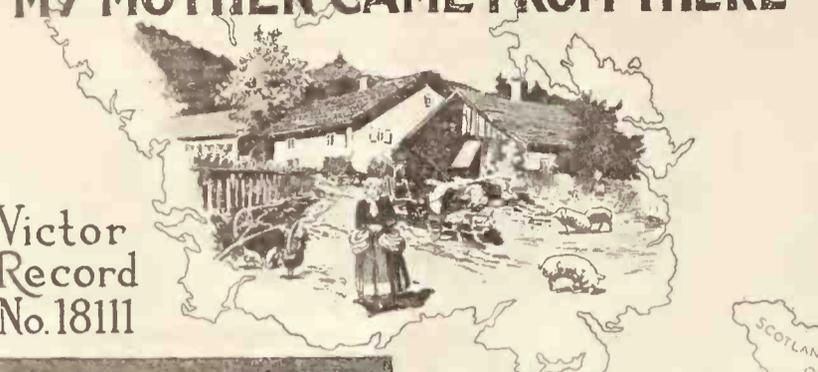
Tests and Microscope Examinations of Record Surfaces, Sound Grooves, Needles and Jewel Styluses

JOHN BELLAMY TAYLOR, Consulting Engineer

Laboratory: 23 Lowell Road, Schenectady, N. Y.

New York Address: 100 Broadway

October Hit
IRELAND MUST BE HEAVEN, FOR MY MOTHER CAME FROM THERE



Victor Record No. 18111

October Hit
EVELYN
STOP YOUR "DEVLIN"



The Hit of "Pom Pom" *Sung by* Mizzzi Hajos

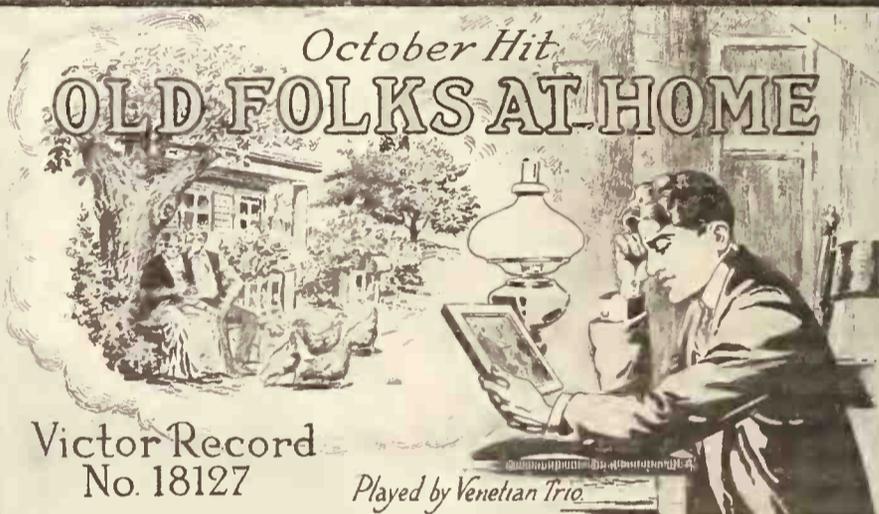
Victor Record No 45091

October Hit
TURN BACK THE UNIVERSE AND GIVE ME YESTERDAY



Victor Record No. 18112

October Hit
OLD FOLKS AT HOME



Victor Record No. 18127 *Played by Venetian Trio*

ARE THESE CARDS IN YOUR WINDOW THIS MONTH? THEY'RE SELLING THOUSANDS OF RECORDS FOR OUR DEALERS—AND THEY'RE

JUST ONE OF THE MANY AIDS FOR DEALERS ISSUED BY US

THESE CARDS AVERAGE YOU 37½ CENTS PER MONTH—A SIX MONTHS' SUBSCRIPTION, INCLUDING THREE SUBSTANTIAL WOODEN FRAMES FOR DISPLAYING THE CARDS, \$2.25.

CHICAGO TALKING MACHINE COMPANY

WHOLESALE ONLY

12 NO. MICHIGAN AVE.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., October 10.—The outstanding feature of trade conditions, as developed through a careful inquiry of the local trade, is a shortage of machines that is more acute than has ever yet been experienced at this time of the year.

Manufacturers of the Middle West are working their plants to capacity, while the big Eastern factories are not only working night and day, but their representatives have been in the West in search of additional facilities for the manufacture of cabinets. Many makers of machines have absolutely refused to appoint any more new agents, feeling that under the present stringent delivery conditions, it is only justice to the older established of their dealers to provide their requirements first.

One prominent wholesaler, in discussing the situation said that, although there would be a radical increase in the sales during the fall and holiday months, the reason for such a remarkable stringency so early in the year was because of the fact that dealers are placing their orders earlier than ever before, due to the campaign that has been carried on in this direction, and to the fact that last year many of them lost much business by their failure to send in their orders sufficiently early to obtain delivery.

The record situation is in much more favorable shape than machines, one of the largest companies filling 95 per cent. of the orders received. How long this will keep up, however, is questionable, as the supply is decreasing as rapidly as the demand swells. All classes of records seem to be selling well, although some dealers report that with the recrudescence of operatic activities the call for that class of records is increasing.

Report Numerous New Pathé Agencies

The phonograph division of the Hallet & Davis Piano Co., which maintains offices in the Shops Building at 17 North Wabash avenue, has been firmly established there, and for the past thirty days has done a phenomenal business. Numerous new Pathé agencies have been opened, and District Representative Frank J. Bowers has been kept busy traveling through the territory aiding the new dealers in the work of establishing their departments. Mr. Bowers reports the establishment of some very large accounts among the agencies he has ap-

pointed, and Office Manager R. O. Ainslie has been kept busy providing the goods for new dealers who are to operate under the Pathé banner. One hustling piano dealer in Wisconsin opened a Pathé department, and hardly had Mr. Bowers returned to Chicago before he received a supplementary order for goods that indicated that the dealer had wasted no time in getting right after his community.

Widney Co. in New Home

The Widney Co., of Chicago, which has specialized for some years in the felt cutting business, has removed from its old quarters at 161 West Harrison street to its fine new building at 318-322 South Jefferson street. The building is thoroughly up-to-date, and is well adapted for the manufacture of all felt cuttings and processes. The Widney Co. has installed considerable new machinery, and is in a position to supply any quantity of felt parts for talking machines.

Spiegel Co. Takes on Columbia

The Spiegel House Furnishing Co. has taken on the Columbia line of talking machines and records, and will retail it through its four Chicago stores, which are located at 127 South Wabash avenue; 4756 South Ashland avenue; 2023 Milwaukee avenue, and 9133 Commercial avenue. D. Folger is in charge of the talking machine department in all the stores. In addition to the Columbia line the firm carries the Brunswick and the Vista phonographs.

Argue for Lower Freight Rates

A representative meeting of talking machine men was held in Chicago during the past month for the purpose of obtaining lower rates and other concessions from the railroads. An appearance was made before the Southern classification committee and a carload rating asked for in Southern territory. Carload rates in this section have hitherto been unattainable. The decision of the committee will not be given for some time. The talking machine men in attendance were: Messrs. Fulghum and Reid, of the Victor Co.; Mr. French, of the Columbia Co.; John Rogers, of the Edison Co.; E. C. Rauth, president of the National Association of the Talking Machine Jobbers, and L. C. Wiswell, who is secretary of the association and chairman of its traffic committee.

The same gentlemen will meet in Chicago again on October 24, for the purpose of going

before the Western classification committee and asking for a reduction in the carload minimum from its present requirement of 24,000 pounds to a 16,000 pounds minimum. They will also ask for a third-class rate, including both machines and records.

Talking Machine Shop in New Home

The Talking Machine Shop, which for several years has been located on the fourth floor of the Steger Building, and which has been noted as one of the model exclusive Victor stores in this part of the country, is now established in its new four-story home at 236 South Wabash avenue. The work of remodeling, decorating and painting has been completed, and the selection and installation of furniture is now being carried on. Both of the "Davidson boys," as they are known to the trade, are very busily engaged in the work of arranging the various departments, and making preparations for what they expect to be a tremendous fall and holiday business.

Brunswick Making Complete Shipments

The Brunswick-Balke-Collender Co. are now prepared to fill all orders promptly for the new line of Brunswick phonographs, and for Pathé records, for which they are distributors.

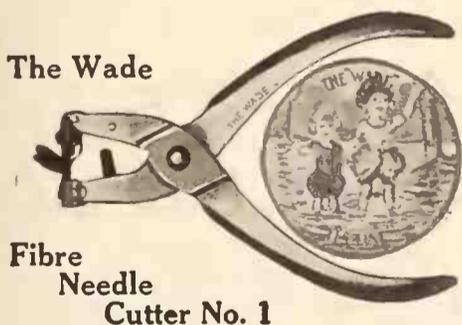
Martin Nystrom, manager of the phonograph manufacturing department, returned from Du-buque to-day, and said that the big plant in that city is shipping nearly a hundred Brunswick phonographs a day, in addition to the fact that the Muskegon plant is also getting shipments under way.

All of the branch houses of the company throughout the country now have samples of the complete line of Brunswick phonographs for the inspection of visiting dealers, and most of them have complete wholesale stocks of Pathé records.

The company is now equipped for prompt shipment to their dealers who are being rapidly established and include many houses of exceptional strength and standing.

The company will soon launch an advertising campaign of national importance. A double page spread announcing the Brunswick in the most convincing way will appear in the Saturday Evening Post of October 26. This will be followed up by liberal space in succeeding issues. The greater part of the liberal advertising appropriation on the Brunswick will, however, be spent in co-operation with the dealers in the use of generous space in the leading

(Continued on page 77)



The Wade

Fibre
Needle
Cutter No. 1

A Few Facts About the Wade Fibre Needle Cutter

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.



The Wade

Fibre
Needle
Cutter No. 2

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee. It is made of the finest Swedish tool steel by expert mechanics. There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

Dealers—get your order in at once to your jobber

WADE & WADE

3807 Lake Park Avenue

CHICAGO, ILL.

NO



DELAY

Orders are forwarded the day received—our files are cleared every day.



A Half Million Victor Records

are always ready for immediate shipment. Our specialty is quick, complete deliveries.

There are no delays "inside," your order *moves* from the minute it reaches us until it rushes down the spiral conveyer onto the motor which hurries it to the railway.



You will always find here as complete a stock as possible of Victor Records, Victrolas and Popular Accessories.

Ask about our Special Advertising and Sales Helps. Our monthly illustrated window display cards are selling records for many dealers, have you tried them?



We carry the world's largest stock of musical goods to be found under one roof. Save time, worry and transportation charges by buying all your supplies from one house, the convenience of one order, one bill and one shipment will be yours.

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

papers in the towns in which the agencies are located. This remarkably intensive campaign is being handled by Lord & Thomas, a fact which speaks much for the artistic and forceful character of the campaign.

E. S. Bristol, formerly connected with the Pathé Pathephone Co., of Illinois, has been put in charge of the wholesale business of the Brunswick phonographs in Chicago and Cook County, and the business of establishing local dealers is rapidly progressing.

Brunswick Phonograph Shop Opens

The Brunswick Phonograph Shop was incorporated the past month, and has taken over the premises formerly occupied by the Sonora Stores Co., at 19 East Jackson boulevard. J. B. Brooks, who was connected with the former organization, is the general manager of the new company, which will handle Brunswick phonographs and Pathé records exclusively. Extensive improvements are being made, and a number of additional demonstration booths are being erected. There is a beautiful reception room on the first floor with two imposing display windows. A private elevator carries the customers to the second floor, which is about seventy-five feet square, and is being handsomely equipped for handling the trade under the most favorable circumstances. E. W. Schwietert, who was formerly with the Sonora Stores, and a man of long experience in the talking machine trade, is Mr. Brooks' chief assistant.

Unique Edison Exploitation

Tally and Mayo, the well-known vaudeville team, whose records have delighted thousands of Edison disc owners, are at the Palace Music Hall this week. At the end of their act a drop curtain rises, showing an Edison disc phonograph, and to the surprise of the audience, the team sings "At the Ball That's All" in unison with their own record. Last night, by concerted arrangement, a number of Edison dealers and salesmen attended, adorned with badges, and helped in the reception given to the unique stunt.

Marie Rappold will probably be heard at Orchestra Hall in a recital and tone test in conjunction with her own Edison disc records the latter part of October or early in November. Negotiations are now pending between the artist and the Phonograph Co., the Edison jobbers, for this zone.

Marie Kaiser will give sixty-three tone tests with dealers throughout the Chicago zone between now and the first of the year.

Edison dealers throughout Chicago are making great preparations for Edison week, October 16 to 21. The entries in the window display contest promise to be far more numerous than last year, and the dealers are preparing to co-operate with the company in furnishing Edison discs to prospects who will compete in the liberal prize offers for the best articles on the Edison product.

H. R. Moses, manager of the Edison Am-

berola department, was in Chicago last week on a general Western trip.

C. E. Goodwin, general manager of the Phonograph Co., returned Friday from Detroit, where he attended a convention of the Edison dealers of that zone.

Improvements of Wurlitzers

F. A. Siemon, assistant manager of the Chicago office of Rudolph Wurlitzer Co., is just completing various improvements to the retail talking machine department on the first floor, which will greatly facilitate the handling of the fall and holiday business. The record and auxiliary sales counter has been extended by a third, and Mr. Siemon now has a new private office from which he gains quick access to both the record booths and the front of the store. Both sales and office forces have been enlarged, and everything is lined up for a record-breaking business; in fact, this is already in sight, as September was an unusual month, both in the wholesale and retail.

The general offices on the third floor have been greatly enlarged, and all the department heads now have commodious private offices. F. E. Noble, assistant to Mr. Siemon, in charge of the wholesale talking machines, is one of those so honored.

Reduction in Fibre Needle Prices

F. D. Hall, president of the B. & H. Fibre Manufacturing Co., announced to-day that a reduction of 20 per cent. on the wholesale price of the firm's fibre needles is to take effect immediately, and that a similar price reduction will be made the retail buyer after the first of January.

In discussing the reduction Mr. Hall said, "I have felt for some time that the prices charged in the past for fibre needles has been too high, with the result that their sales have been restricted, and I feel that the most sensible way to stimulate the demand is to make the price some where within the reach of the mass of talking machine owners. At the present a large proportion of talking machine owners feel that they cannot quite afford to pay the prices asked despite the fact that the fibre needle can be repointed many times.

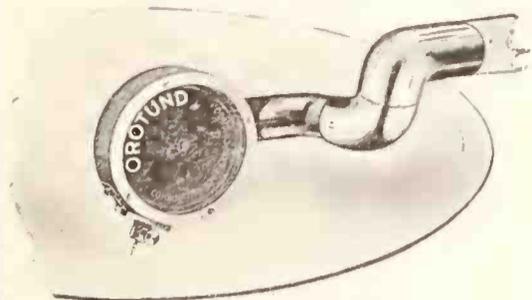
"Another development that should be of interest to the trade generally is the fact that we are bringing out within the very near future three different sizes of fibre needles, so that the trade can have anything in the shape of a fibre needle that it wants."

New Phonograph in Chicago Field

The Kellogg Phonograph & Supply Co., fourth floor, Cable Building, Chicago, have secured the selling rights throughout the Middle West to the talking machine made by the Pooley Furniture Co., of Philadelphia, which is called the U-Fon-Ola. Mr. Jarrett, of the Pooley factories, has been in Chicago for several weeks developing and training the organization, and has gathered together a group of high-grade phonograph men, all of whom are well known throughout this territory.

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records. Sample price to dealers \$3.50, cash with order. Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

Record-Breaking Columbia Business

Charles F. Baer, local manager of the Columbia Graphophone Co., reported that all records have been broken by the wonderful business that has been enjoyed in the last thirty days.

"In both the machine and record departments business has been something tremendous," said Mr. Baer, "and although there have been many applications for agencies we have not been accepting any recently because of the fact that it is all we can do to supply our dealers now. The Columbia Co. is making every effort to fill orders, but as we are being pushed to the limit now I very much fear a severe shortage as the holidays approach. While we have regretted to reject so many fine agency opportunities we feel it is only our duty and justice to our older agents to stick by them and see that they get all the deliveries that we can possibly make."

Mr. Baer left the first of the week for New York, where he will be busily engaged in aiding in the work of facilitating deliveries to Middle Western dealers.

Additional Space for Vocalion

The local office of the Vocalion division of the Aeolian Co., on the sixth floor of the Fine Arts Building, are to be enlarged by the addition of three more rooms, thus doubling the space used for the display of these goods. Additional office room has also been leased for the wholesale department, which in this district, is under the direction of H. B. Levy.

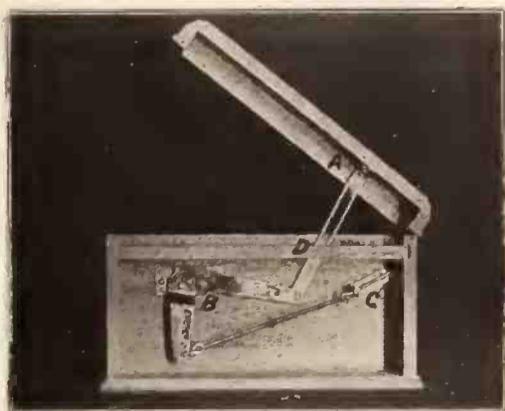
The retail department has enjoyed such a rapid increase in its business that Manager O. C. Searles found it necessary that additional space be rented.

Local Association in Formation

Two meetings have been held by those interested in the proposed Chicago Talking Machine Association since the initial meeting that was held September 12, and plans are in

(Continued on page 79)

A Great Feature and a Talking Point



The Cover Without a Catch
The Cover That Needs No Catch.

That is Unequaled for Sales-Effectiveness is the

Chicago Hinged Cover Support and Balance

MANUFACTURERS who are hunting for distinctive advantages cannot afford to overlook this. Inexpensive, safe and easily applied.

The weight of the cover reacting against itself through simple mechanical principles prevents its falling and breaking itself and fingers. Leaves hands free to adjust records.

Send for Detailed Information

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

The Brunswick under Contract with Pathé presents this Phonograph Sensation

12% Lower Prices

This concern enters the Phonograph field with \$15,000,000 assets. With fifty distributing houses already established. And with years of experience in building the cabinets for other famous makers.

We are offering in eight styles of what we believe to be the finest phonographs produced. With handsomer cabinets than we ever built for others. With the latest mechanism from the hands of some of the greatest experts in this line. With a sound chamber—all our own—which, in our opinion, gives us tone supremacy.

We equip these machines with two sound boxes. With a Sapphire-Ball Needle. With a Jewel Point Needle. With facilities for playing any record in existence.

And we quote to the users—type for type—prices which average 12 per cent. below others.

Pathé European Records

We are doing this under contract with the Pathé Freres Phonograph Co. They control the Pathé records for America.

We supply these records.

The object of this alliance is to bring to American homes the facilities for playing these famous records. And all other records as well.

Pathé records, among artists, hold the first place in the world. Hundreds of singers and musicians can be heard on them alone. Hundreds of others are heard at their best there.

But Pathé records must be played with a special sound box. And with a needle tipped with a jewel ball. Not one phonograph in a thousand is equipped to play them. We are going to correct that condition.

The Artistic Limit

We attain in the Brunswick the very summit in quality and art. We have built tens of thousands of the finest cabinets ever sold by others. We are building better for the Brunswick.

The mechanism is of the latest type. Our sound chamber excels. We have numerous exclusive features, on some of which we have patents pending.

Such machines—equipped to play all records—at 12 per cent. below standard prices, will be the sensation of the Phonograph world.

More Dealers Wanted

We are starting an enormous advertising campaign. The facts about the Brunswick will be known immediately, in practically every home in America.

The Brunswick Phonograph and the Pathé records will be advertised together. We want in every locality a dealer to handle both.

And we offer those dealers the greatest opportunity now open in the Phonograph field. Write or telegraph us for our proposition.

BRUNSWICK - BALKE - COLLENDER COMPANY

Department 205

623-633 So. Wabash Avenue

CHICAGO



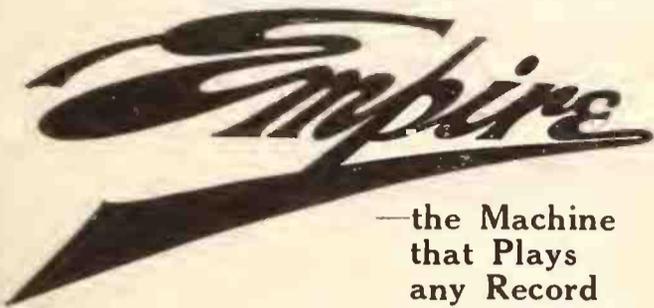
Brunswick No. 70
Price \$70



Brunswick No. 175
Price \$175

You Thought the Talking Machine Couldn't be Improved

—but that was before the EMPIRE came on the market. Today, dealers who have heard and seen the EMPIRE are sitting up and taking notice. They have discovered that the Talking Machine has been improved. That wonderful and remarkable advances have been made in the



—the Machine that Plays any Record

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

Some Valuable Jobbing Territory Still Open.

429 S. Wabash Avenue, CHICAGO, ILL.

Note These Features

- The EMPIRE plays any record.
- is equipped with a *real* Tone Modifier.
- is equipped with a *successful* Automatic Stop.
- has a Tonal Quality beyond comparison.
- has designs that are artistic and out of the ordinary.
- is unequalled in Workmanship and Finish.

YOUR OPPORTUNITY

Open territory for this peerless Talking Machine is going fast, but we may still have yours open.

Write today for information about our liberal proposition, our big Dealer Helps and the wonderful EMPIRE. Don't delay—because we give our agents EXCLUSIVE TERRITORY, and your competitor may beat you to it.



Model B.
Price \$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

process of formation for the adoption at the next meeting of a constitution and by-laws and permanent officers.

Plume Advertising Service

The Edward C. Plume Co., of this city, the head of which was for many years prominently connected with the Western talking machine trade, have devised a new special service for talking machine dealers, which is winning them many high tributes from the trade because of its dignity and result producing efficiency. The Plume Co. were led to produce the present service because of the interest excited by the talking machine advertising matter included in their piano trade service, and because of this were lead to produce an exclusive talking machine service. It covers both newspaper copy and direct folders of a specially high character. The Plume service is distinctive in many ways, and it dwells fundamentally on the educational and entertaining function of the talking machine, and can be used in advertising any make of machine. Its superior pulling power has been amply demonstrated as shown by many letters received from dealers, of which the following from I. A. Eacutt, of the Woodlawn Talking Machine Shop, of Chicago, is a sample:

"I saw your ad in The Talking Machine World, of New York, and ordered 12,000 of your postal cards showing pictures of our battle ships and submarines with some pointers on the reverse side of same, regarding 'Victor' machines and records. I have only sent out by mail about 1,000 of them. The returns from same in two months has been the means of selling two Victor \$100 machines and a large number of records. If the balance of these cards (11,000) bring nearly as good results you certainly have a 'winner.' This letter is absolutely unsolicited by your company."

New Phonoparts Co. Motor

The American Phonoparts Co., of this city, has brought out a new spring motor that should prove of interest to talking machine manufacturers everywhere. It is modeled after the Swiss type, and was built to supply the big demand for an inexpensive motor that is capable of playing a satisfactory number of records.

The "PlayRite" electric motor, which is also

For REPAIR PARTS
OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO

Repair parts bought and sold.
Expert Repairing a Specialty.

Charles Bryan

made by the Phonoparts Co., is continuing to meet with a big demand, and many repeat orders have been received.

The Phonoparts Co. is also bringing out a new tone arm of the universal type, which has won much commendation.

West Music Co. Celebrates

The third anniversary of the West Music Co., of Joliet, was celebrated in a rousing fashion on the evening of Saturday, October 7. Numerous friends of the firm came long distances to congratulate the house on its successful career in the trade. The Imperial Quartet was present from Chicago. This is the quartet that has made some very fine Victor records.

Note the Columbia Notes

Considerable progress in extending the Columbia representation was attained in the thirty days prior to October 1 by the local Columbia organization. Among the new dealers are: the Devon Music Store, 1620 Devon avenue, Chicago; J. J. Fleckenstein, manager; L. Junysz, 8820 Commercial avenue, Chicago; S. Olkenitzky, 8453 Burley avenue, Chicago; E. S. Pitzer, 4781 Milwaukee avenue, Chicago; The North Shore Music Co., 5004 Kenmore avenue, Chicago; K. M. Schofield, manager; the Van Dusen Pharmacy, Seventy-fifth street and Coles avenue, Chicago; Van Weingarten & Son, 10828 Michigan avenue, Chicago; Frank Lehman, Hersher, Ill.; House of Muscat, Gary, Ind.; Harry Yaseen, Chicago Heights.

M. E. Lyle, of the executive offices of the Columbia Graphophone Co., was in Chicago for a considerable stay in the early part of the month.

Professor Goodwin, in charge of the educational department of the Columbia Graphophone Co., was also a prominent visitor from New York.

A Columbia man in town from the great Northwest was R. R. Souders, who is manager of the Minneapolis Columbia branch. Mr. Souders spent a few days here in conference with District Manager Yerkes.

Pronger Bros., Columbia dealers in Blue Island, have remodeled and much improved their shop, and are preparing in other ways for a vastly increased fall business. Among the improvements are three large additional demonstration booths.

Mr. Behling, in charge of the talking machine department of the Hartman Furniture Co., of Milwaukee, was in town for a few days getting some information and Columbia stocks and planning his fall business.

F. A. Tatner, of the Columbia forces, entertained a few of his friends at a little party held at Channel Lake, Ill. It is said that "a nice time was had by all."

Phonograph Cheers Explorer's Troubles

When John Borden, Chicago's millionaire whale hunter and arctic explorer, lost his ship, the "Great Bear," on Pinnacle Rock, near the barren St. Matthew's Island, one of the first

things that his crew loaded into the life boats was a talking machine. They did not know when help would come to take them off that barren mass of granite that rises nine hundred feet above the surface of the sea far up in the frozen North, and they realized the value of the "talker." After establishing the camp the scientists and crew spent their time during the day fishing and hunting, and the evenings in singing groups around the talking machine. They were rescued after two weeks by a U. S. revenue cutter.

Par-O-Ket Record Agency Opened

The Brown Specialty Machinery Co. has opened offices in the North American Building, at 36 South State street, and will act as Western distributor of Par-O-Ket records, made by the Paroquette Manufacturing Co., of New York. L. J. O'Brien, who is in charge, has interested himself in the record manufacturing business for some time past, and has perfected plans for distributing the Par-O-Ket goods in a way that is most advantageous to both dealer and talking machine manufacturer. He announces that he has already made arrangement for supplying some large interests in this section, and is making preparations to have ample stocks on hand.

Flentye With Kimball Co.

Harry E. Flentye, who is well known to the local talking machine trade, has made connections with the W. W. Kimball Co., and in the future will be identified with the work of promoting the new Kimball phonograph, which the Kimball Co. placed upon the market last

(Continued on page 81)

Without Rival

The "3 in 1" Reproducer

(PAT. PDG.)

plays with ordinary, jointless tone-arm in unchanged needle position, any disc record.

The "3 in 1" Reproducer (concert) is high grade, durable, warranted.

The rendition of sound of either kind of record is distinct, soft and restfully pleasing. With our "3 in 1" Reproducer the ordinary one style talking machine becomes an instrument that plays perfectly each and every record, thus greatly enhancing its salability and "3 in 1" Reproducer and the changing of one style reproducers.

We quote cash bargains in talking machines, with or without our "3 in 1" Reproducer. Send us your reproducer with \$1.50 and we will change it into a "3 in 1" Reproducer.

We supply dealers with a "3 in 1" Reproducer for \$2.50.

Sapphire points for Edison or Pathé, 50c each.

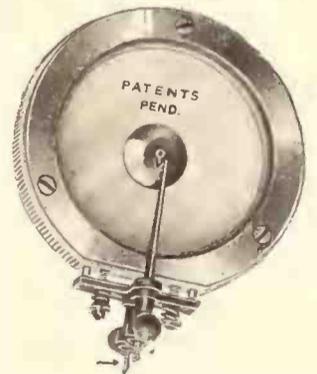
Diamond point for Edison, \$3.00.

Special discount in lots.

A "3 in 1" Reproducer will convince you.

Send for it now. We are open to propositions.

Terms: Cash with order.



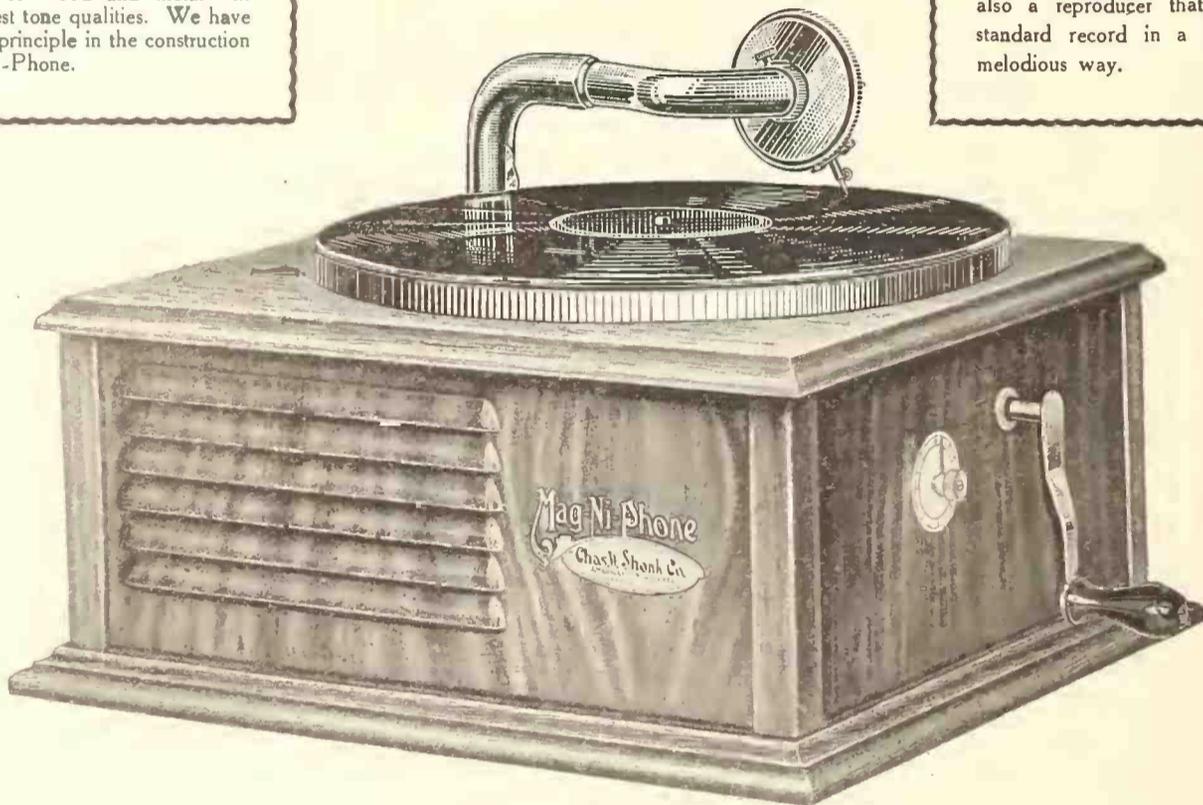
Weigand & Co., 1727 Republic Bldg., Chicago, Ill.

Mag-Ni-Phone

The Talking Machine that

Manufacturers of Pianos and other high-grade musical instruments have found that a combination of wood and metal will produce the best tone qualities. We have embodied this principle in the construction of the Mag-Ni-Phone.

A Big Talking Machine with a silent, dependable motor, free from vibration, also a reproducer that will play any standard record in a harmonious and melodious way.



“Speaks for Itself”

\$15.00 Retail

LIBERAL DISCOUNTS TO DEALERS AND JOBBERS

The desire for music in the homes of people of moderate means is just as strong as it is in the homes of the wealthy. Therefore, a talking machine that will reproduce high-class music, at a low price, will meet with a ready sale.

In designing the Mag-Ni-Phone we have felt the importance of constructing it in such a way that it would not only properly play records ranging in price from \$1.00 to \$7.00 each, but also the cheaper records that sell from 10c to 75c each.

We can now offer you a talking machine that will play any standard record and compare most favorably with talking machines that retail for many times the price of the Mag-Ni-Phone.

The Mag-Ni-Phone is 16 inches long, 14 inches wide and 11 inches high—equipped with a 12-inch turntable—metal parts nickel-plated. Sides and ends mahogany lithographed on metal—top and bottom genuine mahogany.

We have a very interesting proposition to submit to merchants who will handle the Mag-Ni-Phone in an enthusiastic way, and we can also offer an exceptional opportunity to those who are not handling talking machines, and who can sell the Mag-Ni-Phone in connection with a record service which we can get for them.

The SELLING AGENCY for the Mag-Ni-Phone will be a valuable asset for any business and it will be to your interest to write us about it TO-DAY.

CHARLES W. SHONK COMPANY

AMERICAN CAN COMPANY, Owner

707 St. Charles Street

Maywood, Illinois

FROM OUR CHICAGO HEADQUARTERS (Continued from page 79)

month. Mr. Flentye will also aid in the work of distributing Pathé machines and records, the distribution of which has also become a part of the Kimball Co.'s activities.

The Tonegraph Corporation Organized

The Tonegraph Corporation, of Chicago, has been organized with a capital stock of \$10,000 by Ivan P. Florsheim and others. The company will manufacture and do a general business in talking machines.

Vita-Nola Co. to Open New York Office

Commodious offices are to be opened in New York City by the Vita-Nola Talking Machine Co. in the near future. Plans are now being perfected to make the company's representation in that city entirely adequate to the rapidly growing business that concern has built up in the Eastern States. The need for such offices has been felt for some time past, and the move is not unexpected.

"We are all prepared to do a great big business this fall," claims H. T. Schiff, president of the company, "and are feeling very good over the fact that we did not underestimate the demands that would be placed upon us. We have prepared all our sources of supply so that we can in turn make deliveries to our dealers as rapidly as the goods can be shipped. Our capacity has been enlarged until at the present time we are shipping a carload of goods a day.

"Our number 75 style has made a special 'hit' lately, and we have been getting orders for it in lots as large as five hundred. It is very attractive in design, and is made in mahogany, golden and fumed oak. It is equipped with a universal tone arm, tone modifier, and all of the other features that are to be found on high-priced machines."

The Vita-Nola Co. is now working upon many new case designs that are said to be strikingly original.

Wade Cutter Progress

The demand for the two models of the Wade

fibre needle cutter, made by Wade & Wade, 3807 Lake Park avenue, this city, is heavier than ever this fall, and demonstrates anew, not only the popularity of the firm's product, but the steadily enlarging demand for fibre needles. The factory is rushed to the utmost to take care of the business from jobbers in all parts of the country.

Six Best Sellers

The six best sellers in Victor records were: "Pretty Baby," and "When You Drop Off at Cairo, Illinois"; "On Lake Champlain," and "Dear Old Dreamy Honolulu Town"; "If I Knock the 'L' Out of Kelly," and "By the Sad Luana Shore"; "Pagliacci Besti la Giubba," and "Cavalleria Rusticana"; "Have a Heart," and "Welcome, Honey, to Your Old Plantation Home"; and "Tales of Hoffman" (Barcarolle).

The Columbia six best sellers were "Thais-Meditation," and "Andante from Concerto in E Minor"; "I Didn't Know That Lovin' Was So Good," and "Honky Tonky"; "When the Sun Goes Down in Romany," and "My Own Iona"; "You're a Dog-Gone Dangerous Girl," and "On the Old Dominion Line"; "There's Someone More Lonesome Than You," and "Don't Leave me, Daddy"; and "America. Prepare!" and "Medley of American Patriotic Airs."

The Pathé best sellers included: "That Hula Hula," and "I want to Go Back to Honolulu"; "When the Sun Goes Down in Romany," and "Love Me at Twilight"; "Manon, 'Ah, Fuyez. Douce Image,'" and "Magali, 'Chanson Provençal'"; "Babes in the Wood," and "Walkin' the Dog"; "Pretty Baby," and "We've Been Married Just One Year"; and "Rooster Fox Trot" and "Uncle Tom."

The Edison six best sellers were: "You're a Dangerous Girl," and "Dublin Mary Brown"; "Chasse aux Papillons—Serenade"; and "Lullaby-Jocelyn"; "By the Sad Luana Shore," and "I Left Her on the Beach at Honolulu"; "Sybil Fox Trot"; and "Sybil Waltz"; "Oh, Promise Me," and "Sweetest Story Ever Told";

and "Home to Our Mountains—Il Trovatore," and "Praise Ye."

Chicago Edison Dealers Organize

On Friday evening, September 29, the Edison Diamond Disc dealers of Chicago, and of towns located so close by that the dealers are in frequent personal touch with the Chicago office, met in the fraternity room of the Great Northern Hotel.

Dinner was served at 6.30, and after considerable informal discussion of various matters pertaining to the merchandizing of "re-created music," those present unanimously voted to form a permanent organization of Edison dealers and salesmen with the idea of getting together for dinner and business discussions once a month. C. E. Goodwin, general manager of The Phonograph Co. and The Edison Shop, was elected president, and Wm. H. Guild, also of The Phonograph Co., secretary. Regular meetings will be held on the second Thursday evening of each month.

If the first meeting in point of harmony, "pep," and enthusiasm is any indication of those to follow, great things may be expected.

Personals and Visitors

Recent visitors to this city were Messrs. Eberhardt and Hayes, of Wichita, Kan.; W. H. Ounsworth, secretary and sales manager of Woodford & Bill Piano Co., Menominee, Mich.; E. D. Allington, of Freeport, Ill.; E. T. Andrews, Jr., of the J. L. Hudson Co., of Detroit; E. T. Munson, Mendota, Ill.; John W. Boothe, manager of the piano and talking machine departments of Barker Bros., Los Angeles, Cal.; Henry Eilers, music magnet of the Pacific Coast; John Feuerstein, of Sturgeon Bay, Wis.; James O'Shea, of Waukegan, Ill.; E. A. Vaughn, of Princeton, Ill.; Emil O. Schmidt, of Milwaukee; S. George Graves, general manager, and Willis R. Montgomery, advertising manager, of the Young & Chaffee Furniture Co., of Grand Rapids, Mich.; F. B. Hook, Madison,

(Continued on page 83)

And the Tone DOES Come Right Out



Watching the Music Come Out

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.

That's what you will say, too, when you first hear *Magnola Tone*.

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.

Plays *all* makes of records without extra attachments.

Volume of tone controllable at will.

Best designed, best looking, best finished cases.

LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

Magnola Talking Machine Company
OTTO SCHULZ, President

711 MILWAUKEE AVENUE, CHICAGO

Easy Sales and 100% Profit

on the

MANDEL Line

Dealers—here's your opportunity to connect up with the liveliest phonograph proposition on the market to-day. Get this straight.

WE CONTEND

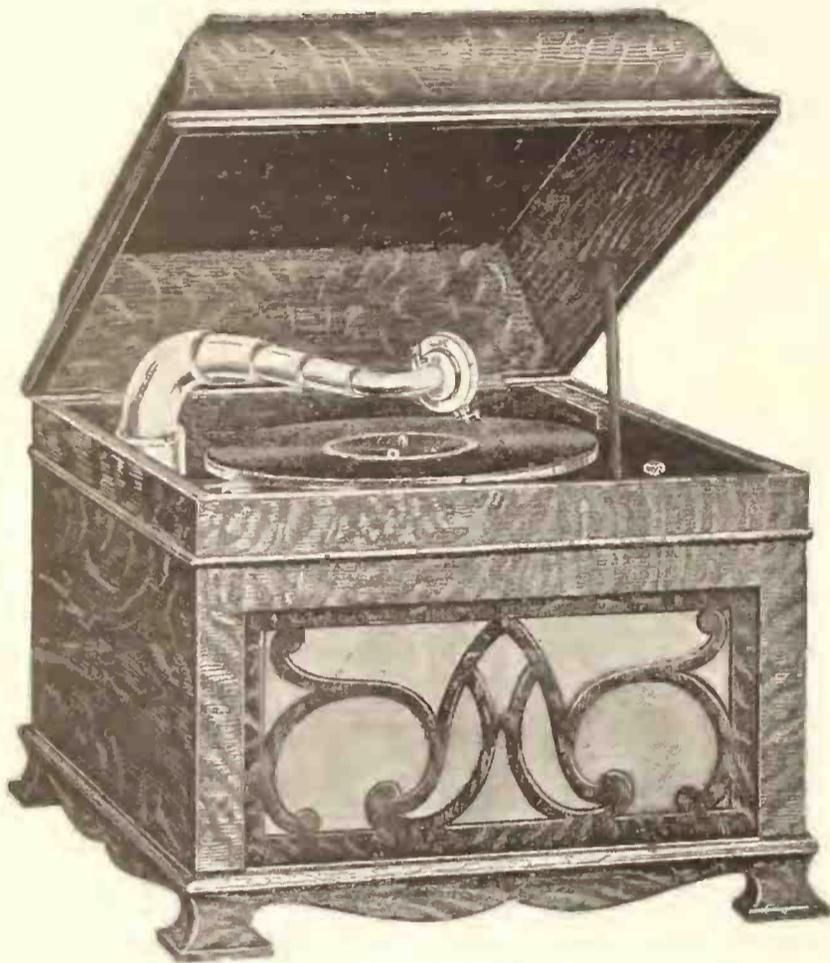
- 1st—We've got competition beaten on quality.
- 2nd—Our goods sell for half the price of others.
- 3rd—You make 100% on each sale.

What does this mean to you?

It means (1) that with the Mandel Line you would get your share of phonograph business on sheer merit, on quality of the phonograph itself. We believe that no better-looking, better-playing phonograph has ever been built.

It means (2) that the Mandel retail price of \$35 will certainly draw a lot of trade your way. People are now asked to pay \$50 to \$75 for Table Models not one bit better—they will come to you to save money.

It means (3) that the large margin of profit (100%) and the large number of sales will give you greater returns in actual CASH PROFITS than other lines you could tie up with.



Mandel No. 2

ISN'T THIS THE Best Proposition Ever Put Up to the Dealer?

Look this proposition squarely in the face. With these facts before you, you cannot afford to pass it by. We make it easy for you to accept. Just write us that you are interested and we'll immediately mail you full particulars of our free trial offer. We'll gladly send you either one or both of the models shown here for a free demonstration without obligation to you. Let the MANDEL Phonograph play and talk for itself. Compare it with any machine in design, general appearance and tone quality—even with phonographs costing double the money, and then decide whether or not you want to handle our line.

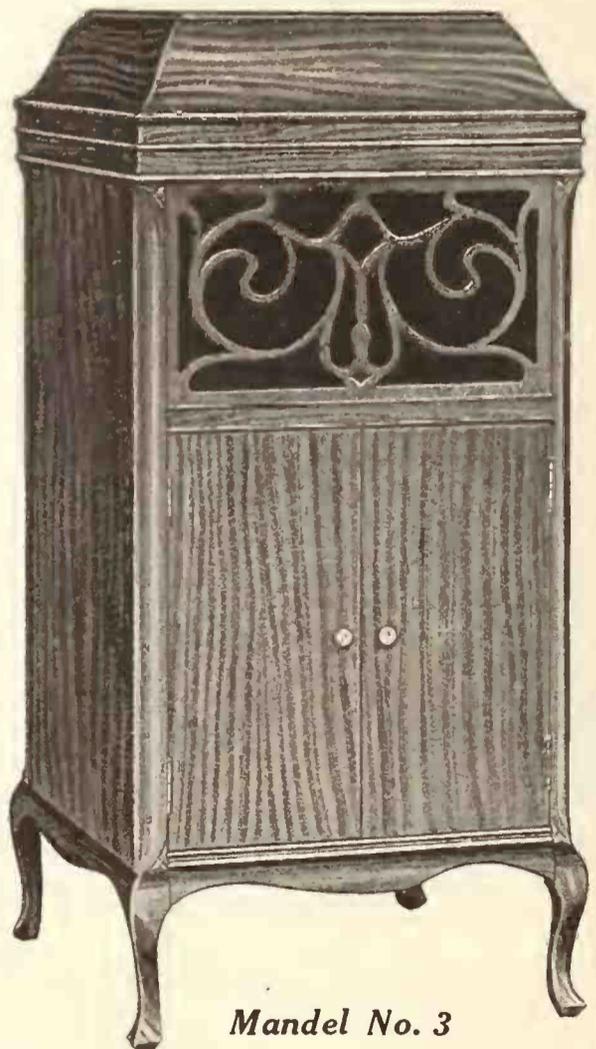
The Mandel Table Model, No. 2—regular retail value \$50 to \$75. The Mandel retail price only \$35.

The Mandel Floor Model, No. 3—regular retail value \$150 to \$200. The Mandel retail price only \$100.

Both these phonographs answer the demand for a high-grade phonograph at a low price. This is your chance to get in on the ground floor. It opens BIG SALES opportunities that you can't afford to pass up.

Write For Free Trial Offer Today—SURE

This offer comes direct from us, the manufacturer. We employ no salesman, no jobbers. Saving on selling costs enables us to quote you rock-bottom prices which net you 100% profit on our line. Write for full particulars at once. This is undoubtedly the Greatest Factory-to-Dealer phonograph proposition ever made and merits your instant consideration.



Mandel No. 3

The Mandel Manufacturing Co.

501-511 S. Laflin Street

Dept. H.

CHICAGO, ILL.

NEW YORK DISPLAY ROOMS, 41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

Wis.; Harry Wunderlich, Kansas City, Mo.; William Schmoeller, Omaha, Neb.; W. F. Frederick, Uniontown, Pa.; C. Barber, Joliet, Ill.; N. C. Jacobs, Stevens Point, Wis.; Eli Crotteau, Marshfield, Wis.; Perry B. Whitsit, of the Perry B. Whitsit Co., Victor distributors of Columbus, O.

J. G. Pearce, of the firm of McLogan & Pearce, Calumet, Mich., was in Chicago this month planning the work for the continuation of the firm's business. Most of the trade will remember that his partner, Mr. McLogan, died some weeks ago.

Friends of H. C. Woodward, of the Chicago Talking Machine Co., are sympathizing with him in the loss of his father, who died recently at his home in New York. Mr. Woodward went East to attend the funeral, which was at the old home of the deceased at Hadonfield, N. Y.

Benjamin L. Bush, who opened a new talking machine store recently at 9216 Cottage Grove avenue, is already doing a very satisfactory business.

Ben Redler, sales director of the Electric Phonograph Co., of New York, makers of the Phonolamp, spent considerable time in Chicago during the past month. While here Mr. Redler made some distinctly advantageous agency arrangements as well as taking some large orders.

Emmett Thompson, Kimball dealer of Grundy, Va., was in town recently. While here, Mr. Thompson spent some time looking at the new Kimball phonograph and the Pathé line of machines and records which the Kimball Co. now distributes.

Robert B. Gregory, president of Lyon & Healy, who has been motoring through the Catskills, the Adirondacks and other points of interest in the East, returned to his desk recently.

T. E. Chadwick, formerly with the talking machine department of the Smith Piano Co., is now with the Victrola department of Lyon & Healy.

Mrs. L. C. Wiswell, wife of the head of the talking machine department of Lyon & Healy, is bereaved of her father, Jacob Vande Roovaert.

Mr. McLeod, Jr., of the Emporium of St. Paul, Minn., spent some time in the Columbia offices last week.

H. A. Yerkes, district manager of the Columbia Graphophone Co., was on a trip last week to Kansas City. Mr. Yerkes reports that the season is by far the biggest the company ever had.

F. A. Coyle, dealer in pianos and talking machines, of Sparta, Ill., was in Chicago last week. Mr. Coyle is doing an excellent business in his section of the country and prophesies a big holiday trade.

M. H. Allen, who is connected with the phonograph division of the Hallet & Davis Piano Co., in the distribution of Pathé machines, was married recently to Miss Olive Allan.

Wedding Bells at Lyon & Healy Store

There have been wedding bells in the talking machine department of Lyon & Healy during the past couple of weeks, when two of the young men of the department took their marriage vows. The first was Thomas Ben Stone, of the retail machine section, who took for his helpmate Miss Elizabeth Wise.

C. T. Landherr followed a few days after, when he took unto himself Miss Ethel M. Carlson.

A Slogan

"I want a slogan," said the manufacturer of phonograph records. "Something that will convey the idea that our records never wear out."

The advertising man lit a fresh cigarette and thought deeply for exactly eight seconds by the clock.

"How will this do?" he asked, "'One of our dance records will outlast the best hardwood dancing floor ever built.'"—New York World.

HELPING DEALERS TO ADVERTISE

Features of the Excellent Record Display Card Service Supplied to Their Victor Dealers by Lyon & Healy, Chicago

Lyon & Healy, Chicago, in the talking machine department believe that service to the dealer means somewhat more than simply supplying machines and records and the usual run of printed matter as prepared and issued by the Victor Co. itself.

Lyon & Healy have, therefore, been publish-



Some Lyon & Healy Cards

ing for some time in the interests of the dealers special decorative window display cards featuring the most prominent numbers in the various monthly lists. In issuing the display cards, it is believed that the power of suggestion is one of the most potent factors in salesmanship, and that many people have but to see a certain record featured to realize and immediately desire that particular record. The Lyon & Healy display card service covers four cards monthly throughout the year, or forty-eight cards in all,

for which the dealer is charged only the nominal sum of \$15.

The accompanying illustration shows a few of the cards that have proven so successful.

ARTHUR J. O'NEILL PASSES AWAY

Veteran Talking Machine Man Succumbs to Pneumonia—One of the First Pathé Dealers

CHICAGO, ILL., October 7.—Arthur J. O'Neill, one of the veterans of the talking machine trade in the West, died on Wednesday night, October 4, at the age of forty-eight years. He had been attacked with pneumonia about four days previously, and as he had been a sufferer from asthma for many years he fell an easy victim.

The deceased was born at Patch Grove, Wis., in 1868. He was from the start identified with things of a musical nature, and while a young man became the manager of his sister, Jennie O'Neill Potter, and James Whitcomb Riley in concert and lecture work. His sister is said to have been the originator of the monologue.

In 1903 he originated the premium idea in connection with talking machines and worked up the business until at one time the output was nine hundred machines a day. As the record business worked a large part in the business the output of them was tremendous.

When the Pathé line of machines and records was first introduced to this country Mr. O'Neill became one of the first enthusiasts and secured representation of the product in the Middle West. Together with two of his sons, Arthur D. and Harry K. O'Neill, he distributed both in a wholesale and retail way large quantities of Pathé goods. At the time of his death he was operating the Arthur J. O'Neill Co., and was indirectly interested in the State Street Pathéphone Shop, which is managed by his two sons. Surviving him are his widow, Lillian M. O'Neill, three sons, Arthur D., Harry K., Robert J., and two daughters, Nina and Lillian.

His passing will be sad news to legions of friends in all parts of the country, who appreciated his sincere and genial personality. The funeral was held on Saturday, October 7, from his residence, 4334 Drexel avenue.

E. E. Medcalf, of Bloomfield, Mo., has opened a talking machine department in his jewelry store, and will handle a full line of Columbia Grafonolas and records.

THE PAR-O-KET

Record offers both the Dealer and the Manufacturer an unrivalled value and business getter in a

REALLY HIGH QUALITY

25-Cent Double Disc Record

This Type Can be Played With Steel Needle or Sapphire Point

Our talent includes such stars as Henry Burr, Collins and Harlan, Peerless Quartette, and Louise and Ferrara. The Par-o-ket is 7 inches in diameter and plays from 2½ to 3 minutes. We furnish a large list of new records each month, with catalogs, supplements, display cards, dealers' helps, etc. Send for our full proposition in time for the big holiday business.

BROWN SPECIALTY MACHINERY COMPANY
(RECORD DIVISION) NORTH AMERICAN BLDG.
36 S. STATE ST. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

OFFERING A NEW COMBINATION

Attractive Combination Phonograph Cabinet, Record Holder and Book Case Put on the Market by Caloric Sales Co.

JANESVILLE, WIS., October 8.—A distinct innovation is to be presented to the national talking machine trade this week, when the Caloric Sales Co., of this city and Chicago, announces a unique line of cabinets and phonographs. Prominent in the line is the "cabinet grand," a combination of phonograph cabinet, record holder and bookcase. It stands forty-three inches high and retails at \$13.25.

In discussing the product of the Caloric Co., one of its officials said: "This unique and beautiful 'cabinet grand' transforms any 'table style' phonograph or talking machine into a magnificent phonograph outfit, just by placing the instrument inside or on top of the cabinet. The attractiveness and fine workmanship of the 'cabinet grand' its combination uses, and popular retail selling price should have a strong appeal to owners of 'homeless' phonographs. It is also furnished as the 'cabinet grand Phonola' complete with phonograph, to retail at \$19.75.

"The music trade has given the 'cabinet grand' a royal welcome. It is recognized as a quick and profitable seller, and has a practically unlimited field. There's nothing else like it on the market, to my knowledge. The cabinet is made by the Caloric factories at Janesville, Wis. The collapsible or 'folding' feature of the 'cabinet grand' is covered by basic patents. The cabinets are shipped knocked-down, and can be set up in sixty seconds. Unusual economies in manufacturing, shipping and storing are possible because of the collapsible construction.

"Among the many Chicago concerns now handling the 'cabinet grand' are Story & Clark Piano Co., Marshall Field & Co., Mandel Bros., The Fair, and the Boston Store. The factories are operating at full capacity, as dealers are ordering heavily for big Christmas business."

AMERICAN CAN CO.'S NEW PRODUCT

The "Mag-Ni-Phone" Just Placed on the Market by that Company—Represents Interesting Combination of Metal and Wood Construction

CHICAGO, ILL., October 10.—After considerable preparation and experimentation the Charles W. Shonk Co., which is a subsidiary of the American Can Co., has placed upon the market the first style of a line of machines which, it is forecasted, will become a large part of the company's varied business. The instrument has been perfected under the direction of Allen L. Eaton, who has been engaged in the work of experimentation and testing for months past.

In construction it is partly metal and partly wood. It measures sixteen inches in length by fourteen inches in width and stands eleven inches high from the base to the top of the tone arm. The top and base are both of wood—genuine mahogany. The sides and front are in metal of real mahogany finish.

The principal claims made for this instrument are the quality and volume of its tone from which has been selected, as a result, the name "Mag-Ni-Phone" and the slogan "it speaks for itself."

It is claimed by the machine's sponsors that an ideal tone is secured from a combination of both wood and metal in the Mag-Ni-Phone. It is equipped with a worm driven motor, which is made in every detail by the American Can Co. The tone arm is made of sufficient length to accommodate records as large as fourteen inches in diameter, while the turntable is of full twelve-inch measurement. The tone arm is simple in construction and can be so adjusted as to play any standard make of the hill and dale type or lateral cut records. A jewel point is provided with each machine for use with the hill and dale style.

"We feel that we are offering a really unusual value," said Mr. Eaton last week. "We have been working on this for a long time and our

THE
WIDNEY
COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on
Felt and Rubber Bumpers

May we submit estimates on your requirements?

THE WIDNEY CO.
Patton Bldg. CHICAGO, ILL.

idea was not to go upon the market until we had perfected our product. We are busily engaged now in working upon our cabinet styles and we are sure that they will get a reception that will be equally as cordial as that which our first received."

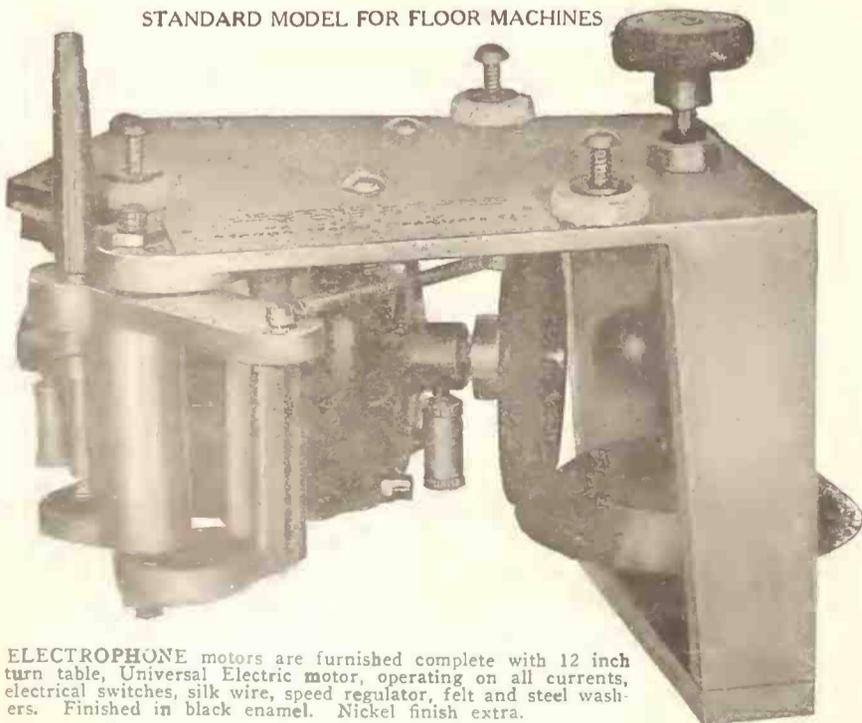
P. M. Brown, of the Columbia export department, is "buying the cigars" because of the arrival at his home of a ten-pound baby boy.

The Electrophone Motor

"No Phonograph Is Better Than Its Motor"

A New Electric Phonograph Motor Built on a New Principle

STANDARD MODEL FOR FLOOR MACHINES



ELECTROPHONE motors are furnished complete with 12 inch turn table, Universal Electric motor, operating on all currents, electrical switches, silk wire, speed regulator, felt and steel washers. Finished in black enamel. Nickel finish extra.

NOTICE

OWING to the big demand for Electrophone Motors we find it impossible to accept additional orders for 1916 delivery.

We urgently request, however, that those who contemplate using Electrophone Motors cover their requirement for 1917.

For Further Particulars Address

CHICAGO METAL PRODUCTS COMPANY

501-517 South Jefferson Street

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 84)

ADDITIONS TO SALTER FACTORIES NOW IN OPERATION

CHICAGO, ILL., October 9.—The last of the additional machinery has been installed in the new section of the Salter factories and is now busily humming away on the production of Salter cabi-

nets. The addition almost doubles the output of the plant and comes at a very opportune time for never was the Salter factory in a busier condition than it is at the present time. In fact the present large volume of business, which the concern is enjoying, forecasts even further additions to the plant.

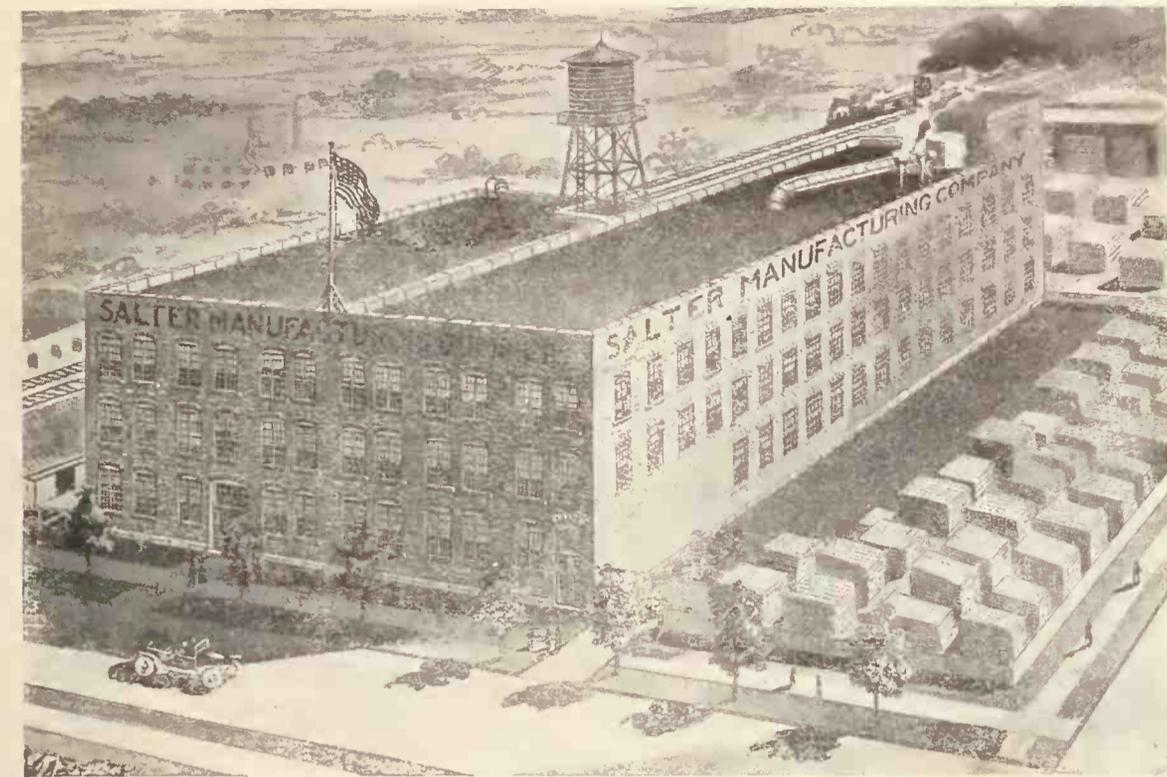


Illustration Shows Growth of Salter Factories in Chicago

General Manager John F. Mortensen intimated to-day that there was every prospect for addi-

tional new buildings within a very short time. "We thought that we could take care of them with the new facilities," said he, "but I doubt very much if we are even going to hold our own with the orders that are coming in. The demand is for almost every class of cabinets and particularly of those to be used in conjunction with smaller machines. The idea of felt-lined compartments, which was original with us, continues to be very popular, as it is so apparent to the prospective buyer that the felt protects the delicate surface of the record. We are looking for a fall business that will break all records."

REPORTS AN EXCELLENT DEMAND

Addition to Plant of M. Schulz Co., in Chicago, Will Permit of Large Output of the Magnola—Some of the Special Features

CHICAGO, ILL., October 7.—Otto Schulz, president of the Magnola Talking Machine Co. and of the M. Schulz Co., the large piano manufacturing business with which it is affiliated, is more than pleased with the excellent demand for the new Magnola talking machines which, by the way, is amply demonstrated by the fact that a two-story addition to the main Schulz plant which will give an addition of 25,000 feet to the finishing department is near completion.

The significance of the phrase "built by tone specialists" used in the Magnola literature is justified by the many tributes received by the company from dealers testifying to their delight with the tonal results secured through the Magnola tone chamber, comprising a tone reflecting system, the patents on which are pending. One of the most popular of the M. Schulz styles is the \$150 model in the Louis XVI. style, which is here illustrated. This somewhat unique design is furnished in mahogany, oak and walnut. The walnut cases which are now being shipped are especially admired because of the high quality and beauty of the selected veneers. Other features of the instrument are the special tone graduator, the universal sound box playing all makes of records, a twelve-inch turntable, two spring worm gear motor, playing about seven ten-inch records on one winding, and a balance spring support for the top cover. The dimensions are as follows: Height, 49 inches; depth, 26 inches; width, 24 inches. The other styles of Magnolas, on which the company is now prepared to make shipments, are the Sheraton style, retailing at \$75; the Queen Anne, at \$100, and the Adams style, at \$200. All of the cases are beautiful adaptations of the period styles they represent.



2 Compartment Cabinet.
200 Record Capacity.

FlexiFile Disc Record Cabinets

are not only adapted for carrying all portable machines, including the \$50.00 type, but also are an excellent medium for owners of machines with a limited storage capacity. The FlexiFile System used in the FlexiFile Disc Record Cabinets is covered by Letters Patent which places it in an exclusive class. It is different from all other known methods of filing disc records.

A greater number of records can be filed in a given space—albums and partitions not necessary. Each record is properly indexed numerically with a guide card for each record, and is listed on the index card alphabetically.

Only one record need be removed to obtain the particular one desired and the place from which it has been taken in the FlexiFile pocket remains open until returned again. There is no danger of chipping or cracking the record as it drops into the canvas pocket.



Showing Cover Extended

The FlexiFile Disc Record Cabinets are made in three sizes:

- 1 compartment cabinet—75 record capacity—top 18 x 18 inches—wood panels—price \$15.00.
 - 2 compartment cabinet—200 record capacity—cane panels—top 22 x 28 inches—price \$35.00.
 - 3 compartment cabinet—300 record capacity—cane panels—top 22 x 38 inches—price \$45.00.
- Mahogany or Golden Oak finish.

Manufactured Exclusively by

FlexiFile Sales Company
335 S. LaSalle Street CHICAGO, ILL.

HERE'S the most valuable money making chance that you have received in many a day—the selling agency for the incomparable

ARTOFOLA

“The Sweetest Tone Machine”



THE SUPREME MODEL
50 inches high, 25 inches deep, 25 inches wide. Entirely gold plated, electrically equipped if desired — retailing at only \$150.

Compare it with any \$250 Machine on the Market

and you make 100% on every machine.

The Artofolo is a transcendently beautiful instrument—a cabinet of the highest class design. People are fascinated with its grace, its splendid tone quality, and its many exclusive features. It is the utmost in talking machines at a price that is irresistible.

We are selling *The Artofolo* in a new way—a way which will interest you—because you can make from \$1,000 to \$3,000 profit before the holiday trade. And this new way allows every one of your customers to own one of these magnificent instruments without financial strain, with no investment on your part, for we will carry your accounts, or sell it under long terms that will make it pay for itself.

REMEMBER

- The Artofolo is one of the most attractive machines sold.
- It sells for half the price of others.
- It gives you 100% profit on each sale.
- Dealers are furnished with the strongest, most aggressive, sales-pulling advertising campaigns ever built—a whirlwind campaign prepared by the ablest advertising experts in existence, and it will sell amazing numbers of Artofolos for you as it has for hundreds of others.

The Artofolo Record means as much profit to you as does the sale of the Artofolo. Why not make this additional profit? By all means, sell a machine that will enable you to build up a big paying record business.

While the Artofolo plays all disc records perfectly without change of attachment, the ideal combination is *The Artofolo and Artofolo Record*. The Golden-Tone Ball—not a sharp point—cannot wear the record and an Artofolo Record played thousands of times will be just as sweet and clear and noiseless as it was at the start.

Write us today — sure. You will never regret it.

THE ARTOFOLA COMPANY

SPRINGFIELD, ILLINOIS

THE ARTOFOLA CO., Springfield, Illinois.
Send us full particulars of your offer without obligation in any way to us.
Name
Address
Town State

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation

237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

ANNOUNCEMENT OF THE SOLOPHONE

Company with Modern Plant in Harrison, N. J., Producing Machine of Distinct Merits—Cabinet Models Most Artistically Designed

Announcement is made this month of the Solophone, a talking machine manufactured by the Solophone Co., of Harrison, N. J. The Solophone Co.'s executives are men well known and actively engaged in one of the largest piano enterprises in the country and have erected a modern plant, having made arrangements to produce a high-grade talking machine. The lowest priced model of the machine will be \$90.

A feature of the machine will be that all metal parts will be gold plated and the machine will play all records without the removal of the sound box, it simply meaning a turning of the reproducer where it is desired to change from one style of record to another.

The machines will be furnished in mahogany, walnut, fumed and golden oak. The company also claims that they are using the most expensive motor for these talking machines.

The cabinet designs have been especially perfected and are of high, artistic excellence. A unique feature of one of the models is the use of small tungsten lamps placed on the motor board and in the record compartment to facilitate changing records.

BUSH & LANE PIANO CO. ENTER FIELD

HOLLAND, MICH., October 10.—The Bush & Lane Piano Co., of this city, are among the latest established piano manufacturers to embark in the talking machine business. The line is not quite ready for showing the trade as yet, but promises to be one of unusual interest. The new talking machine is the special hobby of Walter Lane, president of the company and the general superintendent of the factory, and known as one of the most expert acousticians in the country. In speaking of the line, Mr. Lane said that there will be a tone chamber of unique construction and various special features on which patents have been applied for.

TO MARKET NEW TYPE OF MOTOR

F. B. Gaurnier, general manager of the Mellophone Talking Machine Co., recently announced they will shortly be ready to deliver an entirely new motor of unique construction, which will have features never before used. His announcement also states that the motor will be guaranteed to be free from spring troubles.

During the last month the orders from foreign ports have showed a marked increase. Recently Henry Sobel, secretary of the Mellophone Co., received an inquiry from Gibraltar, the writer stating he had read the Mellophone advertisement in *The Talking Machine World*. Mr. Sobel said while the demand this fall will be heavy, he thought by anticipating it and laying in large supplies they had placed themselves in a position where they would be able to fill the majority of orders.

FILE APPRAISAL OF ASSETS

Property of Albany Edison Diamond Disc Studio Valued at \$10,651

UTICA, N. Y., October 9.—The appraisal of the assets of the Albany Edison Diamond Disc Studio was filed in the Federal Court here last week and showed a total of \$10,651 worth of property in the Albany and Troy stores. The appraisal was made by Peter Halwey of Binghamton and James Watson of Albany. The property consists of machines, records, accounts and cash.

Kent

UNIVERSAL BALL-BEARING TONE-ARM

(Tone-Arm of Refinement)

The only tone-arm on the market absolutely void of any tone obstruction.

F. C. KENT COMPANY
24 Scott St., NEWARK, N. J.

THE FAVORITE



Favorite No. 10 With Reversible Tone Arm Mahogany, highly polished. Size 14 x 14 x 6 in. With strong motor that plays two 10 in. records with one winding. Extra loud tone.

Price \$4.25 to Dealers

Ask for Special Discount by Quantity

A machine that equals in tone those selling at a great deal higher price.

To those dealers who appreciate the advantage of the exclusive agency of a phonograph of this character, we can offer a very interesting proposition, if you write now.

FAVORITE TALKING MACHINE CO.
438 BROADWAY NEW YORK

VITA-NOLA



MODEL 100
VITA-NOLA

Are you PREPARED for the rush that is coming?

We have prepared for a big holiday business and can take care of your order whether it is for a single machine or for a carload.

Do not waste your time waiting for goods that never arrive. Send us your orders and *have the goods on your floor.*

Why is our business increasing so rapidly? There are many reasons, namely:

*Good goods, good service
Big discounts and lots of talking points*

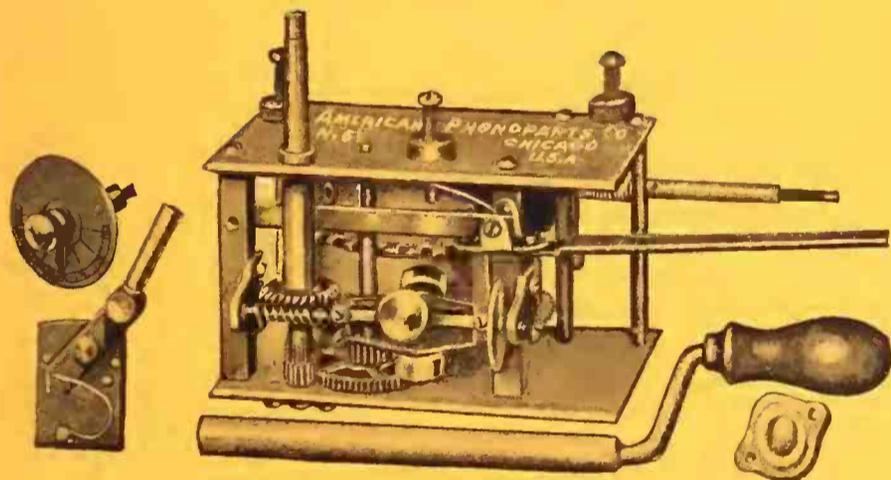
Write today for surprisingly low prices

VITANOLA TALKING MACHINE CO.

208 S. Wabash Avenue

Chicago, Illinois

This Motor Plays 3 12-inch Records At One Winding



STYLE 6-V PHONOPARTS MOTOR

Price **\$4.25** Complete

A High-Quality Motor for Quick Delivery

Samples sent on receipt of price, \$4.25

Has spring 1 inch wide and 11 feet long. Complete with 12-inch turntable, brake, speed regulator, escutcheon crank, etc. Send for sample.

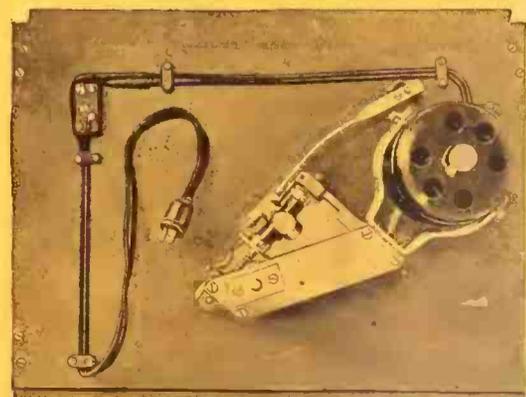
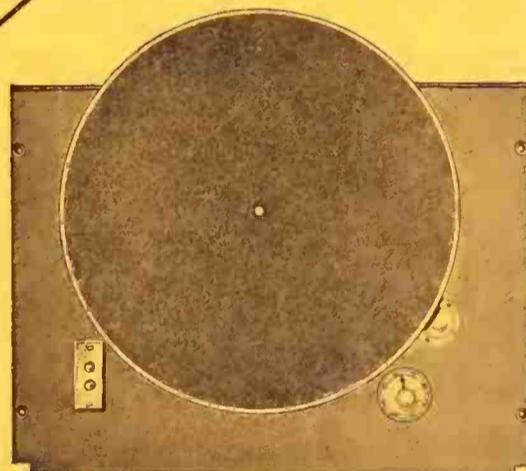


The
“PLAY-RITE”

ELECTRIC MOTOR

These views show the “Play-Rite” both as it appears from above and beneath the motor-board.

\$12.50



**AMERICAN
PHONOPARTS
COMPANY**

212 S. Wabash Ave.
CHICAGO, ILL.

If you are looking for a reliable electric motor at a fair price, buy the “Play-Rite.” Costs less than one cent a week to run. Variation in current does not affect speed. Push the button—the “Play-Rite” does the rest.

Furnished for either direct or alternating current. Sample sent on receipt of \$12.50.

When ordering, state whether for use with direct or alternating current.

Eureka Noiseless Talking Machine Lubricant

The Perfect Lubricant for all Makes and Styles of Phonographs and Talking Machines

PUT UP IN FOUR OUNCE CANS TO RETAIL AT TWENTY-FIVE CENTS EACH

Write for Special Discounts

Manufactured by

ILSLEY-DOUBLEDAY & CO.

Established 1853

229-231 FRONT STREET NEW YORK, N. Y.

WALTER L. ECKERT WITH PATHE CO.

Becomes Office Manager and General Auditor of Pathé Frères Phonograph Co.—Has Had Years of Experience in Financial Field

The Pathé Frères Phonograph Co., New York, announced last week the appointment of Walter L. Eckert as office manager and general



Walter L. Eckert

auditor of the company, with headquarters at the executive offices, 29 West Thirty-eighth street, New York. Mr. Eckert assumed his new duties on Monday.

Mr. Eckert is thoroughly versed in all phases of the financial end of the talking machine industry, having been associated with Mr. Thomas A. Edison as general auditor in all of his various interests throughout the world, and as head of the financial department of Thomas A. Edison, Inc. He has traveled throughout this country and Europe, and he has made a study of the financial conditions and commercial requirements of the various countries in Europe and America, where Edison interests have had branch offices and factories, introducing the system of these branches so as to conform with the requirements of the home office.

In his new capacity, Mr. Eckert will have unlimited opportunities to develop and introduce new systems, which will materially enhance the efficiency of the various departments under his supervision. As the Pathé business is increasing and offers a wide field for Mr. Eckert's activities, the Pathé Co. is to be congratulated on securing the services of such a valuable man.

Mr. Eckert was the guest of honor at a dinner which was given in the evening of October 7, by the officers and heads of the various departments of Thomas A. Edison interests.

SECURE THE SILVER CUP

The baseball nine representing the New York Talking Machine Co., Victor distributor, won possession of the silver cup offered by Sol Lazarus, secretary of the Talking Machine Men, by defeating the team representing the G. T. Williams Co., in a well-played game last Sunday. The New York Talking Machine Co.'s nine has been very successful this season, and Sunday's game demonstrated its right to the title of "Champion of the Victor Distributors League" in the local territory.

CELEBRATING ANNIVERSARY

The Griswold, Richmond and Glock Co. is celebrating the first anniversary of the opening of its Victrola department at its store in Meriden, Conn. Concerts are being given every afternoon at 4 o'clock, and on Friday and Saturday evenings concerts will be given after 8 o'clock. Several local artists are participating in the concerts, which have attracted large crowds.

DON'T GET IN A RUT

The ablest and best minds get into a sort of rut. It is well for all workers to remember this, and endeavor to obtain a different perspective of their work. We must get out of ourselves, and then look in, if we would perfect the particular branch of business in which we happen to be engaged.

The C. F. Bath Music store is now located in new quarters on Spruce street, Abilene, Kan. The company handles the Edison Diamond Disc phonograph, among other lines.

EDISON DEALERS MEET IN WICHITA

Retailers of Southwest Kansas the Guests of the Innes Co. at Business Meeting and Dinner—M. M. Blackman Makes Address

WICHITA, KAN., October 2.—A number of Edison phonograph dealers in the southwest Kansas territory were entertained last week at the Wichita Club, this city, by Walter P. Innes, vice-president of the Innes Co., and C. W. Cosgrove, manager of the phonograph department of that concern. A business meeting was held in the afternoon with a banquet in the evening, the principal speakers being M. M. Blackman, manager of The Phonograph Co., Kansas City, and C. T. Cunningham, of the same concern.

Dealers attending the meeting were: A. K. Snyder, Winfield; John Knafp, Mullenville; Mr. Hoag, Newton; L. Selig, Eldorado; M. M. Blackman and C. T. Cunningham, Kansas City; C. A. Ammermon, Kingman; Mr. Cameron, Pratt; A. H. Fitch, Arkansas City; Mr. Williamson, Attica; H. S. Bryant, C. W. Cosgrove, Wichita.

We Are Specializing on

RECORDS NOW

Are you doing the same?

Build up the record end of your business. Your field is unlimited.

But—be sure you have the stock.

We are ESPECIALLY equipped to handle your wants.

GATELY-HAIRE Albany Service

for satisfaction

The GATELY-HAIRE CO., Inc.

JOHN L. GATELY, President

ALBANY

— FOR CAPITAL SERVICE! —

The Simplest and Most Efficient Record Cabinet

Every Buyer of a Victrola IV, VI, VIII, and IX Will Want One as Soon as He Sees It

INSTANTLY

You Find *the Record You Want* In

Brown's Disc Record Cabinet

Your Customer Wants a Cabinet in which a Record

1. Is instantly found.
2. Is instantly replaced.
3. Lies **FLAT**—free from warping.
4. Is protected from scratching.

A Cabinet Which

5. Has the greatest capacity for space occupied.
6. Accommodates 12-inch as well as 10-inch records.
7. Has steel body drawers that cannot swell or shrink.
8. Has a perfect suspending device.
9. Is strongly and durably built by a concern understanding perfect cabinet work.
10. Is a handsome piece of furniture.

YOU Mr. Dealer WANT to Handle a Cabinet

which your customer will appreciate the value of as soon as he examines it and will be thoroughly satisfied with after he buys it, and will voice his satisfaction to others.

You Want to Increase Your Sale of Records

If every owner of a Victor or Victrola had a Brown Disc Record Cabinet, more records would be bought. Up to the introduction of the Brown Disc Record Cabinet there had never been a perfect way to file records. Now, with Brown's Disc Record Cabinet, it is a pleasure to instantly file or find a record.

With a Brown Disc Record Cabinet no Victrola will ever be neglected. More instruments have been idle and fewer records bought because there has never been any perfect and quick way of instantly finding the record the owner wishes.

Brown's Disc Record Cabinet is an ingenious device, the result of years of experimenting, and is manufactured exclusively by

The Globe-Wernicke Co.

NEW YORK CINCINNATI CHICAGO
BOSTON PHILADELPHIA ST. LOUIS
WASHINGTON

Ask for Net Prices

Direct Orders from ALL DEALERS Invited
ONE PRICE TO ALL



4-Drawer Cabinet
For Victrola VIII,
Oak
For Victrola IX,
Mahogany or Oak



2-Drawer Cabinet
For Victrola IV or VI



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



No. 400 [Vertical Interior]
For Victrola IX.

Height, 30 in. Width 21 in. Depth 17½ in.
Holds 125 Victor records.
Mahogany, Quartered Oak.
Average weight, crated, 65 pounds.
[When felt interior is desired, order No. 400 F.]

UDELL

Cabinets

for

Victor Victrolas,
Columbia Grafonolas,
Pathé Pathephones,
Aeolian Vocalions,
Sonora, Empire, Etc.

BRAND NEW CATALOGUE
JUST OUT.

Over 70 illustrations.

Of course you want it,
and of course we'll send
it, but what is your
address?

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

BRISTOL & BARBER LEASE BUILDING

Will Occupy Entire Building on East Fourteenth Street, New York City, in Near Future

Bristol & Barber recently leased the entire building at 111 East Fourteenth street, New York City, the ground floor of which is now occupied by the Pathephone Sales Co., which is controlled by the Bristol & Barber firm. The firm will occupy its new quarters, which are located next to Steinway Hall, as soon as the present tenants vacate the building. The offices of the Bristol & Barber firm and the Pathephone Sales Co. will be combined on the second floor of the building, while the line of stools, cabinets, benches, scarfs, etc., carried by the firm, will be displayed and stored on other floors in the structure.

MANOPHONE APPOINTMENT

J. Kornfels, District Manager in New York—
Manophones in National Art Club

The James Manoil Co., whose executive offices and factory is situated at Newburgh, N. Y., has announced the appointment of J. Kornfels as manager of five districts in New York City. Mr. Kornfels was formerly with the Victor Talking Machine Co.

The sales organization of the company is gradually being developed, and the demand at the factory has been very pleasing. The company has already launched an extensive advertising campaign using thirty magazines for the publishing of their copy. A recent sale was that of a Manophone for use in the National Art Club, New York.

RANAH STUDIO IMPROVEMENTS

Victor Dealers in Brooklyn Install Five New Booths and New Bookkeeping System

The Ranah Studio, Atlantic avenue, Brooklyn, N. Y., exclusive Victor dealer, has been forced by growing business to remodel its quarters and provide additional equipment. Five new demonstration rooms have been installed, each decorated and furnished in an individual style. Additional booths, finished in gold and French gray, have been provided for the office. A special ventilating system has been installed at considerable expense to keep the air in the sound-proof booths always fresh and sweet. To facilitate the handling of its growing business the company has also installed a new and improved bookkeeping system, which permits of Manager D. W. Moore having a perfect report of the stock of 18,000 records each day. The name of the studio, Ranah, is an adaption of the Biblical term meaning beautiful.

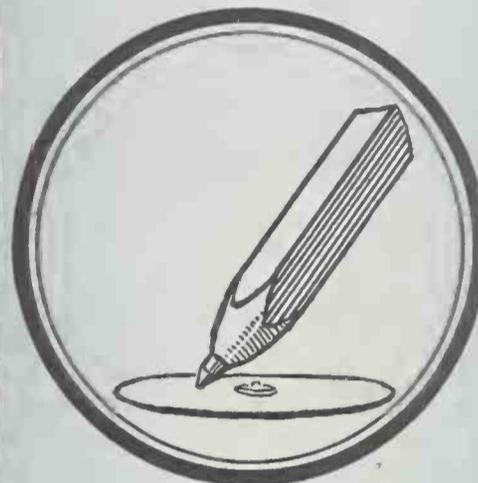
EDISON RECITALS IN ALBANY

ALBANY, N. Y., October 5.—H. & J. Pommer of South Pearl street, whose large furniture store is one of the important shops of the city, has a talking machine department that is a popular rendezvous of the music lovers of the city. Manager Chubb has been running most successfully a series of Edison recitals in the handsome recital hall, which has lately been all done over at an expenditure of several thousands of dollars. This recital hall is located on the second floor, and is conveniently reached from the street.

PROOFS OF VICTOR PUBLICITY

The Victor Talking Machine Co. sent to the trade this week proofs of newspaper advertising, which it will use in the leading papers throughout the country during the next four weeks. These advertisements are well worth the close attention of Victor dealers, as their designs and context are calculated to produce direct sales of Victor records in addition to adding to Victrola prestige. One of these advertisements will be devoted entirely to featuring Caruso's new record, "Santa Lucia," which makes its appearance in the October supplement of new Victor records.

Stock this!
It's a profitable
easy seller



Sonora
Multi-playing
Jewel
Needle

Guaranteed for three months on hardest service.

Does away with constant annoying changing of steel needles.

Makes the tone truer, most exact, and more beautiful.

Is needed on every machine.

Is popular with the public.

Adds another good selling line to your store.

Fits records perfectly and prevents harmful wear.

Sells readily for \$1.00 and—

Nets you a good profit!

Write today for prices and full information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

57 READE STREET NEW YORK

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., October 7.—It is the same old story in the talking machine world of Philadelphia—business that has been limited only to the supply, with the demand unprecedented as before. Conditions in September were somewhat better than during previous months of the year, but there was still a considerable shortage of machines, although in records the trade have been able to nearly fill all orders.

Penn Phonograph Co. Reorganized

The Penn Phonograph Co. has been reorganized recently with the following officers of the company: T. W. Barnhill, president; J. H. Dewey, vice-president, and H. F. Miller, secretary and treasurer. The same policy will be continued as before, and the new firm, with all their past years of experience in the business, are assured success from the start. They will make a number of changes in their ware-rooms, especially in a new arrangement of their salesrooms.

H. F. Miller, with a party of friends, is at present on a motor tour, which includes Baltimore, Frederick, Winchester, Luray, Hagerstown, Gettysburg and York.

President Barnhill reports that machines are coming in much more satisfactorily the past week, and their record stock is in most excellent shape, and they are able to fill all orders from 95 to 100 per cent. He says business in September was only restricted on account of the machine shortage. They had an increase, but not such an increase as might have been possible or desired.

H. A. Weymann & Sons in New Home

H. A. Weymann & Sons have finished the moving of the talking machine department to their new home, 1105 Chestnut street. They will shortly have an opening of a most elaborate character, in which the talking machines will figure prominently. To the right of the store as you enter they have a number of attractively arranged booths, all of them absolutely sound-proof, and beyond this are the racks for retail stock which are built along the very latest and best method for ease in handling. They have placed several new men in this department of their business, and they are looking for a very heavy fall and winter trade, as every one of the many visitors they have been having are optimistic as to the future of the business.

They have found a great drawback in the shortage of machines, rather than records, and they have been sending out notices to their trade to get in their orders early to assist them in being able to make prompt delivery. The new Weymann store is one of the show places of the city, and they are featuring the talking machine end more than ever.

Blake & Burkart Activity

Blake & Burkart, the big Edison dealers here, report that they have been very busy, and that their business for the month of September was exceptionally good, even more than they had anticipated, as so much of the exclusive trade to which they sell have been late in getting back to the city, that they were agreeably surprised to find their fall business starting in with such briskness so soon.

In July last the firm took on the general agency of one of the largest piano houses in the country, and beginning October 1 last they were able to secure, as head of this department, the able services of C. E. Lucore. They are first of all phonograph dealers, but will do everything to make their piano department a success, but it will be run as an entirely separate part of their business.

They report that the Edison stock is coming in 100 per cent. better than it did thirty days ago. There is still, however, a greater demand for records than they are able to secure.

Give Up Talking Machine Soon

Story & Clark have discontinued the handling of talking machines in this city, as in other cities in which they have stores.

A Business of Wonderful Volume

Manager Eckhardt reports that the Pennsylvania Talking Machine Co.'s business has been wonderfully good. It is a repetition of the old story, however, that they are still horribly in arrears. But it looks as though there was good prospects ahead for improvement. Mr. Eckhardt was at the factory a few weeks ago, and he was astonished at the progress that was being made there. "It would look," he says, "as though the plant would be able to build all the product necessary to flood the world." He says: "If business continues to increase in the next two years, as it has in the past two, the expansion already made will be insignificant to what will be required."

Retail Trade Very Active

Hal Dorian, of Washington, has connected himself with the retail organization of the Pennsylvania Talking Machine Co., 1109 Chestnut street. The Lauter Piano Co., of Trenton, have taken on the Columbia, and will start a large campaign. Manager Eckhardt is expecting great things from the Lazaro records about to be placed on sale by the Columbia. In this he is not likely to be disappointed, for they are among the most interesting records ever placed on sale by this company.

Dictaphone in Demand

The Philadelphia Dictaphone office has been able to make the office quota in September, and three of their salesmen were able also to make the quota. Among some of the prominent sales of the month were: Rishel Furniture Co., Williamsport, Pa.; William Witmer & Sons, Sunbury, Pa.; National Glass Bottle Co., of this city, and additional machines have been purchased by the firms of William Lloyd & Co., lumber; American Express Co., the Lower Meriod Realty Co., Pennsylvania State College, the West Electric Co., and the offices of the City Solicitor of Philadelphia. They have placed an agency for the dictating machine with the Stoll Book & Stationery Co., of Trenton, N. J.

Manager J. D. Westervelt, of the Dictaphone Co., was in New York several days the past week. Recently he gave a very interesting talk before the Rotary Club, of which he is a member, as a special luncheon speaker, which incidentally was the promoter for considerable business to the firm. They have had very good results from their Dictaphone School, and they have placed on their roll several new salesmen.

Conditions look very good for the fall business of the company. C. A. Malliet has been making a campaign through the State for some time with very gratifying results, and they are expecting a very good business all over their State section.

Lively Times With Buehn

Louis Buehn, of the Louis Buehn Co., report that business is just as good as ever. The machine situation is still unsatisfactory, but the record situation is excellent. He is quite optimistic over the splendid outlook.

Death of J. Frank Smith

J. Frank Smith, a salesman, who had been with the Buehn firm for the past nine years, died on October 4, being one of the oldest employees of the firm. He was not considered seriously ill until about six weeks ago, although he had not been well for the past year. He was compelled to undergo an internal operation. He was forty-two years of age, and leaves a wife and two children. He represented the firm on the road.

Some News Brieflets

Christine Brothers, of Bangor, Pa., report that they have considerably enlarged their talking machine department, and have added a number of new booths.

F. Hayes Harmon, of Chambersburg, Pa., has just had installed in his store a number of additional booths from the Unit Construction Co., of this city.

Joe Goodman, of Manayunk, Pa., recently visited the Pennsylvania Phonograph Co., of Philadelphia. He is a successful Victor dealer, who has secured a lot of excellent business by getting after prospects instead of waiting for them to come to his store.

VICTOR CO. DECLARES DIVIDENDS

The Victor Talking Machine Co. has declared a regular quarterly dividend of 5 per cent., and an extra dividend of 25 per cent. on the common stock, making 80 per cent. declared on this issue so far this year, as against a total of 50 per cent. last year.

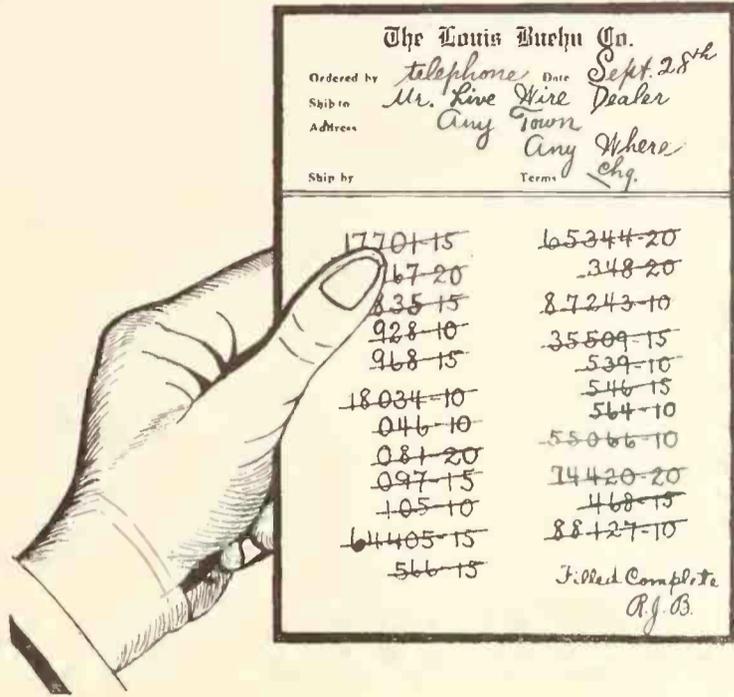
The hen that lays the golden egg is the Victor Jobber who keeps you supplied with machines and RECORDS during the "rush season."

Eighteen years of service have developed what we offer you—a Victor Service with that quiet easy action of a roller bearing.

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

PUTTING THE FILL IN PHILADELPHIA

By
the
Louis
Buehn
Co.



VICTOR
SERVICE

The demand for VICTOR RECORDS is bound to grow greater and greater as the holidays approach. It's going to take a lot of four ace service to keep you supplied to the point where you can satisfy a maximum number of customers.

We've specialized purposely on service all these years to be able to meet just such situations with competency. Place your order for Domestic or Foreign Records with us. You will be agreeably startled by the *human element of efficiency* we've built into Buehn service.



A service with an
"individuality" that
speaks for itself.

THE
LOUIS BUEHN
COMPANY
PHILADELPHIA'S
Exclusive Wholesale
VICTOR DISTRIBUTOR



LAZARO—destined to be the biggest name in opera. COLUMBIA—a name that has been and is the biggest name in music. Lazaro on Columbia Records—the biggest news of the generation. Biggest to dealers. Biggest to every lover of great music.

(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**

KEENER COMPETITION HELPS TRADE IN MILWAUKEE

Talking Machine Sales Are Rapidly Increasing Despite the Number of New Machines on the Market—Edison Shop Being Enlarged—Kunde Increases Floor Space—News of the Month

MILWAUKEE, Wis., October 5.—The activity that is apparent in the talking machine world at this time has never been equalled, and with the best kind of prospects for a huge volume of business between now and Christmas time.

The truth of the adage that competition is the life of trade seems to be proven every day. In spite of the enormous number of machines now being marketed, sales are mounting into surprising totals. Those who feared that the influx of many new types would have a bad effect on the old-established trade and would make deep inroads into the volume of business transacted by the few standard concerns of several years ago, admit they were mistaken. On the contrary, they have profited a great deal more than under former conditions.

During the last thirty days, several new makes of machines have been introduced to the Milwaukee and Wisconsin trade, and any number of new distributing agencies have been established. Chief among the new makes are the Brunswick and the Stradivara. The Brunswick-Balke-Collender Co. has maintained a large branch house at 275-279 West Water street for many years, and is at this time establishing sales and demonstration rooms for the new talking machine. Thomas I. Kidd, local manager, is busily engaged in mapping out his campaign, which will be prosecuted vigorously throughout the Wisconsin and Upper Michigan territory in time to get the cream of holiday trade. Several models are on exhibition and stocks are on the way to Milwaukee.

Max Schuelke, proprietor of the Max Schuelke Organ Co., 522-532 Sixteenth avenue, has taken the district distribution of the new Stradivara, made by the Compton-Price Co., and will be wholesale and jobbing agents for Wisconsin and Upper Michigan.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, is one of the enthusiastic distributors whose only plaint seems to be that there are not enough Victrolas to go around.

The Edison Shop, 213-215 Second street, Edison jobber, has been forced to undertake an enlargement scheme to bring its facilities up to the requirements of the trade. The firm has leased the store building adjoining the present house, giving it exclusive possession of the quar-

ters from 213 to 217 Second street. A fine concert and demonstration hall is being fitted up in the new store, and it will be known as "Diamond Disc Hall," an appropriate title originated by Manager William Schmidt. The new hall will be used for daily concerts, special recitals and tone test demonstrations. It will be in charge of Miss Pearl Corbeau. Retail business is just as brisk as wholesale trade, according to Herbert W. Gausewitz, retail manager, and Edisons are selling as fast as stocks come in, making it almost impossible to accumulate stocks for the greater rush in late November and December. Miss Flora Kellner, in charge of the record department, is one of the "live wires" of the Milwaukee Edison organization and has introduced some original ideas which are responsible for much of the increase in record sales in recent months. Edison week will be celebrated throughout the territory, October 16 to 21.

A. G. Kunde, 516 Grand avenue, Columbia jobber, has been obliged to add 1,800 square feet to his warehouse facilities to properly handle the immense volume of Grafonola business. The country trade is absorbing Columbias on an unprecedented scale, and especially the smaller styles are moving fast. In the city, retail business leans toward the costlier styles. W. E. Yerkes, district manager, and Charles F. Baer, Chicago manager, of the Columbia Co., called on Mr. Kunde a few days ago.

The Starr phonograph is making great headway in Milwaukee and the Wisconsin territory, according to A. Hoeffler, manager of the Hoeffler Manufacturing Co., 304 West Water street. Sales are in large volume, both wholesale and retail. Mr. Hoeffler also reports a brisk demand for the Domestic machine.

T. W. Abell, manager of the local branch of the Premier Talking Machine Co., 220 West Water street, has been obliged to get out on the road to help his traveling force line up holiday business without running into complications which the shortage of stocks might bring.

T. P. Ratcliff, of the Victor educational department, has completed a month's campaign in Milwaukee and surrounding territory and is now working in Iowa. The educational work will be continued by the Badger Talking Machine Shop, which has provided a separate hall in its

new building at 425 Grand avenue for demonstrating educational features. The work will be supervised by Manager R. H. Zinke, with Miss Brewster in direct charge.

The Pathephone Co. of Wisconsin reports the appointment of the following-named new dealers: H. A. Hooper, Seymour, Wis.; H. W. Ihlenfeld, Iola, Wis.; J. B. Lowe, Neillsville, Wis.; E. H. Mayer, South Kaukauna, Wis.; C. A. Moe, Crandon, Wis.; A. F. Mohn, Coon Valley, Wis.; Roems & Blahnik, Kewaunee, Wis.; Marx Bros. & Barth, Cashton, Wis.; C. F. Dahl, Viroqua, Wis.; Ed. F. Dunzey, Elroy, Wis.; E. L. Fisher, Reeseville, Wis.; E. B. Gauthier, Gillett, Wis.; C. A. Spencer, Waupaca, Wis.; Manall & Co., Norwalk, Wis. Manager Lawrence McGreal also reports an important new appointment in Milwaukee, where the C. W. Fischer Furniture Co. has taken on the Pathé line.

John H. Becker, manager of the Victrola department of the Twelfth street store of Edward Schuster & Co., Milwaukee, has resigned. W. H. Eucker, formerly of the local branch of the Story & Clark Piano Co., has been appointed to fill the vacancy.

One of the most important newcomers in the Milwaukee retail trade is Espenhain's department store, which has opened a Columbia division, in charge of Miss Helen Gunnis, until now in charge of the same department at the local branch of the Story & Clark Piano Co. The piano company closed its Milwaukee and Minneapolis branches on October 1. George A. Taylor, of the salesforce, will open a talking machine store at Genoa Junction, Wis. Miss Edith Shafstoll has joined the Victrola department of the Boston Store.

The J. B. Bradford Piano Co. has doubled the size of its Victrola department. Two additional salesrooms have been turned over to talking machine demonstrations and sales and the stock and record rooms have been enlarged.

One of the prize sales made by the Edison department of the Flanner-Hafsoos Music House was that of a \$200 style to E. J. Kastenholtz, secretary of the Milwaukee Council of the Knights of Columbus.

A big "drive" on the Columbia is being made by Stanley V. Waldheim, manager of the new department established by Waldheim's house-furnishing store a month ago, when the firm moved into its mammoth new ten-story building at 210-218 West Water street. One of the vast and expansive show windows is devoted to Columbia exhibits continually.

Leslie C. Parker, manager of the Victrola department at Gimbel Bros., has been elected president of the Salesmanship Club of Milwaukee.

The Steussy-Schulz Piano Co. has succeeded the Emil O. Schmidt Piano Co., 525 Grand avenue. The new firm will continue to retail the Pathé and also will handle the Magnola.

H. Luebtow & Co., 936 Teutonia avenue, Milwaukee, have moved to larger quarters at 923 Third street. The concern specializes in the Columbia and Premier.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

One of the Domestic Line



← The Wonderful Domestic Sound Box

There are 9 models
ranging in price
from \$7.50 to
\$47.50 retail

Size of the model
shown is 15 ins.
wide, 17 ins. deep,
8 ins. high

Inside Facts

The talking machine business is at last getting down to a basis where facts are beginning to make themselves heard above the din of extravagant, unsupported claims.

From its inception this company has dealt with facts, not fiction, and to say that we are more than pleased with the position we now find ourselves in is putting it altogether too mildly.

Domestic

TALKING MACHINES

have never been in the experimental stage, at least not since they were offered to dealers. They were planned and perfected from the first on the most approved basic principles.

Every detail was worked out by experts of known achievement in talking machine production. Old faults were eliminated, new advances were incorporated, tested and proved.

We were creating a machine to supply an urgent need, not a toy or a novelty; a real commodity for the home—low enough in price for the workman's home, beautiful enough in design and construction for any home.

We have produced an instrument so correct in tone and beautiful in finish, that comparison with other machines invariably sells the *Domestic*.

The result of such a comparison—in thousands of cases—has made it necessary for us in five months to double the size of our plant.

The result of such a comparison has convinced Domestic dealers everywhere that they have picked a live proposition and one that has an almost unlimited field.

The Domestic distribution is to be country-wide. Your own town will have its Domestic dealer no matter where you are located. It's a valuable franchise to have. Why not ask for it?

DOMESTIC TALKING MACHINE CORPORATION
33rd and Arch Sts., PHILADELPHIA

Domestic
TALKING MACHINE

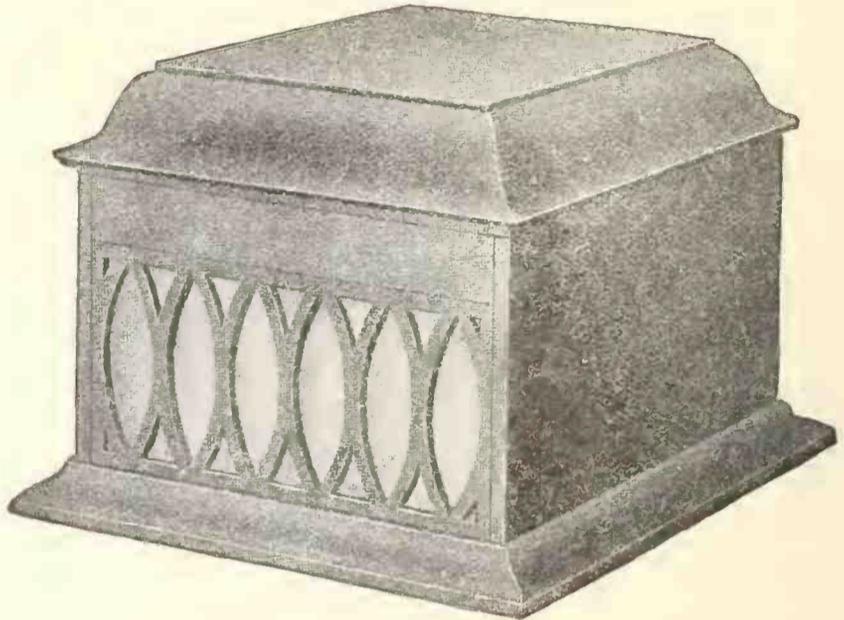
You Will Get Service and Deliveries With the **SAVOY Line**



SAVOY-Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

SAVOY MACHINES are not built to reach any special class of trade. All of your customers can be sold one or the other of the Savoy Models. The cabinet work is excellent, equipment thoroughly tested and guaranteed and our prices to the trade are *right*. Write for open territory. Prompt deliveries assured.



SAVOY-Style 25

Mahogany, Highest Grade Finish. Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

NANES ART FURNITURE COMPANY
 GRAND STREET AND EAST RIVER NEW YORK

WINS SUCCESS IN CHOSEN FIELD

Leonard Markels Has Built Up a Large Business in Talking Machine Motors, Tone Arms and Supplies Through Improved Methods

The wisdom and value of the old axiom, "Keeping everlastingly at it," is well exempli-



Leonard Markels

ed in the success achieved by Leonard Markels' motor, sound-box and tone-arm manufacturer. In the short period of five years Mr. Markels has steadily advanced in the talking-machine industry, until to-day his establishment occupies two entire floors at the building, 165 William street, New York, and his products have been adopted by many of the leading talking-machine manufacturers.

Mr. Markels' life history reads like one of the old-time Alger stories, for he worked his way upwards from practically nothing. He was obliged to leave school when very young, and finding his education neglected, decided

to study in the evenings. Having a natural bent for mechanics he gradually concentrated his energies in this direction, and at the end of a few years he was recognized as one of the finest machinists in the city.

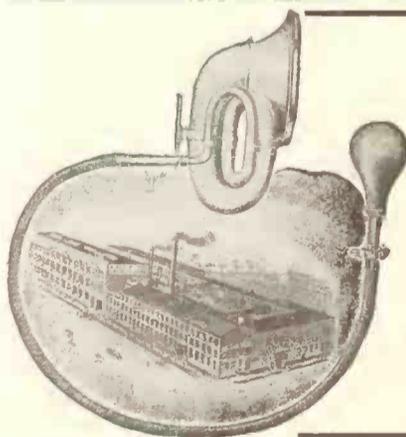
Mr. Markels made a hobby at this time of improving machinery and perfecting labor-saving devices which added immeasurably to the efficiency of the plants with which he was associated. He held a number of important positions in the machinery world, and in his spare time studied the talking-machine field with the idea in mind of perfecting a motor which would represent the distinctive ideas he had in mind.

From the very start, his efforts were rewarded with success, and with the installation of special machinery, designed under his per-

sonal supervision, Mr. Markels was soon able to turn out motors, tone-arms and sound-boxes with maximum efficiency and service. Every article turned out by the Markels factory is produced under the owner's personal supervision, and embodies patented improvements worked out by Mr. Markels in his laboratory.

Although he still continues to experiment and develop with the idea of further perfecting his talking-machine product, Mr. Markels finds time to be actively connected with numerous civic and musical organizations, being a life member of the Musical Art Society and the Metropolitan Museum of Art.

W. R. Carleton, of Pasadena, has arranged to open a talking machine store in Blythe, Cal.



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph **Standard Metal Mfg. Co.**
 HORNS 227 CHESTNUT STREET NEWARK, N. J.



CHICAGO, ILL
 WILLIAMSPORT, PA
 GOSHEN, IND

THE PREMIER CABINET CO.

Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS



Williamsport, Pa.



TO-LEAD-OHIO

First of all—RELIABILITY
Second—DELIVERY-BILITY

Of course we are going to lead Ohio in Victor Service, but we also want to let dealers in Indiana and Michigan realize what Toledo's helm seat on 23 railroad lines, 8 interurban lines and three steamship lines means.

Obviously it can only mean that Toledo is ready for work and that Whitney & Currier Toledo Service is LIVE. A "test" convinces. See if it doesn't.

THE WHITNEY & CURRIER CO.

VICTOR
Distributors

TOLEDO, OHIO

THE SITUATION IN KANSAS CITY

Jobbers Hard Put to Keep in Sight of Dealers' Demands—An Aggressive Pathé Campaign—Christmas Orders for Columbia Goods Being Filed—M. M. Blackman Calls on Edison Dealers—An Outlook for Old Records

KANSAS CITY, Mo., October 7.—A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., voices the sentiment of dealers apparently, when he says that Victrolas are scarcer than the demand. Mr. Trostler spends many hours a day figuring out how to help out the dealers in their meeting of the calls of customers for Victrolas—and his methods towards them are apparently very useful for imitation by the dealers towards the purchasers, for it holds the trade, and keeps the demand ever increasing. He reports a fine record trade and a splendid outlook for his trade in his territory.

The E. E. Trower Music Co. is entering aggressively upon the introduction of the Pathé to Kansas City and territory. It has been using considerable newspaper space; one of its most effective lines being, "Explore this new rich mine of music," and exploiting European records. The W. W. Kimball Piano Co. is selling the Pathé machines now, as their beautiful window on Grand avenue has an attractive display of the new machines.

The Columbia Graphophone Co. has been doing some large business during the past week or so. Some orders for Christmas goods have already come in, which shows that the dealers are afraid it will be difficult to get the machines when they will want them later on. E. A. McMurtry, manager, has just returned from a three days' trip to Oklahoma City, where he visited the dealers of that section. It seems that almost every dealer throughout the north-eastern section of that State has secured contracts for the installation of Columbia machines in the schools throughout their counties. With the teaching of music growing as it has during the past five years, at leaps and bounds, it will not be long before the schools of Kansas City will install talking machines. Some of the high schools, and a few of the ward schools already have their talking machines.

J. H. Best, manager of the dictaphone department of the Columbia Graphophone Co., is attending the annual trade show and convention of dictaphone managers in Chicago. This department has been very busy for some time past, and has to its credit the supplying of dictaphones for use at the headquarters of the American Bankers' Association at the Baltimore Hotel for the registering.

C. W. Smith, one of the "old" talking machine men in this section of the country, was recently selected to manage the Grafonola department of the Rorabaugh Dry Goods Co., Wichita, Kan.

C. S. Davis is the new salesman added to the force of the talking machine department of

the Peck Dry Goods Co. The business of this department has been increased by the recent siege of cold weather.

The Garver Bros. Book Store, Winfield, Kan., has opened a talking machine department, handling only Columbia Grafonolas.

Martin Bros., Topeka, Kan., recently made a special effort in the window decorating for the purpose of celebrating the coming "Edison Week," October 16 to 21.

The Starr Piano Co.'s local branch has been getting out some very educational advertising of Starr phonographs. "Silver grain spruce from the pine-clad hills of the Adirondack Mountain region is used for the sounding board throat and horn of the Starr phonograph." That is the way the ad. started, and the same theme was carried throughout. W. E. Rupe, manager of the local branch, has been getting good results from this advertising.

M. M. Blackman, manager of the Edison Shop, is now on a three weeks' trip through Kansas, Oklahoma, Arkansas and Missouri, calling on the dealers in that zone. Mr. Blackman has been rushed during the past month to take care of the business. This shop was even forced to order all goods ahead of time so that they could receive them on time. In connection with the recent Fashion Show, a yearly event in this city, the Edison Shop did not decorate its window, but placed a card in it saying that the

concert room had been decorated for the Fashion Show. As a result many new prospects have been added to an already long list and some sales are "on the way." This store went one step farther than other stores and brought the spectators into its house, thereby making concrete the business gained. "We made the people curious," said one connected with the firm, "and we got a lot of business as a result."

One of the most touching human-interest stories of months in Kansas City was that of a little cripple boy, who could not read, nor play—whose only solace was music. He had received a small Victrola from some kind friend, and a few records. A short story in the Star, telling of his condition and making an appeal for records, brought a considerable number to him. And his delight, the real good they did him, was touchingly told.

Incidentally, it suggested a proper outlet for old records, a way by which people could clean out their shelves of records of which they may have tired, without feeling that they had made serious sacrifice. Most people seem to hate to trade their records, feeling that they are sure to want most the ones they have had; and the same sentiment often prevents their selling records or disposing of them otherwise. But this new method of giving where they will put joy into lives that can get brightness in practically no other way, solves the problem.

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

LOOK AT THIS
CAREFULLY

If you are taking every opportunity of giving your customers service and increasing your own profits you will insist that every cabinet machine you order be shipped in an

ATLAS 3-PLY VENEER PACKING CASE

These cases save so much in freight charges and give so much protection to the contents that they may be found all over the world wherever cabinet machines are shipped. Surely it is worth your while to investigate.

We can furnish you with complete details of convincing facts. Write today.

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

This stamp appears on over 75% of the Cases in which Cabinet Machines are Shipped

ERNEST JOHN ADDRESSES THE TALKING MACHINE MEN

Well-Known Victor Advertising Man Offers Hints of Great Value to Retailers—Clearing House of Information for Dealers Suggested—Condemns Cheap Record Advertising

The monthly meeting of The Talking Machine Men, Inc., which was held at Keen's Chop House on September 20, was a most interesting and important one, not only for the action taken on various matters, but from the fact that the principal address was delivered by Ernest John, of the advertising department of the Victor Talking Machine Co., and editor of The Voice of the Victor. The usual luncheon preceded the meeting, and the attractions offered served to draw an unusually large number of members.

During the regular course of the meeting it was suggested that a clearing house be organized by the association for the purpose of compiling information available to all members regarding those from whom machines are repossessed, and those who have decamped before completing payments. The Talking Machine Men have suffered considerable loss through the practices, and it is believed that concerted effort should serve to discourage them. Definite action regarding the formation of the proposed Information Bureau will be taken at the next meeting of the association.

The Talking Machine Men discussed and also condemned strongly the practice of certain dealers in advertising records of prominent makes at considerably less than the established prices.

The big feature of the meeting, however, was the address by Mr. John, who gave the dealers many valuable thoughts to carry away with them. Those present were so impressed with the address that Mr. John was extended a rising vote of thanks at its conclusion. Mr. John's address, which is well worth reading, follows:

Mr. John's Interesting Address

I have been asked to talk more particularly about the problems of the retailer. I imagine it would be quite correct to say the smaller retailer, because whenever a business has arrived at any considerable size and achieved

any considerable reputation, it has done so only by virtue of the fact that it has successfully overcome most of the problems to which I shall refer.

To begin at the beginning—It is, of course, very necessary that in planning a new store, or in remodeling one, to have every improvement and every convenience within your means. By improvement, of course, I mean fixtures, equipment, etc. When you, yourself, walk into a store, not a Victor store, but some other store, and find it ill-kept and cheaply organized, what impression do you get? Do you get the impression that it is a store which is perfectly capable of taking care of all your



Ernest John

needs, and doing it intelligently? No, certainly you do not. You get just the other kind of an impression. It is not what you say verbally or in your advertising matter. It is a question of what impression the customer himself gets when he comes into your store.

That's why money spent for fixtures or equipment represents an actual investment. It is just as real an investment as the money you put into your stock of records. Your stock of records returns you dividends on your investments in the shape of cash. The money you spend for fixtures returns you dividends in the form of prestige, and if that is not another word for cash, then all the big retail establishments of the country are "barking up the wrong tree."

Look at some of the stores here in New York. Is there any need of such enormous expenditures as these stores represent? Business could be transacted in a much plainer establishment, but as a matter of fact it wouldn't be, simply because of the value of interior decoration. The value of the impression created by interior decoration has been so clearly established that every first rate firm indulges in that sort of thing. The store which did not indulge in it to-day would be considered lacking in taste and progressiveness, and there would be an immediate falling off in that firm's business.

The Necessity of Booths

I don't want to merely generalize about this thing. Take, for instance, the case of booths—record booths. I strongly advise that you build as many of them as your floor space will permit and your volume of business justify. You must remember always that you are dealing with the most elusive commodity that the world has ever known. Music never stands still. It is like the brook, and runs on and on. You can look at a picture for hours at a time if you wish, because there it is permanently fixed before you, but music is like running water. The impression has to be caught on the fly. How are you going to do that, if while you are interested in some delicate violin solo you are interrupted by the playing of other records, street sounds, or an ordinary conversation going on around you?

Personal taste in music is a very personal thing, and the man who would willingly spend \$5 or \$10 on ragtime records hesitates to do that if he is surrounded on every side by high-brows. On the other hand, a customer who has a real fondness for good music is irritated by the distraction of ragtime.

These things are not theories—they are facts. Facts that you have all discovered for yourselves. That feature alone would be enough to warrant the use of separate booths, but there is the too old and well-known advantage of getting the prospect off in a corner alone with a salesman. That is the condition best suited to produce results, and so let me urge you again to have all the booths you can possibly use, or expect to use within a reasonable time.

In dealing with this matter of booths, let me say, too, that there should be booths used for demonstrating the records only. There should be other booths, or a quiet section of the floor, devoted to the display of Victrolas. It would be absurd, for instance, to keep a Victrola customer waiting the convenience of a record customer.

The playing of records to the Victrola customer is an actual distraction until that customer reaches a certain point, for at the moment when he is thinking about a Victrola and how nice it would be to have one, he is doing a lot of mental calculation as to the money he can spend—is calculating on what he gets for what he gives—wondering whether it is better to get a \$200 Vic-

LONG CABINETS



D 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

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

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



D 79

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

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

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

trola or a Victrola XI or XIV. Keep the music away from him at such time, unless you wish to play a few measures of some one record in order to show just what effect is produced by any one of the types.

How to Demonstrate Victrolas

I have said, "play a few measures." I mean that. Keep right after him on the purchase proposition until you have got him. If you feel that you must show what the instrument will do, put some good record on and play it not more than a quarter of the way through.

A point which occurs to me on that, is this: Whenever you are demonstrating in that way, let the music come naturally to the end of a phrase before stopping. Do not lift the sound-box off at the moment when a singer is in the middle of a long note.

I do not know what your practice is, but I do know that I, myself, have frequently received an unpleasant impression while sitting in a demonstrating booth, because the salesman used a full tone needle on a rather loud record. I consider that a mistake. Use half tone needles by all means, unless for a moment or two you wish to show the great volume which can be developed. Then, of course, use the full tone. But in a confined space, such as you have in the average demonstrating booth, the sound waves are reflected from the walls to a considerable extent, and the combined effect is apt to be both overpowering and unpleasant.

As to having booths for the two purposes, that is of showing the line of Victrolas and demonstrating records for customers, I think that if I, myself, were in business and had four booths, I should have two of them intended for the one purpose and two for the other.

To the Victor dealer who feels that he cannot afford demonstrating booths, I want to say that no Victor dealer can afford not to have them.

The Economy of Convenience

Now we come to the matter of convenience. You can walk a half mile in half the time you can walk a mile. And just as surely you can do a given amount of work with half the number of clerks, provided your store arrangement is sufficiently convenient. It takes time to walk from the front door of the store to the rear. If your store is so arranged that your clerks have to do that frequently, the amount of time it takes each clerk will represent a very considerable item. It will quite possibly amount to so much that you will need three clerks—that is to say, you will have to pay three clerks salaries where you might very reasonably get along with paying two.

In any store the one most important thing is the stock carried. That is rather a sweeping assertion—nevertheless, it is positively so. If I can get what I want at some particular store, and get it when I want it, I shall go to that store, no matter whether it is convenient or inconvenient, no matter whether that store is attractive or unattractive. So I repeat that the stock offered by any store is the most important element. I do not like to go into a store where I may be cajoled into buying something "just as good." In fact, I dislike it so much that I will steer clear of any store in which I think that may happen to me, and you will find that everybody else feels much the same way about it.

Selecting the Record Stock

If you asked me what stock a dealer should carry, I should say that a complete stock of ten and twelve-inch single-faced records, ten and twelve-inch double-faced, ten and twelve-inch purple label and the best of the ten and twelve-inch Red Seal records.

I have some times been reminded that it costs money to carry a stock of that sort. I know that it does, but since a greater stock means greater opportunities for profit—why should anybody care? Moreover, with the Victor line, you know that sooner or later you will be able to exchange records on which you may have overstock.

I am not urging that the Victor dealer should carry a large stock of the same record, but in season and out of season I do urge that he carry a sufficient variety of stock. It doesn't seem to me that it can be necessary for the dealer to carry very many records of the same number when he is so near good distributing houses, as you gentlemen all are.

Stock, Advertising and Sales Force

That brings me to the question of ordering. Let me recommend that above all things you get into the habit of sending a record order to your distributor with the same regularity with which you open your store. Personally, I should feel disposed, if I were a Victor dealer, to send in an order, say every Friday, for that, it seems to me, would be the best way of keeping my stock up to par.

Next to stock, I should consider advertising and sales force as the most important elements, and remember that the most brilliant effort of the advertising man can be absolutely frustrated by the sales force.

No longer ago than last Sunday I was talking to a lady who told me she had been instrumental the previous week in getting an order placed for a Victrola. She asked me what difference—what structural difference—there was between different types of Victrola. In other words, she wanted to know why she should pay \$200 rather than \$100 or \$150. Your sales people must have that—they must have knowledge of human nature, they must be able to anticipate personal taste, they should by all means know something of music, and they should possess a sort of unobtrusive courtesy in marked degree.

You, gentlemen, have learned the wisdom and the value of getting together. Your presence here this afternoon demonstrates that beyond a doubt. Let me tell you that it is just as important to get your sales force together. If I were a Victor dealer, I should make every one of my clerks sell me a Victrola once a month, and I would argue against just as strongly as he argued for. After he

had done that occasionally, I think he would be able to meet and overcome any sort of prospect.

The Atmosphere of the Store

Another very important element in successful merchandising is the atmosphere of the store. You recognize and notice this in other stores. The probability is that you do not know just what the atmosphere of your own store is, because it is your own, because you are the boss, and do not see things from the same angle as your customers. If I had time I could take you out to half a dozen stores in this city where you would get half a dozen different impressions on entering the door. One may be dignified and frosty, another may be hustling and over-anxious—still another may be indifferent, and another one just right. The customer is attracted or repelled by this atmosphere long before you or your sales force get to him. It either makes him more eager to open up his purse strings, or less eager to do so, and the result of his visit is justified accordingly. When people coming into your store get the right sort of impression and the right sort of treatment, they become ardent boosters. When they do not get the right sort of impression and treatment they knock.

There are people who tell you that a knock is a boost. That is not so in the case of the retail store.

In building up a reputation for a store, remember that you have to deal with two classes of people. One class comprising the people who come into your store, and the other those who do not. You have two avenues of approach to the people who do not come into your store. The one your advertising—the other your window. Let me take windows first. I remember once when I was discussing window displays with our Mr. Brown, he made the statement that if he, himself, were a Victor dealer, he would change his window every day. That, of course, is not quite feasible for the smaller establishments, but let me tell you that the appearance of your window is of more importance than your personal appearance, to which you give much care and time every day of your life. Why is it that a man, who would never think of appearing in public with soiled linen or frayed coat sleeves, will permit his windows to be unkempt and dirty?

People who come into your store may have known you for years. They may know that they absolutely get a square deal every time they have any sort of a transaction with you. They may know that your word is as good as your bond, and such people will and do make allowances for the fact that your windows are untidy and your store unkempt. The people who have no business acquaintance with you do not know these things, and if all they ever see of your store is an unattractive exterior, why, gentlemen, you will never get these people to come inside.

The Two Kinds of Window Display

Generally speaking, there are two kinds of window display. One which is intended to create interest by appealing to the widespread appreciation of quality. The other kind of window is the one which is intended to produce an effect by an appeal to the even wider-spread appreciation of value.

I remember a window display which was designed by us and published in the Voice of the Victor some time ago. It was very simple. We selected a Victrola XVI, and around it we build a light frame work of wood, covering this outside and inside with black cloth having a dull surface. Green plush curtains were draped across the top and hung down on each side in front. Behind this drapery was a large incandescent lamp fitted with a reflector. There was a small palm on either side of this cabinet and some inconspicuous drapery covering the floor of the window. Very simple, but the effect was superb. The Victrola stood in the brilliant spot light, the rich color of it in contrast with the rich green of the plush. It is the same thing that a jeweler does with a handsome ring, necklace, or other such piece of jewelry. He puts it in a case by itself and sees that it is well illuminated. Such a window display says as plainly as it could be said in words, "Look, here is a beautiful musical instrument containing the most wonderful possibilities. It is so beautiful—so perfect—that we give it special prominence.

When it comes to the other kind of display, that is the one based on value—take some one instrument and use big show cards, setting forth just exactly how much people get for the money involved, remembering always in making such displays that people get vastly more than a beautiful piece of cabinet work and a successful mechanism. They get music. They get the music of all the world, all of it they wish, for whatever may be the amount of money involved in the Victrola you choose to feature.

Featuring One Thing at a Time

In window displays or in advertising, the thing to remember always is that you cannot develop the highest possible interest in more than one thing at a time. That is the way the human brain works. Give people a choice of either one out of two things, and you are adding to your own difficulties in just the same ratio that you are adding to their uncertainty. If I go into a store to get a hat, and the salesman, after sizing me up, brings me one hat with an intimation that that is the best thing he has for me, I shall, in all probability, take it. In any case, if he comes to me with two hats, and so admits an uncertainty in his own mind as to which kind of hat I should have, then he will immediately communicate that uncertainty to me.

Take the case, for instance, of a circular letter sent out to your record customers for the purpose of interesting them in certain records. If you use one example, or at the most two, you will, in the great majority of cases, produce results. If you try to feature ten or a dozen records in that way, you are much less

like to. One of the best things I have ever seen along this line was sent out by a dealer on the Pacific Coast. His letter read:

"Dear Mrs. So and So—You enjoyed record No. 87107, 'Whispering Hope,' with which we had the pleasure of supplying you on November 11, 1912. Here is another one that you will enjoy fully as much."

Then came a brief description of some other one record by the same combination of artists, Gluck and Homer.

Isn't it reasonable to suppose that I, as a dealer, may come across some record which makes a tremendous impression upon me? It makes so strong an impression that I feel impelled to come running to you, and to my other friends, on fire with enthusiasm, saying, "Here is one of the most beautiful things I have ever heard. I want you to listen to it. Isn't it a beauty?" Now, would you believe, or would anyone believe that I can be stirred to the same pitch of enthusiasm over a half dozen or a dozen records in that same way? No. And your customers feel that. Do not misunderstand me. I don't mean to say that I want you to confine your energies exclusively to any one record in any one month. I don't mean anything of the kind, but I do mean that when you want to send out a circular letter to your customers, you will have a vastly better chance to interest them if you put all your enthusiasm into one record than you will if you scatter it over a dozen. Now, then, when that enthusiasm conveyed through that letter has resulted in bringing that customer into your store, then by all means go ahead with every other record in which you think that customer may be interested.

Do you get my point? Black bass bites at a single attractive bait. If you tied a whole hardware store on to the end of your line, even the black bass would become suspicious.

Keeping Up the Mailing

Talking of sending out circular letters,—what is the condition of your mailing list? Do you actually use your machine register to keep track of your customers? Do you weed out names which have no value, and do you add to your mailing list new names which have value? When a mailing list is really alive, it is an exceedingly valuable adjunct to any business. When it is dead, it represents only an unprofitable expense.

Just think, in this country there are several huge concerns which have been built up on mail order business alone, and in view of that fact the value of a live mailing list must be apparent to everyone.

You will notice that the Western dealer, whose letter I have already quoted, evidently keeps track of the records he furnishes to his customers, as well as the Victrolas themselves. You will see from his letter he knows that Mrs. So and So got record No. 87107 on a certain particular day of the year. There's money in that, too. Just figure it out for yourself, or get some friend of yours to make the experiment for you. You will find that when the average individual walks into a Victor dealer's store in search of some new records, not knowing exactly what it is that he or she wants, one of two things will occur. The clerk will either happen right away to play some records of the kind in which this customer is interested, in which case he will get a generous order,—or else he will play six or eight records selected at random, and none of them will make a hit with the customer. I am willing to make a modest little bet with any of you, that in that case there will be no order forthcoming.

I have had experience in just that particular thing. Some of you may remember that a year or so ago we were running in the Voice of the Victor, a series of short write-ups of Victor records. I used to sit around of an evening and play over a number of records in search of some particular musical effect that I wanted to illustrate. If, in the first five or six records I succeeded in finding such an effect, well and good. I went ahead. If, on the other hand, I played over six or eight records without finding out what I wanted at the end of that time, I became indifferent, and more than likely I would give up right then and there,—simply because I was too distracted, too confused to pay any further critical attention.

Getting After the Customer

You may say that it is not precisely the same thing as the customer who comes in looking for records that he may want to get. In that case, I shall not be able to agree with you, and what is more, I have demonstrated the fact still further by going into dealers' stores where I am not known, and I have found that the condition I have outlined does actually prevail. If you do not get your customer interested in the first half dozen records you play, the chances are a thousand to one you will not get him interested at all. At that time, of course.

And that is where the particular value of keeping track of your record business comes in. If, for instance, a salesman can turn to a record book, which shows just what records you have supplied me with in the past, he will be able to tell about what sort of thing I shall be interested in now. Every time a customer comes into your store and you do succeed in interesting him right off the reel in one or two records, there is a chance that you may be able to get him lined up for a dozen or more. That, of course, is the salesman's business.

No consideration of the retailer's problems would be complete without some thought being given to the matter of advertising. I have very little more to tell you concerning advertising than was embodied in the address I made to the Jobbers' Convention in Atlantic City. This, together with other papers given at that time, has been reprinted for distribution among Victor dealers, so I think that for the present I can safely omit the consideration of advertising methods.

I would, however, call your attention to the fact that New York State, together with a number of other States, now has a law against misleading advertisements. I don't mean to insinuate that any of you would deliberately permit misleading statements to be made in your advertising. I only wish to caution you against publishing misleading statements unintentionally.

In the space of a few years, the Victor record catalog has developed into the most complete, most comprehensive catalog of music that the world has ever known. I consider it a monumental production.

They are telling us that the finest piece of symphony recording ever issued is the Chicago Symphony Orchestra's rendition of Grieg's "Spring" —Columbia Record A5844 in the October list. New recordings by the Chicago Symphony Orchestra in the November list.

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

Columbia Graphophone Co.
Woolworth Building, New York



DETROIT ASSOCIATION TAKES UP INTEREST QUESTION

Stand of Furniture Houses Causes Complications—Committee Handling Matter—Stock Shortage Problem Still to the Fore—Dealers Preparing—Michigan Edison Dealers to Meet

DETROIT, MICH., October 5.—The retail business in Detroit and throughout all of Michigan is showing improvement right along, and those engaged in the talking machine business are not worried half as much as to whether they will be able to sell goods this fall, as they are not being able to get them. Even jobbers who solicit Michigan business have expressed a doubt as to whether the factories will be in a position to fill orders 100 per cent. It's the old story at this time of the year of the manufacturers of being "oversold," and when we say manufacturers we refer, of course, to the standard manufacturers. It seems strange, and yet it is true that every fall there is a shortage of the popular numbers. The big call seems to be on \$100, \$150 and \$200 machines, while the high-class trade is perfectly willing to pay from \$250 to \$450 for talking machines. The unusual prosperity of Detroit and other Michigan towns is bound to create a lot of business for talking machines. It stands to reason that men who are making in wages from \$5 per day and up are going to install talking machines in their homes for the entertainment it provides for the entire family. Dealers will be acting wisely by taking greater precaution this fall than ever in the matter of extending credit. It will pay them to turn down an occasional buyer who is doubtful on credit rather than sell everybody who comes along, and then find themselves short at holiday time, when they have opportunity to sell to reliable customers, and many for spot cash. Every year dealers find that the last minute people come in who have the cash in their jeans to pay for talking machines. It's not nice to lose such business, and some of it can be avoided by a little discrimination on the part of the dealer.

So once more we advise precautionary meth-

ods on the part of the dealer as to whom they sell their talking machines this fall.

The Detroit Talking Machine Association started its series of fall meetings on September 18 with a splendid attendance at the Hotel Charlevoix. Most of the leading firms were represented, and many of them even had their entire sales force on hand. It was a successful meeting, and good results are sure to come. There was considerable discussion as to the policy of charging interest. There were many good arguments pro and con. The installment furniture houses claim it would be almost impossible for them to charge interest because they do not do so on furniture, and the same customers would strenuously object to paying it on talking machines. However, the fact was brought out that they would be helping the situation along if they at least did not advertise the fact that they charge no interest. On the other hand, it was the contention that dealers who confine their business exclusively to talking machines should certainly charge interest, otherwise they were making competition unfair, and one particular downtown dealer said that unless those exclusive firms did inaugurate a policy of interest-charging they would discontinue their present method and join the band-wagon by advertising the fact that "hereafter we charge no interest." This particular dealer said it was certainly better for all concerned if every dealer did charge interest in preference to no one charging interest, and concluded his address by remarking, "Now, we are all in the business to make money: why not look at this matter from the most sensible standpoint, and let's all charge interest. If we do that the public will pay interest without kicking and we will all benefit; if we don't charge interest, we certainly will not sell any

more machines, and our profit at the end of the year will be considerably less. Why throw away profit?" A committee of seven is now handling this proposition, endeavoring to work out some sort of an agreement between the firms who are exclusively talking machine dealers.

At the time of writing this article, we understand from R. B. Alling, manager of the Phonograph Co., that there is to be a general meeting of Michigan Edison dealers in Detroit, sometime during the month of October. It will be the first meeting of its kind in Michigan. Mr. Alling, by the way, recently made a trip through the West, accompanied by Mr. Bloom, of Cleveland, for the purpose of seeing what other jobbers were doing.

Wallace Brown, of 31 East Grand River avenue, has started a big advertising campaign on the New Edison. The copy being used in Mr. Brown's advertising is of an entire different nature than usually seen in this class of advertising. It has "punch," and is certain to cause people to read it. We must take our hats off to Mr. Brown for his ability to inject originality in his advertising.

We are looking forward anxiously to the new ground floor Victrola parlors of Grinnell Bros., at 243 Woodward avenue, which, from information handed out, will be one of the finest first-floor institutions of its kind in the country. Heretofore all of the Victrola business of Grinnell Bros. has been transacted in the basement.

K. Mills, manager of the local Columbia branch, says there is very little news to report; that the demand for machines and records was never greater, and that his only hope is that he will be able to keep his warerooms well filled in order to take good care of his dealers.

H. N. McMenimen, managing director of the Pathé Frères Co., recently spent considerable time here conferring with J. R. Peckham, of the Pathephone Co., regarding business.

John M. Dean Corporation Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

The Brunswick-Balke-Collender Co. branch in this city will soon start activity to solicit orders for the new Brunswick phonograph.

Albert R. Saunders, in charge of the phonograph department of The Michigan Drug Co., in this city, recently took on the Michigan agency for the Carola machine.

In the hope that he could get the factory to increase shipments on machines, A. A. Grinnell, treasurer of Grinnell Bros., Michigan Victor jobbers, made a trip several weeks ago to Camden. He was assured that everything would be done to take better care of Michigan dealers. Of course, we all know that never in the history of the Victor Co. were they so flooded with orders.

During the "opening" of the J. L. Hudson Co. the week of September 25, the whole store was in autumn colors. The windows of the piano store were in keeping with the rest of the store. The floors were draped in grey panne velvet, and the walls hung in the same material. Three Victrolas were on exhibition in the center of the window with a half dozen records.

The Phonograph Co., of Detroit, has enlarged its floor space by taking the entire fourth floor of the building at 184 Jefferson avenue, in addition to its four-story building at Woodward avenue. The reorganization of floor space means that the 256 Woodward avenue location will hereafter be for retail exclusively, while the Jefferson avenue place will take care of wholesale.

On September 18 Max Strasburg, Victor and Columbia dealer at 74 Library avenue, celebrated the fifth year of his existence in the retail business. Previously to starting for himself, Mr. Strasburg was for many years in charge of the Victrola department of Grinnell Bros.

F. S. Binger, who audits for the Columbia Graphophone Co., recently spent a few days at the Detroit branch. He was astounded at the big figures as compared to the last time he was in town, which shows how the company's business in the Wolverine State is growing.

ROBSON & ADEE SECURE THE AGENCY

SARATOGA SPRINGS, N. Y., October 5.—Robson & Adea have just been given the exclusive agency for the Edison Diamond Disc, and the firm has

BUY YOUR SAPPHIRE NEEDLES WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR
SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

a large number of styles of these machines on hand. There has been little difficulty in interesting the patrons of this large store in the merits of the Edison proposition when it is presented properly.

BOLWAY & SONS NEW BUILDING

In Syracuse, N. Y., Is Rapidly Approaching Completion—Opening Will Occur on November 15—Big Demand for the Edison

SYRACUSE, N. Y., October 5.—One of the finest talking machine shops in the city, rapidly nearing completion, is that of F. E. Bolway & Sons, Inc., which is located at 224 Salina street. The building is four stories high of the Gothic style, and terra cotta trimmings on the front add to the general architectural effect. It will be exclusively an Edison shop. The first and second floors will be devoted to retail purposes, while the upper floors will be used for wholesale purposes. On the ground floor there are to be seven booths, together with a handsome recital hall and showrooms. F. E. Bolway & Sons are Edison distributors for the Syracuse zone, and the official opening of this handsome establishment will take place on November 15.

BOOM TIMES IN PITTSBURGH

Payrolls in That Section the Largest in History, Declares J. C. Roush

PITTSBURGH, PA., October 4.—These are boom times in this section of the country, and talking machine dealers are getting their share of the good business. "Pittsburgh and vicinity, on account of its immense steel, coal, oil and coke industries, is having the largest payrolls in its history," declared J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, "and the talking machine business is booming to such an extent that it is almost impossible to even approximately supply our dealers with goods, though we are all confining our shipments to the immediate vicinity and permitting nothing to go to any point beyond half way to the nearest jobber."

FEATURES THE HEINEMAN MOTOR

May Co. Cleveland Department Store Advertises Fact That Music Master Machines it Handles Contains That Motor

CLEVELAND, O., October 6.—An unusual tribute was paid recently to the Heineman motor, when the May Co., one of this city's leading department stores, in advertising the fact that it had secured the agency for the "Music Master" phonograph, mentioned specifically in its advertisement that the machine is equipped with the Heineman motor. This is one of the first (if not the first), advertisements which has appeared in a Western newspaper referring by name to a talking-machine motor, and the Otto Heineman Phonograph Supply Co., manufacturer of the Heineman motor, has been complimented by the local trade on the prestige its motor has achieved. The paragraph referring to the Heineman motor read as follows:

The Music Master has a Heineman double spring motor, fully guaranteed in every way. Will play four records with one winding.

The Sign
of the
Starr
Store



Where
Starr
Service is
Guaranteed

*How about after
the Holidays?*

You can sell

STARR RECORDS

Before Christmas, but
more of them after
Christmas

But get ready now!

STARR factory facilities and Starr distributing methods enable us to give the best attention to all orders, large or small, insuring you an immediate, efficient and complete service and the steady sale of Starr Records means a large and continuous profit. Our systematic, thorough plan of cooperating with dealers insures complete satisfaction.

Starr Records are quality itself. In musical talent and range of repertoire they are superb. Of the "Hill and Dale" type, 150 lines to the inch, Starr discs play up to 4¾ minutes and are priced from 65c to \$4.00.

New Records are out the 15th of each month. Our monthly Record Supplement will enable you to keep an up-to-the-minute bulletin of all new records as offered.

The Starr Piano Company

Manufacturers of Starr Phonographs
and Records

Richmond, Ind.

A Complete Line of Starr Records Is
Carried by Each Distributor

STARR DISTRIBUTORS

M. L. MCGINNIS & CO.,
43 S. 8th St., Minneapolis, Minn.

MELVILLE CLARK PIANO CO.,
410 S. Michigan Blvd., Chicago, Ill.

W. H. CALDWELL,
Shelbyville, Ky.

STARR PHONOGRAPH CO.,
805-806 Century Bldg., Pittsburgh, Pa.

STARR SALES CO.,
923 Walnut St., Philadelphia, Pa.

STARR PHONOGRAPH SALES CO.,
56 West 45th St., New York City, N. Y.

Representatives Everywhere

LAZARO TO RECORD FOR COLUMBIA

Famous Spanish Tenor to Sing Exclusively for the Columbia Co.—A Gifted Artist

The Columbia Graphophone Co., New York, announced this week that arrangements had been concluded, whereby Hipolito Lazaro will

on the operatic and concert stages in Spain, Italy, Buenos Aires, London and Havana. In all of these cities he won the enthusiastic applause and commendation of critics, music lovers and fellow artists.

Born in Barcelona, in 1890, Lazaro, at the age of twenty-six, possesses a voice which is recognized by the musical world as one of the few marvelous voices of the present generation. His voice is remarkably powerful with exceptional range and control.

It is understood that Lazaro will probably visit this country in the near future to appear at several special performances, and it is further reported that he may become a member of the Metropolitan Opera Co. within the very near future.

The Columbia Co. is planning to spend a very large sum of money in national and newspaper publicity to feature Lazaro's records. In fact, this tenor's recordings will be more extensively advertised than those of any one prominent Columbia artist in recent years.

GOOD WINDOW DISPLAYS

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

ORIGINATE CLEVER STUNT

The Musical Record Co., of Los Angeles, have originated a clever stunt in printing on small cards a verse and chorus of some of the popular hits, accompanied by the Victor record number. In this way interest is stimulated in this latest issues of the Victor records.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President

25 East 14th Street New York

TELEPHONE, STUYVESANT 292

ACTIVITY AT THE UDELL WORKS

Noted Cabinet Manufacturing Concern in Indianapolis Reports Exceptional Demand for Its Products From Talking Machine Trade—Comprehensive New Catalog Issued

INDIANAPOLIS, IND., October 4.—There are few busier spots in the music trade industry to-day than the plant of the Udell Works in this city. There is evident a steadily growing appreciation of the company's cabinets, both in talking machine and the player-piano fields. This is undoubtedly due to the very attractive designs gotten out, and the reliable construction and careful finish of their products.

An idea of the wonderful line now produced is to be found in their new cabinet catalog, which has just been issued. As the index page shows, this company is making an extensive line of cabinets for Victrolas, Grafonolas, Pathephones, Aeolian-Vocalions, Sonora and Empire talking machines. This volume is very handsomely produced, and dealers and manufacturers will find it to their advantage to have one of them on hand for reference purposes.

In a chat this week with Tom. Griffith, sales manager of the Udell Works, in regard to the business growth of the company, he remarked: "We are in close touch with the dealers throughout the country, and know exactly what they require and what they can sell. We, therefore, are able to supply those designs that they are apt to duplicate on and which show a good profit. Our construction and finish is recognized as being second to none. We realize, however, that we must make the price which we are able to do because we get the volume of business. In the line of talking machine cabinets, we have built them so that the portable types of machines and the cabinet would match and make an attractive unit, and we have unquestionably succeeded wonderfully well.

"As far as our plant is concerned, we were never busier, and, in fact, our production department is working on top speed all the time. Our suggestion to dealers would be that if they consistently can place their orders early that they do it. We are not entirely selfish in making this suggestion, as we want to give them the right kind of service, and this year, of all years, the matter of deliveries is proving to be a big problem."



Lazaro Listening to His Columbia Records record exclusively for the Columbia record library. His first records will go on sale October 10 and include four arias, which are among the most popular selections in this famous tenor's repertoire.

Although Lazaro has never appeared in this country, he has achieved renown and fame in different parts of the world, having appeared

The ROWLAND Sound Regulator

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

RETAIL PRICE:

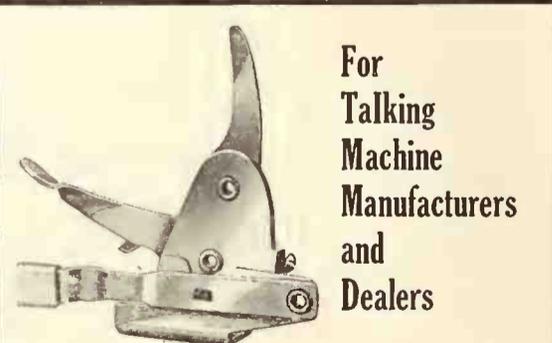
- Nickel Plated Regulator - - - - - \$1.00
- 22 Karat Gold Plated Regulator - - - - - \$1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.
261 Broadway New York

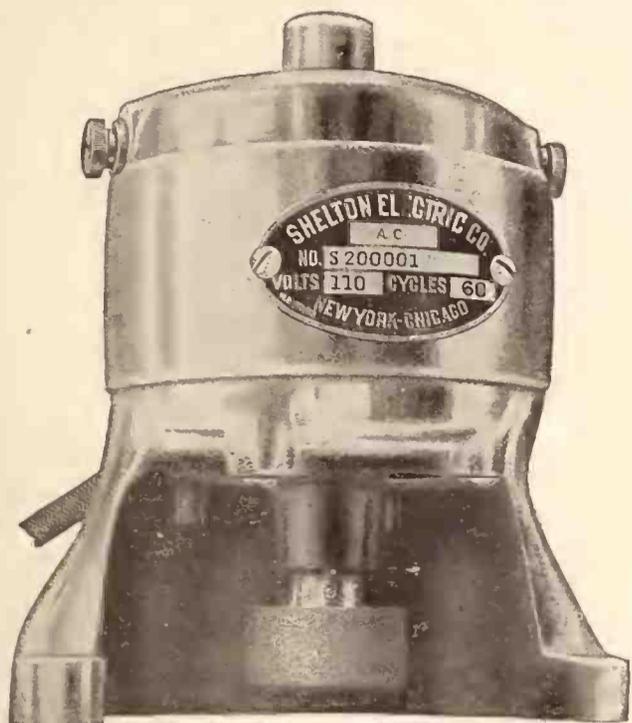


For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago



SHELTON ELECTRIC MOTOR

Write for Terms, Prices, etc.

The Shelton Electric Motor

was awarded the *Gold Medal* at the Panama-California Exposition

To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors, which proves the Public wants an electric-driven machine at a medium price.

Order a sample. Demonstrate it to your favorite customers. Be the first in your city to give 100 per cent. service.



SHELTON ELECTRIC CO.
Factory: Fort Wayne, Ind.

New York
30 East 42nd Street

Boston
101 Tremont Street

San Francisco
62 Post Street

NEW CONCERNS IN CANADIAN FIELD

There Will Be More Competition in Handling Great Demand that Is Expected to Materialize this Fall and Winter—Advertising by Use of Talking Machine Records—Some Strong Publicity by Established Concerns

TORONTO, CANADA, October 4.—The talking machine trade in the Dominion is keeping up in excellent shape, according to reports from all sections and there is every reason to believe that the coming season will break all previous records in the matter of demand.

A number of new concerns have entered the field, with the result that there will be plenty of competition in handling the increased trade.

Among the new dealers is W. McPhilips, of 189 Dundas street, London, Ont., who is handling the new Edison Diamond Disc phonograph.

The Carola Co., of Canada, with headquarters at 59 Yonge street, Toronto, also gives much attention to the field.

During the recent visit of the Aborn Opera Co. to this city several firms handling the Victor line made a special drive which included opera records, and have also featured the Victor book of opera with success.

During the recent Toronto Fair, the Columbia Graphophone Co. ran full pages in the leading local newspapers, calling attention to their product in general, and giving a list of all local dealers handling their line.

A man in Victoria, B. C., is credited with having installed an old-style horn talking machine in one end of his buffet. The machine was placed in one drawer, the horn discarded and the drawer above the machine used in place of the horn. A sliding panel was built at the end of the buffet to permit of the changing of needles and records.

A progressive Canadian publication recently called the attention of 2,500 prospective advertisers to the value of its columns by sending each a small record on which was recorded some of the chief arguments used by the publication. It is declared that the scheme proved very fruitful.

Several types of the Brunswick phonograph are now on display at the Toronto showrooms of the Brunswick-Balke-Collender Co., having been constructed at the local factory.

The Brantford Piano Case Co. factory at Brantford, Ont., is now marketing a new talking machine called the Brant-ola.

Gourley, Winter & Leeming are featuring daily recitals in their music rooms from 12.30 to 1.30 P. M., and again later in the afternoon, featuring the Edison Diamond Disc phonograph.

The R. S. Williams Sons Co., Ltd., Canadian jobbers of the Edison line, have been running

some strong advertising under the caption of "A Word About Music." The name of the company and that of the product which it handles does not appear.

NEWFOUNDLAND WANTS TALKERS

WASHINGTON, D. C., October 9.—An American Consular officer in Newfoundland reports a possible market in that country for inexpensive talking machines costing from \$3.50 to \$5. Manufacturers interested in receiving further information may secure the same by addressing the Bureau of Foreign & Domestic Commerce, Washington, D. C., or at the Custom House, New York City, and referring to foreign trade opportunity No. 22,542.

NEW EDISON DIAMOND DISC SHOP

LITTLE FALLS, N. Y., October 5.—A new Edison Diamond Disc Shop has just been opened in this place by M. J. Coates, who is familiar with the Edison business, and is destined to make a good success. The official opening of the new shop was on September 30, and there was a large crowd of interested persons present.

NEW CRESCENT REPRESENTATIVES

Important Retail Connections Recently Made in New York and Vicinity

During the last month the Crescent Talking Machine Co., of New York, added some new retail representatives to their rapidly growing chain. The "Little Music Shop" at White Plains, N. Y., and the "Little Music Shop" at Tarrytown, N. Y., both handle the Crescent line under the direction of H. R. Stanton. In New York City, Bauman & Co., of 152d street and Third avenue, have established themselves as exclusive Crescent dealers and three handsome soundproof demonstration booths are now in the process of construction. These booths are of a style which is properly termed "Crescent Style"—in other words, Crescent dealers are adopting a uniform type of booth consisting of sash work of a cream color with an interior of compo-board which is patterned to represent large yellow tiles. The continuation of this policy means, of course, that wherever Crescent dealers are found this same unique style of high-class booth will also be found.

KANE INSTRUMENT STANDS

SUBSTANTIALLY CONSTRUCTED—ELEGANTLY FINISHED

Slide under top is a "third hand" for changing records.

The shelf is convenient for record files.



No. 595

AN ORNAMENT IN ANY HOME

KANE STANDS SELL AS EASILY AS NEEDLES

STANDS ARE ADAPTED FOR THE FOLLOWING MACHINES:

No. 594—13 1/4" x 14 1/4". Victrola IV, Columbia Meteor and smaller.

No. 595—17" x 17". Victrola VI, Columbia Eclipse, Jewel.

No. 596—20 1/4" x 24 1/2". Columbia Favorite, Edison A-80.

No. 597—17 1/4" x 20 3/8". Victrola VIII and IX.

Rubbed Finishes—Mahogany; Golden, Fumed and Weathered Oak

KANE BLIND AND SCREEN CO.,

KANE, PENNA



Last month's triumph eclipsed! The Columbia November list of records is by far the most attractive, from a selling point of view, that has ever been issued by any talking machine company.

(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**

BECOMES FACTORY MANAGER

Chas. W. Neumeister Takes Charge of the Heineman Plant at Elryia, O.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, an-



Chas. W. Neumeister

nounced this week the appointment of Charles W. Neumeister, as factory manager. Mr. Neumeister is spending a few weeks at the company's executive offices in New York, and will

then proceed to the Heineman factory at Elryia, O. Mr. Neumeister is well known in industrial and commercial circles in London, having for many years successfully conducted some very important concerns in the British domestic and foreign trade. His lengthy executive experience, coupled with his technical knowledge, ideally equips him for his new position.

Mr. Neumeister succeeds W. C. Pilgrim, who has joined the Western sales offices of the Otto Heineman Phonograph Supply Co. as assistant to S. A. Ribolla, sales manager of the Western division.

PORTFOLIO OF OUTING PICTURES

Pleasing Souvenir of Talking Machine Men's Picnic Prepared by Philip Marcus

Philip Marcus, manager of the wholesale department of the S. B. Davega Co., prominent Victor distributors, surprised a number of his friends in the retail trade recently by presenting them with attractive portfolios containing ten photographs of groups and happenings at the outing held at Rye Beach last month.

The pictures were snapped by Mr. Marcus, who ranks high as an amateur photographer, and the portfolio made an excellent souvenir of the pleasant occasion.

The Stewart Phonograph Co., Chicago, has increased its capital stock from \$50,000 to \$100,000.

STARR CO. ANNOUNCE NEW MODELS

Art Styles Have Been Added to the Starr Line of Phonographs—Output Almost Doubled

RICHMOND, IND., October 5.—Four new models have been added to the line of phonographs



Style VI
"William and Mary"

manufactured by the Starr Piano Co. These are of classic design following the styles of the old English masters and are beautiful exponents of the school to which each belongs. Style VI. is of "William and Mary" design; Style VII.,



Style VII
"Jacobean"



Style VIII
"Adam"

of the "Jacobean;" Style VIII., of the "Adam," and Style IX., of the "Sheraton." They are priced from \$250 to \$300.



Style IX
"Sheraton"

The output of phonographs at the Starr plant has almost doubled since the completion of the new six-story building and new agencies are being made daily to facilitate the distribution of these instruments.

DEMAND FOR EDISON LINE

BENNINGTON, VT., October 5.—P. R. Burt has been able to build up a very satisfactory business in Edison disc machines since he took the agency. The same story is true of Mr. Burt's Greenfield, Mass., store, where a large line of Edison styles is constantly kept on hand.

Bernard Titler, who recently opened a talking machine shop at Lenox avenue and 116th street, New York City, reports a very pleasing demand for Jewish talking machine records during the recent holiday season.

Not An Experiment



The VICSONIA is favorably known to the trade as the reproducer that plays the Edison Records *perfectly*.

It is *NOT* a "cheap" instrument.

It does *NOT* damage the record.

It does *NOT* require a mechanic to attach it.

By its pure, sweet tones and remarkable absence of blast and rattle

The VICSONIA

Has Demonstrated Its Superiority

SPECIAL OFFER—We will send one N. P. VICSONIA to any dealer in the U. S. or Canada on receipt of \$3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO.

313 East 134th Street

New York City

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C. LONDON, W LIONEL STURDY, MANAGER.

Despite War-Time Handicaps the Talking Machine Trade of England Shows Activity Far Beyond Expectations—Factories Working Night Shifts—Increased Cost of Production Believed to Seal Doom of Cheaper Records—D. Denville Simons, Noted Expert, to Make Headquarters in New York—Something Regarding the Newest Record Lists—Military Exemption for Employes of Gramophone Parts Factory—A New Portable Machine Introduced—Form Russo-British Chamber of Commerce—New Record Exchange Plan—Growth in Export Trade—News of Month

LONDON, E. C., ENGLAND, October 3.—With the season now well ahead of us, gramophone and record sales, as may be expected, are steadily rising week by week, the indication being one which leads to the belief that bulk trade will reach proportions quite beyond the most sanguine anticipations. Already we hear of night shifts for the larger factories, that is, so far as labor conditions permit. It is the latter feature perhaps that appears to be causing more anxiety than anything else, for all the time there is an insistent call for men, and yet more men by the army authorities on the one hand, and commerce on the other. As the supply for the army increases, so of course, the labor position in trade circles becomes more acute, and manufacturers must perforce make the best of it by substitution in the shape of girls and such unskilled men of the older class as may be available. Another reservoir is that of discharged soldiers who, if not physically disabled, quickly become efficient record pressers after a few weeks' tuition. With it all, however, there is a shortage of men. It is not confined

to one particular trade more than another, but perhaps our industry must expect to suffer the most.

The demand for records is already sufficient to justify the inauguration of a night shift in nearly all gramophone record factories. It is obvious, therefore, that the supply this season will not outrun the demand; rather the contrary, I should say.

Assured of the demand, we may leave it to the manufacturers to meet it somehow or other, though the job is not an easy one.

Is the 18-Penny Record Doomed?

The natural result of the foregoing conditions in the labor market has been a general all-around increase of wages. The voice of the working man grows stronger and stronger; it is impossible to withstand; and in consequence we are in the throes of an insidious competition among the manufacturers themselves. This competition for labor is not openly recognized, but it none the less rests upon a strong foundation. The system in force is a flat rate for each dozen records pressed and passed. It should be noted, however, that the rate varies somewhat, according to locality—London or provincial, with the inevitable result that labor is naturally attracted by the best price. Among some of the manufacturers there is an unwritten law which recognizes the principle of discouraging a man who goes from one firm to another—the always-on-the-move-never-satisfied-sort, bartering his services to the highest bidder. But there is no general acceptance of this principle. A is only too glad if he can get a good man from B, and B perhaps feels justified in playing the same game on C. The consequence is productive of a good deal of

restlessness among the workmen in the plants.

Partly on the foregoing grounds, and more particularly to the increased cost of living, wages are very much up. This preliminary aspect of the situation leads me to perhaps a more important reason why I think that manufacturers of 18-penny discs will eventually be forced to seriously consider the prospect of having to raise the retail price. The margin of profit on a double-sided disc carrying two good selections by reputable and often expensive artists, is of a continually diminishing quantity. We have seen that this is partly on account of the natural increase in the value of labor, and on top of this are two further considerations—the enormous increase in the price of record material, etc., and higher taxation charges in every department of commercial and social life. Dealing particularly with the cost of materials, we find that shellac, one of the chief ingredients of records, has gone up so enormously in price—largely, it is said, in consequence of speculation, that the government is now considering what steps should be taken to put a stop to this inflation of the price of a commodity which, be it noted, is used a good deal for military purposes. However, the latter may be, the increased cost means a big slice out of the profits of record manufacturers, and though I am deeply sensible of the government's right to first claim, it only emphasizes one of the many and increasing difficulties in which the gramophone trade finds itself to-day. In the manufacture of records, it would not be wide of the mark to put the total productive cost at 33½ per cent. higher to-day than formerly. What of to-morrow?

(Continued on page 104)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-selskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

- the smallest complete machine on the market
 - with a tone, both in quality and volume, equal
 - to the largest. IT HOLDS 12 DISC RECORDS.
- Outside measurements when closed 14 x 11½ x 7 inches!

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 103)

W. Denville Simons Leaves for America

Owing to present trade circumstances and restrictions over which there can be little or no control during the war period, the British gramophone trade, it must be admitted, offers but a limited field for enterprising men, to whom active mental and physical work is the very salt of life. It is on this ground that W. Denville Simons has been moved to seek a new field for his almost insatiable craving for higher achievement in the industrial sphere of talking machine trade development. He sailed on the steamship "Alaunia" September 16, for New York, where he expects to settle more or less permanently. A few days before sailing Mr. Simons visited the London office of this trade newspaper, and in the course of a chat with the writer, spoke of his regret that circumstances compelled a severance from social and business friends of so many years close association. Up and down the country wherever one may go, his friends are many, and not least among the Provincial factors and dealers. Mr. Simons' early commercial life experience in American trade circles, over a number of years, were diplomatically modified to suit what is sometimes termed British insular prejudice, and in no field was his great knowledge of men and the world applied more successfully than when he joined the Edison concern as sales manager soon after they started in London. He it was who did most of the missionary work in establishing the principle of price maintenance among our dealers. To those acquainted with conditions prevalent during the early talking machine propaganda work in England, it will be obvious that Mr. Simons undertook a task of some magnitude which called for the exercise of tactful persuasion and argument. A long chapter could easily be devoted to the many difficulties which beset his path, but suf-

ficient for the day, and the restricted space at my disposal, is that he succeeded in gaining the signatures of quite 90 per cent. of Edison dealers to the famous price-maintenance agreement, which set the seal of a fine principle to what has since proved "a boon and a blessing" to the British gramophone trade as a whole.

Over ten years with the Edison Co., Mr. Denville Simons finally left to take his place in the development of disc record manufacture. He pinned his faith to the phono-cut, and in 1914 started the Diamond Disc Record Co., Ltd., in association with an old trade friend—S. P. Turner, one time manager of Messrs. Pathé Frères. It says sufficient for Mr. Simons' trade standing, and the merits of his product that the first month's supply of Diamond records was sold four times over in the first few days! Due, partly to difficulties in manufacture consequent upon the war, the Diamond Co. was early this year absorbed by the Pathé people, Mr. Simons becoming sales manager of the whole Pathé output.

And now to the new world he wends his steps, fully assured of a right hearty welcome from more than one big corporation. At the moment I am precluded from divulging his future plans, but this much may be expected—that within a short time we shall have news of him more probably than not, connected with one of America's foremost talking machine companies. By his intense activity, organizing ability, and unbounded faith in the future of the gramophone, Mr. Simons has left a mark of no mean character and strength. The Talking Machine Society movement, which happily continues to gain strength in this country, evoked his interest almost from its commencement some six years ago. He was president of no less than five phonograph and gramophone societies, whose growth was, to a large

extent, due to his encouragement and influence.

It need only be said that our friend will be very much missed, and in his new sphere of action we shall all follow with interest his future movements towards the goal which he has set out to attain. To that end—confident in his ability to "get there"—our sincere good wishes.

If Dealers Got the V. C.!

If a V. C. were awarded to the dealer with the biggest sales of the year, and he were asked, like the newly-elected M. G., why he succeeded, his answer would be brief and to the point—"Zonos"!

So runs the opening paragraph of this month's bulletin to Zonophone dealers directing their attention to as fine an array of new records as could be issued for the opening-of-the-season month. A new baritone, George Parker, makes his debut on twelve-inch record A214. In company with Sidney Coltham, the Zonophone tenor, Mr. Parker takes his part in "The Crucifix" and "Solo Profugo"—from Martha—with exceptional brilliance. We are to hear him in some solo numbers next time. Paul Astor's pianoforte technique, in two well-known items,

Treasurers of the Trade

IT'S easier to get custom than to keep it, but you can ensure keeping your customers by repairing their machines only with

REYNO CARBO
MAINSPRINGS AND PARTS

The Reyno Carbo Mainspring is made by special process and is free from flaw and sag. It's made in all sizes, hook eye or loop, and warranted to give satisfaction always. There's no way of getting the best, unless you say REYNO when ordering.

W. H. Reynolds (1915) Ltd., 45, City Road, London, E. C.

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

REGISTERED



TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are *better*, our Prices are *better*, and our Deliveries are *surer* than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 104)

bespeaks at once the master, and sufficient unto the day is the fact that his records command very large sales. The evergreen "Raymond Overture," parts one and two, is down to the credit of the Black Diamond Band, who also contribute two attractive selections of a semi-patriotic nature on ten-inch disc 1668. A record that will attract more than ordinary attention in 1677 bearing Schubert's "Serenade" (arranged by Charlton), on the reverse being the "Evensong," both to the credit of Miss Louise Brooks (soprano), and Harold Wilde (tenor), with orchestra. The combination is excellent—reaching a degree which we are inclined to think will make the public thirst for more. There is, of course, many other prominent names on the list, which, as usual, well emphasizes the Zonophone quality throughout.

A Good Advertising Start

No one firm can afford to neglect the political and material results arising from a well-planned advertising offensive. That is more obvious than ever in these troublous days. Though, at the same time, it must be admitted that gramophone firms could find plenty of excuse did they so desire. But no excuse is needed; every firm is out to maintain its position and general standing, apart from the sales-stimulating aspect, no matter how good its products, or its system of trading. But particularly do we admire the big outlook which the "His Master's Voice" company consistently display in good as in difficult times, like the present. Their broad policy, which has for its direct aim, a whole-hearted support for their large army of retailers, has never relaxed, and to-day we see it as strong as ever. A good start for the season has been made by the acquisition of front pages in expensive daily newspapers, etc. One of the most attractive advertisements was that in the Daily Mail last month, which heralds, we believe, a special advertising campaign for the season. When it is considered in conjunction with the enormous amount this company annually spends on folders, lists, window and shop display hangers, and other publicity ideas, it may reasonably be accepted as a pretty good index of the increasing homage of the public to the pre-eminent claims of the gramophone as an instrument comparable to the highest form of musical art. Which again is fully endorsed by the greatest artists of the day, who confide their reputations to His Master's Voice Co. New and glorious musical programs are out, and that is sufficient for the wise dealer!

Present Claims for Exemption

Under the Military Service Acts there is a clause which leaves to the Tribunals the power to grant exemptions to men who can prove their indispensability in their particular business. It may be mentioned that in the majority of cases the Tribunals take the view that no man is indispensable, and in consequence the employers find they are only allowed a month or so's grace in which to replace managers and others in responsible positions. A case in point is that of Messrs. Brown Bros., Ltd., of 22-34 Great Eastern street, E. C., gramophone and gramophone part factors, who appealed on behalf of sixty-two of their employes, on the ground that it would be a business hardship to them if they went. Two members of the Tribunal, together with the military representative, had spent a day at the firm, as a visiting

committee, to investigate the appeals, and they had now brought forward their recommendations as to the exemptions and dismissals. Mr. Harwood said the firm had a splendid record, as they had lost two hundred and seventy-two men out of the original staff of five hundred and twenty-six. He had to frankly admit that he felt the gravity of the situation as to adjudicating on such an immense business, and to be candid he would say that, although they spent something like four hours on the firm, it was impossible to grasp even in a minor degree the immensity of the business. They had fifty-four departments, and a man was absolutely essential for each. To give an idea of the huge business he had only to say that the annual turnover was a million and a quarter sterling. Mr. Porter said it seemed strange to him that such a number of married men had been recommended as having to go, while so many single men remained behind. Mr. Harwood, who was one of those to visit the firm, said the real honest fact about the matter was that the single man had shown that he had got the brains, and had pushed himself forward, while the married man had lagged behind. There was a good deal of argument between the representative of the firm and certain members of the Tribunal, which finally resulted in the majority of the men being given until the end of the year.

Smallest Portable Gramophone

What may truly be described as the smallest portable gramophone on the market is aptly named The Compactophone, the invention of D. Sternburg, the Sterno Manufacturing Co., 19 City road, London. It is put up in a finely polished oak cabinet, with mechanism, fittings, etc., of reliable quality. When closed the total outside measurements are fourteen by eleven and one-half by seven inches, and this, be it remembered, includes carrying space in the lid of the instrument for no less than twelve discs! The scientific adjustment and arrangement of the tone-arm position allows for a sound-resonating chamber of a size sufficient to produce a tone volume equal to the average exterior-horn machine. The Compactophone is really a wonderful little gramophone. To say that it has caught on would be something beside the mark in view of the fact that notwithstanding special efforts, the company has until recently been quite unable to satisfy the demand. In the latter respect, the position shows signs of improvement, and oversea traders are, therefore, invited to put in stock what is one of the finest trading lines extant.

It should be mentioned that this firm is the sole agents for the well-known gramophone motors made by Messrs. Mermod Frères, Switzerland.

London Musical Successes Presented

Much of the cream of London's musical successes are impressed on the well-known Gramavox records, the latest list of which shows that the company are fully alive to the necessity of maintaining a standard of quality comparable with any similar-priced record on the

market. A specialty of the Sound Recording Co., Swallow street, Piccadilly, W., is the cultivation of stronger commercial relations with oversea traders. The company is in a position to offer most attractive prices, and equally as important, complete and prompt delivery. All interested may obtain lists, catalogs, trading terms, etc., upon application.

Trade Is Satisfactory

A recent interview with Hirst & Co., of Grove road, Willesden Green, elicited the pleasing information that trade was never so satisfactory as during the last few weeks. This firm caters for a number of wants in the musical industry, its specialties being sound boxes, springs, needles, screws, electric batteries, and a number of lines notably in pianoforte iron mongery.

Form Russo-British Chamber of Commerce

In view of the prevalent desire to establish more intimate commercial relations between the Russian and British Empires it was decided at a large gathering of British and Russian firms interested to form a Russo-British Chamber of Commerce in London. Official recognition is secured by the promise of the Imperial Russian Ambassador to become honorary president. The objects of the Chamber is both political and commercial, with, of course, special attention to the promotion, study, and development of trade between the two countries. Composed of British and Russian business men, M. P.'s, etc., and apparently free from the atmosphere of lawyers, one may hope that some good will result. It is assured if only the hard-headed business man has a free hand.

New Record Exchange Scheme

The Winner Record Co., Ltd., has just completed a very good record exchange scheme with their dealers, which made provision on liberal terms for the release of retail junk stock, broken and otherwise slow selling records. It has proved altogether successful. With the opening of the season sales are looking up, and no more appropriate time, therefore, could have been chosen. Shelves filled with new stocks offer the best possible encouragement for increased activity, and realizing this, it is no wonder that Winner dealers have seized a golden opportunity to start on the right side for a quick turnover. The huge Winner manufacturing facilities are already closely taxed to keep pace with the demand; indeed I am told that given their ability to get the necessary labor, night shifts are to be started as soon as may be possible.

The foregoing makes good reading as a prelude to a brief examination of the company's new record offerings. Figuratively speaking, any firm can make a record, but the Winner people certainly know how to make good ones. To its indorsements refer to the latest program. Here we have the best crystallized genius in shape of—The Two Bobs, Olga and Eli Hudson, Sergt. Leggett, Robert Carr, The Schumann Quartet, Jack Mills, Stanley Kirkby, etc., all of whom contribute just those selections as are best calculated to achieve the dis-

(Continued on page 106)

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

**A SPECIAL
JOB LINE
OF DISC
RECORDS
FOR SALE**

We are factors for machines,
parts, accessories, and nearly
all makes of British Disc
Records.

A Snip for Big Buyers

40,000 10-inch double-sided records—
quite new—good assortment of
attractive titles—instrumental and vocal.
Offered in one lot or would split up in
parcels of not less than 5,000.

PRICE £25 PER THOUSAND
FOR QUICK SALE!!

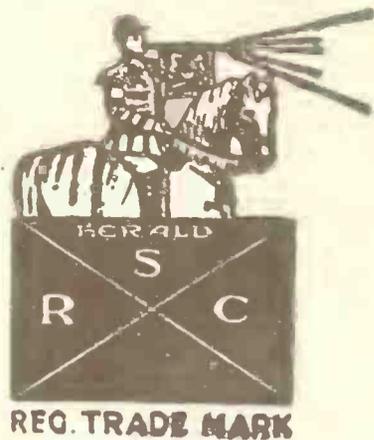
Also 20,000 two-and four-minute Edison and Clarion
CYLINDER RECORDS—good assortment to clear at a
very low price—no lists—terms on application.

Write for lists of disc records to

LUGTON & CO., Ltd.

133-135 OLD ST.

LONDON, E. C.



Gramophone Records

Special Points for Overseas Keen Houses

"A British Firm of Repute"

"Offers Close Quotations"

"5000 'Five Thousand'
Lots and Up"

Address: **EXPORT MANAGER**
SOUND RECORDING COMPANY, LIMITED
Swallow Street, Piccadilly, London, England
CABLES:—"GRAMMAVOX, LONDON"

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestras.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Special Labels if Required.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.
- The Finest 10 inch Needle Cut in the Market.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

tion of enjoying big sales. I can but strongly advise all oversea traders to get samples of these Winner's, and let them, as they will, speak for themselves.

Interesting Trade Returns

Pleasant reading is that relating to our trade returns for last month. For that period the total export figures amount to just under £48,000,000, the highest since the outbreak of war, and over £15,000,000 greater than last August. Notwithstanding the difficulties of trading as a result of men being called up for the army, our total exports for the first eight months of this year amount to the huge figure of £335,851,000, which, be it noted, is nearly £12,000,000 higher than during the same period in 1914, before war broke out. The foregoing amounts refer only to exports. On the import side the figures are, of course, equally large, but it is satisfactory to observe that a decline is now registered almost each month. Other—not so pleasing news to some of us perhaps—is that the United Kingdom revenue during 1915-1916 totalled over £337,000,000! The new Customs duties amounted to very little altogether—only some £74,000 in the case of musical instruments!

Big Call for Guardsman Records

By the figures quoted last month, it is apparent that the call for "Guardsman" records from oversea traders is very much on the increase. The Invicta Record Co., whose product it is, informs me that they are doing their best under difficult circumstances to satisfy all requirements, and so far have been able to keep the supply fairly level with the demand. Now that the latter is reaching larger proportions each month, arrangements are in hand, whereby it is hoped to leave no loophole for complaint on the ground of deferred deliveries, etc., but customers abroad are asked to make every allowance for the exigencies of the times. No delay in executing orders has occurred so far, and it is hoped none will in the future. The Invicta Co. is certainly very much alive to the splendid opportunities for trade openings abroad, and they may. I have little doubt, be relied upon to keep their oversea customers fully supplied with Guardsman records.

Great Italian Tenor for Columbia

A sensational record by a great Italian tenor, who has taken America by storm, is provided in the announcement of the first recording by Hipolito Lazaro on Columbia this month. In this, his first record, he sings the air of Rhadames, "Celeste Aida," from "Aida," with a flawless beauty that is simply amazing.

The Columbia October supplement surely constitutes a landmark in the history of records, for never before has such a gathering of great artists been presented in one month's issue of records. To all earnest students of recorded music, this list will prove of absorbing interest and value.

The greatest of all British contraltos, Clara Butt, is represented by a notable trio of records in the Columbia October supplement, leading off with a superb exposition of the Han-

delian oratorio air "Rend 'il Sereno," from "The Redemption," in which Madame Clara Butt gives of her very richest powers. In the second record, "Time's Garden," this lovely voice with the 'cello obligato is delightful in the extreme. In the last of these three great records, the great contralto's rendering of "O Divine Redeemer" is a perfectly individual one, and the full round quality of the voice in the principal melody and the pure ringing upper notes, are striking features of this reproduction.

Godowsky, the famous Polish pianist, is represented by Chopin's waltz, and Henselt's "Gondoliera," and "If I were a bird."

Sergeant Dwyer's Regal Historic Record

When, in February last, we announced that Sergeant Dwyer, V. C., had made a unique record for Regal, we described it as "a human document." To-day, it is more so than ever—a priceless souvenir of one of the war's heroic figures. The record (it is No. G7228) is divided into two parts. One-half tells of incidents on the march, and carries us with dates and places from Mons to the Marne, concluding with a lively touch by the "V. C." who sings one or two of the choruses used by the boys to cheer them on their way.

Henry Wood's Great Triumph

"Till's Merry Pranks," announced on this month's Columbia list, is regarded both by Sir Henry J. Wood and the Columbia Co. as the greatest orchestral record yet produced. Sir Henry J. Wood himself was delighted with the achievement.

RUTHERFORD CO. OPENS STORE

RUTHERFORD, N. J., September 30.—The Rutherford Music Co. has opened a store at 4 Ames avenue, for the sale of Edison Diamond Disc phonographs, and other musical instruments.

A "Record" Offer

TEN thousand job records, all brand new and British made, 10" double-sided, 50% songs and 50% bands—and the price, \$1.50 a dozen, f. o. b. Who'll be the wise man to snatch them up? Don't be too long thinking about it. Wire to-day!

Write for our New Season's List, which contains some astounding offers.

W. H. Reynolds (1915) Ltd., 45, City Road, London, E. C.

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND

EDUCATIONAL STAFF CONVENES

Fifteen Representatives of Victor Co. Educational Department Hold Week's Convention at Camden and Atlantic City—Rapid Progress Made in This Important Work

Preparedness is a byword, even in education, and the Victor educational department is preparing for a banner year in school work. The enormous gain in the number of Victors



Staff of Educational Department of the Victor Co.

and Victor records now used in schools, and the present activity of Victor jobbers and dealers in establishing educational departments, more than fulfill the highest expectations of the Victor Co. in establishing this department of work. Mrs. Frances E. Clark, the director, has recently found it necessary to increase the number of her staff to fifteen members in order to adequately carry on the field work among dealers and schools. The reception accorded this work and its representatives by educational people everywhere, and the increase in music appreciation among school children through the use of the Victor in teaching, at once identifies this movement as one of the most constructive educational projects ever undertaken by a manufacturing firm.

The summer meeting of the department was held last month at the general offices in Camden, and at the Hotel Traymore, Atlantic City. An entire week was spent in equipping each representative with a thorough knowledge of the Victor work in the schools. Work in the English classroom was analyzed and demonstrated. The teaching of folk dances, including some of the most interesting and attractive of the Old English country dances, received special attention. The newly revised Victor book, "What We Hear in Music," by Anne Shaw Faulkner, formed the basis of the discussion of music history and appreciation

work in high and normal schools. Model demonstrations in primary, intermediate, grammar and high school grades were given by members of the department, while addresses were given by the heads of the various departments of the Victor Co. A feature of the meeting was an address on the Classical, Romantic and Modern Schools of Music by James Francis Cook, editor of *The Etude*.

The itinerary of the traveling educational representatives will take them into every State in the Union, and to every town where Victors are being used in the schools. They will co-operate with Victor dealers in the organization of their school work, and will assist teachers and music supervisors in systematizing Victor work in the schools. The educational department now issues five educational booklets, and two more are in course of preparation. The present members of the Victor educational department, under the direction of Mrs. F. E. Clark, are: Assistants, James E. Corneal and Harold D. Smith;

traveling representatives, Misses Grace Barr, Henrietta Heaton, Elizabeth O'Connor, Emily Rice, Blanche Sorenson, Messrs. Branson M. DeCou, Franklin G. Dunham, Norman P. Foster, Thomas P. Ratcliff, G. Fred Rieman, Jerome A. Swineford, Robert H. Wilkinson and Irving O. Wyckoff.

ORDERING MOTORS FOR FUTURE

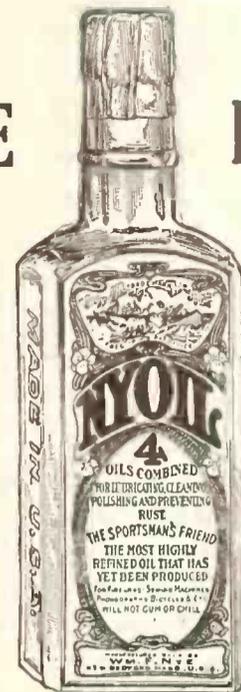
Otto Heineman Phonograph Supply Co. Closes \$500,000 Deal for Next Year

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that the company has closed a deal totalling \$500,000 worth of Heineman motors to be delivered during the coming year. This is one of the largest talking-machine motor orders ever received, and indicates the esteem and prestige which the Heineman motor has attained in the comparatively short while it has been on the American market.

Mr. Heineman returned recently from a visit to the company's factory at Elyria, O., where he was delighted to find all the new departments in complete working order, and the motor output steadily increasing. Mr. Heineman is giving his personal attention to the development of extensive plans whereby Heineman patrons will receive top-notch efficiency in their motor service this coming year.

WE ARE
PREPARED

To
Your
Without



Fill
Order
Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE

New Bedford, Mass.

MANOPHONE OFFICES MOVED

Now Located at Factory in Newburgh, N. Y.—
P. J. Lynch Elected Vice-President and Treasurer—Arthur Figner Appointed Assistant Factory Manager—Is Thoroughly Experienced

At a recent meeting of the directors of the James Manoil Co., 60 Broadway, P. J. Lynch was elected vice-president and treasurer, and becomes one of the directors. As announced in *The World* last month, Mr. Lynch will also act as sales manager for the company, having had much experience in merchandising and developing sales organizations.

The executive offices of the company were removed from 60 Broadway on the first of October and are now located at the factory in Newburgh, N. Y. The removal of the offices to the factory will bring the manufacturing of the Manophone more directly under the supervision of the executive.

The plant is in full operation at the present time and representatives of the Manophone are being appointed throughout the country. Arthur Figner, who for seven years was connected with the Columbia Graphophone Co. and is a thorough practical man, has been appointed assistant factory manager at the Manoil plant. He assumed his new duties the first of October.

ACCORDING TO THE NEWSPAPERS

From all sources, including his records, which yield a fabulous return, Caruso's income must be near the \$300,000 mark. Another popular vocalist, whose phonographic records alone yield him an income beyond that of a Steel Trust president, is John McCormack, who is said to have netted \$125,000 last year from this source.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.



Louis Graveure's magic baritone records are among the biggest selling chances in the Columbia list—which is new evidence that record buyers know good recording when they hear it. Two new selections by Graveure in the November list.

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

Columbia Graphophone Co.
Woolworth Building, New York

PLANS FOR ANNUAL EDISON WEEK, OCTOBER 16 TO 21

Interesting Program Arranged for This Event—The Principal Feature a Contest for Opinions of Laymen Regarding the New Edison and Window Displays

Edison week this year will be observed October 16 to 21 inclusive, and the dealers and jobbers of Thomas A. Edison, Inc., will recognize the occasion by the inauguration of an opinion contest that will be open to owners of the New Edison or those who have heard it either on trial in their home or at the shop of an Edison dealer, and who will submit an opinion regarding its merits. Cash prizes aggregating \$1,000 will be distributed among the successful contestants. The contest will be for the express purpose of securing the opinions of people who are representative of the average class of phonograph owners.

Thos. A. Edison, Inc., has received thousands of testimonials from musicians of standing, but the contest is designed to secure the opinions of the laymen. Any person may enter the contest who has been in a position to judge the New Edison, which includes those who own machines, and those who take advantage of a three-day free trial proposition, which will be in force during Edison week under which they can secure a machine for testing purposes. Should any of those who desire to participate be unable to secure a machine under the trial offer, owing to the demands made upon the dealers, they may qualify by hearing the New Edison at the dealer's store. Opinions must be

confined to two hundred words or less, and those not winning prizes, but considered good enough to publish will be paid for at the rate of 10 cents per word.

There are three prizes in both the primary and the consolation divisions. In the primary division, the first prize is \$500, and the second and third prizes are \$200 and \$100. In the other class, in the same order, the prizes are \$125, \$50 and \$25.

Very ample time will be allowed for the preparation and entry of the opinions, and the manuscripts will be examined with all possible dispatch, and the awards announced as early as possible. The public announcement of the contest will be made through full-page ads. in a selected list of national periodicals.

Edison week also will be marked by a window display contest in which a large number of Edison dealers will enter. It has been arranged, and will be conducted by the Edison jobbers, each distributor offering prizes for the most attractive windows in his zone. Each jobber will offer four prizes as follows: \$100; second, \$50; third, \$30; fourth, \$20. Some jobbers whose zones are small may combine, but every Edison dealer will have an opportunity to compete and a chance to win a prize. The first and second prize winners in each zone will be eligible to the sweepstakes contest in which Thomas A. Edison, Inc., offer three prizes. The first is \$200, and the others are \$150 and \$100. The full details of the window display contest have not been arranged as yet, but it is announced that this year the conditions that govern it will be specially phrased with a view to putting the small dealer upon an equal footing with the large dealer.

NEW WAREHOUSE FOR SONORA CORP.

The Sonora Phonograph Corporation leased recently the entire building at 30 Reade street, New York City, for a warehouse. This is the fourth building in this vicinity which has been secured by the Sonora Corporation for warehouse purposes.

W. PILGRIM ASSUMES NEW POSITION

Appointed by Otto Heineman Assistant Sales Manager for Central West Division

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced recently the appointment of W. Pilgrim as assistant sales manager of the com-

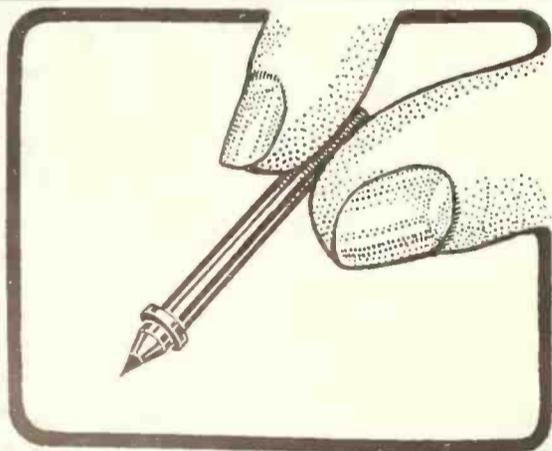


W. Pilgrim

pany's Central West division, with headquarters in Chicago. Mr. Pilgrim will be associated with S. A. Ribolla, manager of the Heineman Central West division.

Mr. Pilgrim is well qualified to co-operate with the Heineman clientele in the Middle West, as he spent six months at the factory in Elyria, O., gaining an intimate knowledge of Heineman motor, tone-arm and sound-box production.

During the past few months Mr. Heineman completed arrangements whereby the office and sales facilities of the Heineman Central West headquarters have been materially increased. Additional floor space was taken some time ago, and these extra facilities may be inadequate in the near future, as the Heineman business throughout the West is steadily growing.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

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

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

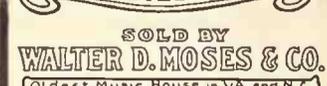


We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	\$12	\$15	\$20
Black letters, solid gold background, with fancy border	\$16	\$20	\$25

Samples upon application.
GEO. A. SMITH-SCHIFFLIN CO.

136 Liberty Street, New York, N. Y.



BLANCHE RING AT SONORA SALON

Musical Comedy Star Presides at Tea and Takes Part in Interesting Musical Program—Audience a Large and Fashionable One

One of the particularly interesting and attractive features of the local publicity of the Sonora Phonograph Corporation, has been the series of impromptu recitals and receptions held at the salons of the corporation, 668 Fifth avenue, the latest of these events being the informal tea given by Miss Blanche Ring, the noted comedienne on Thursday, September 21.

L. S. McCormack, manager of the salon, stage-managed the affair and sent out invitations to a selected list. As each guest arrived he or she was conducted to the concert hall and presented to Miss Ring. The first number on the program was the playing by John Britz, musical director of the musical comedy, "Broadway and Buttermilk," of several selections from that production. The next feature was the demonstration of the Supreme Sonora, the new \$1,000 phonograph, which apparently made a decided impression upon the guests, many of whom were enthusiastic over the tonal qualities of the instrument.

Later in the afternoon Miss Ring invited the guests to the lower showrooms, where a dainty luncheon was served, with Miss Ring and Mr. McCormack in the role of hosts. Following the luncheon the guests returned to the concert hall, where Miss Ring sang in her inimitable way several numbers from "Broadway and Buttermilk," in which she is the star, and also other songs which she has made famous. The program ended with the playing of several other selections on the Supreme Sonora.

DECISION IN FLOWER HORN SUIT

California Court of Appeals Affirms Finding of District Court in Patent Litigation

The United States Court of Appeals in California has recently affirmed the decision of the District Court, sustaining the Nielsen "flower horn" patent against the Columbia Graphophone Co. Similar decrees by the same District Court against Victor and Edison dealers in California had already been affirmed by the same Court of Appeals.

If the Columbia Co. does not continue the fight, the next step will be the accounting, in which the patent-owners will attempt to show the damages and profits (if any) to which they are entitled.

Some newspaper accounts give the erroneous impression that the Court has already awarded the patent-owners a large sum of money. The Court does not award any sum, but merely leaves the matter for future proofs.

TO MAKE CABINETS FOR MACHINES

LEOMINSTER, MASS., October 4.—Bernard P. Steele and Oscar Munroe, formerly connected with the F. G. Smith Piano Case factory, have formed a partnership and will manufacture cabinets for talking machines. They have leased a floor in the factory formerly occupied by the J. H. Lockey Piano Case Co., in this city.

The Singer Phonograph Co., of Davenport, Ia., has opened headquarters at 107 East Second street, and will handle the Singerola phonograph.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Largest Distributors of Hawaiian Instruments in the World



Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for \$1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY



Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

OUTING OF TALKING MACHINE MEN, INC., OF NEW YORK

On September 12 and Referred to in The World Last Month, a Great Success—Snapshot of Some of Those Who Were Present at This Enjoyable Event



Some of Those at Outing of Talking Machine Men, Inc.

From Left to Right: Meyer Goransky, Chairman Executive Committee; H. Jaffee, Vice-President for New Jersey; John E. Hunt, President; J. T. Coughlin, Vice-President for New York; Sol Lazarus, Secretary; A. Galuchie, Treasurer; J. Y. Shepard, Chairman Entertainment Committee; M. W. Gibbons, of Brooklyn; Joseph Newstead, E. A. Scheiger Co.; Adam Tisch, Tisch Music House, Elmhurst; J. Bieling, Silas Pearsall Co.; P. Kaufmann, Manager, Talking Machine Departments, Otto Wissner Stores, and J. J. Cavanaugh, Cabinet Manufacturer.

TALKING MACHINE TIMES EGGS

Cleveland Man Makes Public Receipt for Insuring Perfectly Boiled Hen Fruit—A Suggestion Containing Tremendous Possibilities

CLEVELAND, O., October 4.—Owners of disc talking machines in this city are seriously considering the general use of their machines for culinary purposes, as a result of the suggestion offered in the local papers by R. A. Alpers, manager of the Alpers' Phonograph Service Co. Mr. Alpers declared to a local reporter recently: "My wife and I boil our eggs by the talking machine. We have discovered that when we play one side of the record the eggs boil soft perfectly. When we play both sides of the record they are hard boiled. If one hasn't an egg timer in the house here's the way to keep a 'record' of it."

If the local restaurants take up the idea we may expect to see such signs as "eggs boiled a la Caruso, 20 cents, Al Jolson omelet, 35 cents," and so forth. Then there is the chance for the very particular man to carry his own record about with him so that he will be sure that his eggs will be right.

The American Graphophone Social Club, consisting of employes of the American Graphophone Co., Bridgeport, Conn., held their annual clambake a few Sundays ago.

HEAVY DEMANDS FOR CABINETS

Edward B. Jordan & Co., Inc., States Season's Business Is Best Ever

Edward B. Jordan, pioneer talking machine cabinet manufacturer, and head of Edward B. Jordan & Co., Inc., in speaking to a representative of The World regarding the heavy demand for cabinets said, "All our plants are working full capacity, and even so we will not be able to fill all orders now on hand before the first of the year." Mr. Jordan also said this has been one of the best seasons in all the twenty-five years in which he has made talking machine cabinets in Brooklyn, N. Y., with no prospects of an early let up.

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 7.—VOICE AND SOUND RECORDING MACHINE.—Frank Ebenezer Miller, New York. Patent No. 1,190,787.

This invention relates to improved sound mechanism having features applicable both to the recording of sound and to the reproduction of sound from a record or other known means.

The object of the invention is to provide functioning parts for overtones and the many peculiar refinements of sound as well as for fundamental tones.

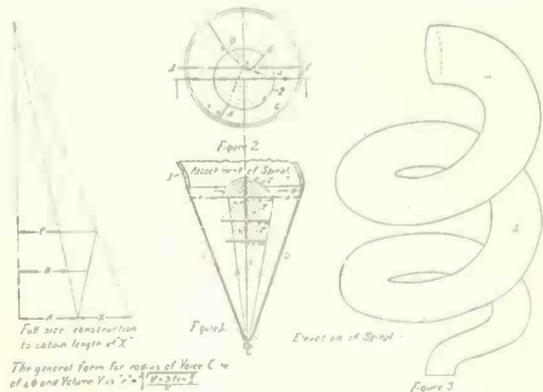
A further object of the invention is to provide a sound mechanism as nearly omnifunctioning as possible relatively to the variations in tone and quality without the excluding or limiting effect of a mechanical medium having itself a definite pitch period or pitch periods of too limited variation.

More concretely expressed, the object of this invention is to improve upon the employment of a flat disc of vibratory material for the reproduction of or the recording of sounds. That is, to improve such a disc, for example, as is commonly employed in a telephone receiver or phonograph sound box.

Experiments have revealed that a flat disc is greatly limited in its range of pitch periods in that its vibration is dependent upon nodal arrangements wholly in the same plane, while special study and practice in connection with the human anatomy of the auditory and vocal organs has shown that nature never limits its sound mechanism to a nodal arrangement in a unitary plane. For example, the outer ear of the human anatomy comprises approximately two and one-half turns of what may be termed a sound spiral and then terminates inwardly against the tympanum which itself is a cup-shaped diaphragm having the umbo peculiarly eccentric relatively to the tympanic ring to which the margin of the tympanum is attached. It is against this eccentric projection of the cup called the umbo with which the engaging end of the malleus or hammer bone co-operates in the sound-functioning of the bones of the ear. It has been discovered that the umbo is located relatively to three equi-distant points on the margin of the tympanum at distances 3, 4 and 5. It has likewise come under observation that the three main cavities of the human voice anatomy likewise have the volumetric proportion of 3, 4, 5. They are respectively the laryngeal cavity, the nasal cavities and the mouth cavity.

In carrying out the objects of this invention the purpose is to stimulate in a large degree the peculiar anatomical features as to proportion, shape and arrangement to be found in the human ear.

Referring to the drawings, Figure 1 is a vertical section through line I—I of Fig. 2; Fig. 2

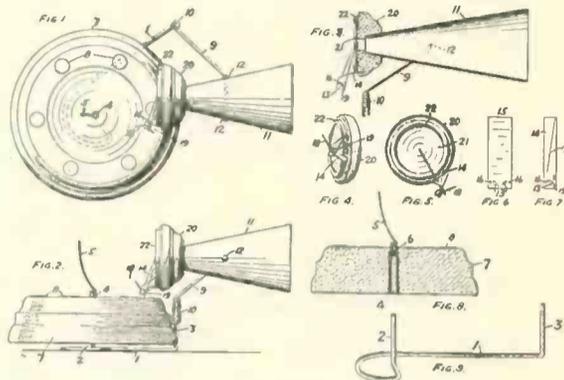


is a plan view of the parts shown in Fig. 1; and Fig. 3 is a perspective elevation drawn to a reduced scale of a spiral horn.

TOY PHONOGRAPH.—Thomas J. Little, Jr., Woodbury, N. J., assignor to the Taux-Wel Talking Machine Co., same place. Patent No. 1,191,202.

The principal object of the present invention is to provide a phonograph so cheap in respect to labor and material that it can be sold and used as a toy.

Figure 1 is a top or plan view of a toy phonograph embodying features of the invention. Fig. 2 is a side elevational view of the same. Fig. 3 is a sectional view of the sound box and its accessories. Fig. 4 is a perspective view of the sound box showing the stylus arm. Fig. 5 is a front view of the sound box. Figs. 6 and 7 are views showing the blank, in different stages of



manufacture, from which the stylus arm is made. Fig. 8 is a transverse sectional view through the turn table, and Fig. 9 is a perspective view of the base wire.

METHOD OF CONSTRUCTION OF TALKING MACHINES.—Patrick B. Delany, South Orange, N. J. Patent No. 1,191,674.

This invention relates to improved methods of phonograph construction and forms a divisional application from co-pending application Serial No. 779,947 filed July 19, 1913, and also in part a continuation of prior application No. 739,939, filed January 3, 1913.

The invention is designed to eliminate scratching or scraping noise from the record and to improve the quality of recordings and reproductions. It is well known that even the smoothest surface revolving under the needle will produce quite a loud or observable noise emitted by the horn or amplifier. It has been found that this is largely due to the method of construction in which a metallic vibrating arm connects the record and the diaphragm of the sound box. Other methods employing vibrating arms of wood, bone or other hard substance also produce the same effect to a modified degree. It has been sought to remedy such defect by rubber or other vibration deadening material interposed at the point of contact between the vibrating arm and the diaphragm; but on account of the elasticity of such materials, or for other reasons, the tone of reproduction has been greatly lowered and modified and, owing to the instability of such materials, particularly under pressure, the instruments soon become out of order.

There has been devised a method of mounting the arm whereby metallic connection between the record and diaphragm is entirely severed without appreciable loss of force but with marked suppression of the objectionable scraping sound, the result being a pure and faithful reproduction.

The object of this invention is attained by a method of mounting the arm in cells, one cell being interposed between the arm and its support and another cell interposed between the arm and the diaphragm, the cells being then filled with a mass of material of suitable density and stability to carry the major or sound producing vibrations, and yet of such character as to suppress or eliminate objectionable extraneous incidental and minor vibrations that produce

the extraneous or scraping sounds in the tones produced by the diaphragm. The material of such mass may be a single material or a compound material composed, for instance, of rubber, asphaltum, tar, waxes of various kinds, etc., or compounds of any two or more of such simple materials.

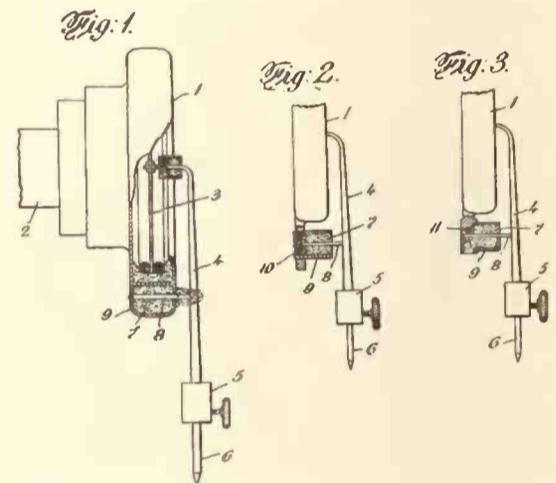
The drawing is an elevation partly in section of a device constructed in accordance with the improved method.

1 indicates the sound box, 2 the diaphragm, 3 the vibrating arm, 4 the needle holder, and 4' the needle.

PHONOGRAPH OR TALKING MACHINE.—Patrick B. Delany, South Orange, N. J. Patent No. 1,191,675.

This invention relates to phonographs or talking machines and to the production of records therefor. Its object is to improve the quality of the musical tones or vocal utterances and to improve the behavior of the apparatus in other respects.

This application is in part a continuation of former application No. 700,394, filed May 29, 1912, the features of the invention shown in Figs. 2 and 3 of the present application having been originally shown in said prior application, while the features of invention shown



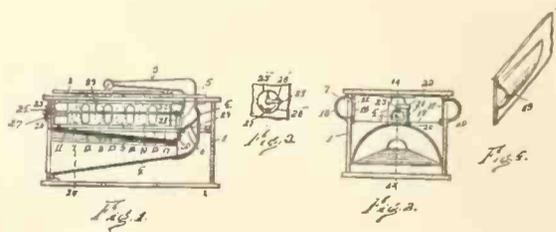
in Fig. 1 of the present application are also shown in prior application No. 779,947, filed July 19, 1913.

In the accompanying drawings, Fig. 1 is an elevation partly in section of an improved construction of a reproducer head and needle arm; and Figs. 2 and 3 are similar views showing modifications of the construction.

SOUND REGULATOR.—Alexander G. Marquis, Rochester, N. Y., assignor of one-fourth to George W. Rogers, and one-fourth to Anita B. Rogers, same place. Patent No. 1,191,808.

The object of this invention is to provide a new and improved device for varying the volume of sound produced more especially by a talking machine or for reducing and suppressing a part of the sound so as to prevent confusion and interference of the sound waves. This and other objects of the invention will be fully illustrated in the drawings.

In the drawings, Fig. 1 is a vertical section through a talking machine of the disc record type showing the improvement embodied therein, the section being taken on the line 1-1 of Fig. 2. Fig. 2 is a section on the line



2x-2x of Fig. 1. Fig. 3 is an elevation of a handle for operating the valve. Fig. 4 is a perspective view of one of the auxiliary silencing chambers on the side of the cabinet.

MUSICAL INSTRUMENT.—Victor H. Emerson, New York, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,192,402.

This invention relates to talking machines of the type intended primarily for giving audible reproductions from "sound records."

One object of the invention is to provide an apparatus of this kind which shall give im-

proved acoustical results, characterized by richness and fullness of tones, and with elimination of most of the disagreeable noises frequently attending such reproductions, but without sacrifice of clearness of definition.

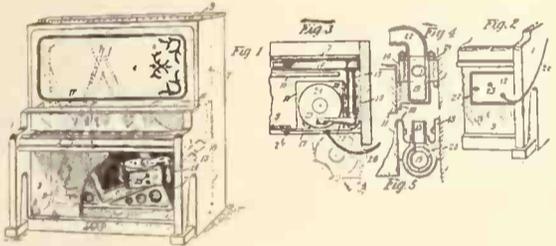
Another object of the invention is to provide the mechanism of the talking machine with a suitable cabinet or casing, of attractive appearance, which dispenses with the ordinary protruding horn or sound conveyor, and protects the mechanism from injury.

The invention comprises the providing a suitable inclosed sound chamber, located in the passage between the diaphragm and the exit, and so constructed and arranged that it will be responsive to and will reinforce the entire range of tones, as distinguished from a "resonance-chamber" (technically speaking) that responds to only one note of definite pitch (or to only a few notes), while remaining inert as to other tones.

The invention comprises the manner of mounting the mechanical parts of the talking machine proper, in connection with the sound chamber, within a suitable casing.

The invention will be best understood in connection with the annexed drawings, which represent one preferred embodiment thereof, showing, among other things, a so-called disc graphophone mounted within an ordinary upright piano. But the invention is not limited to this particular form of talking machine, nor is it limited to the use of a piano of the upright (or of any other) form. However, for the sake of clearness, the invention will be shown and described in connection with a disc graphophone and an upright piano.

In the drawings, Fig. 1 is a perspective of an upright piano, equipped with a disc graphophone swung part way out, part of the piano

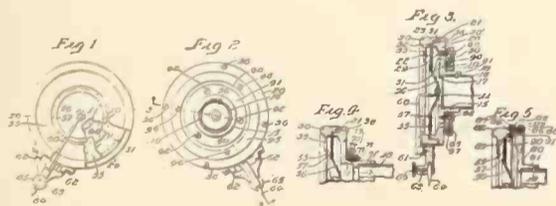


casing being broken away; Fig. 2 is a similar view of one end of Fig. 1, indicating the graphophone as inclosed in the inner position; Fig. 3 is a horizontal section through the piano casing, taken above the level of the talking machine; and Figs. 4 and 5 are vertical and horizontal sections respectively, through the joint or mounting, shown on a larger scale.

SOUND BOX.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,192,289.

The main objects of this invention are to provide in a sound box for talking machines, adjustable means for supporting the major portion of the same; to provide in a sound box, an improved diaphragm and mounting therefor; and to provide other improvements as will appear hereinafter, the purpose as a whole being to provide a sound box that will be extremely efficient in operation.

In the accompanying drawings, Fig. 1 is a fragmentary front elevation of a sound box con-



structed in accordance with this invention; Fig. 2 a rear elevation of the same; Fig. 3 a longitudinal section on line 3—3 of Fig. 2; and Figs. 4 and 5 are fragmentary longitudinal sections of two modified forms respectively of the same.

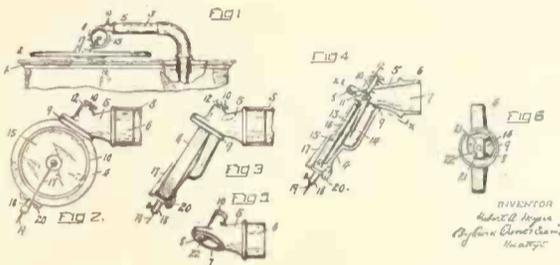
SOUND BOX FOR PHONOGRAPHS.—Hubert A. Myers, Toledo, O. Patent No. 1,192,337.

This invention relates to sound reproducing instruments of the phonograph type, and particularly to improvements in the sound box of such instruments. In some instruments of this character the vibrations produced on the stylus

by the record are of a lateral character, as in the case of records used on Victor and Edison machines, while in the case of records used on some other machines the vibrations produced on the stylus are of a vertical character. In other words, the records used on some makes of phonographs or similar machines have the sound wave undulations formed depth-wise of the groove therein in which the reproducing stylus travels, while with records used on other makes of machines the sound wave undulations are formed crosswise of the groove.

The object of this invention is the provision of a sound box of the character described which is simple and efficient in its construction and capable of universal use in connection with different types of machines of the class described, and of being easily and quickly adjusted to suit the character of the groove in the record which it is desired to use.

Figure 1 is a side elevation of a portion of the phonograph embodying the invention. Figs. 2 and 3 are enlarged side elevations of the sound



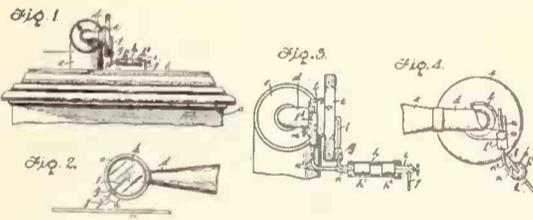
box embodying the invention in operative position for records having grooves of different styles. Fig. 4 is a central vertical section of Fig. 3. Fig. 5 is a perspective view of the sound box carrying head, and Fig. 6 is a section on the line x—x in Fig. 4.

DEVICE FOR REPRODUCING SOUND.—Wm. H. Crawford, Providence, R. I., assignor of one-half to Oliver Fletcher Best, same place. Patent No. 1,192,828.

This invention has reference to improvements in a device for reproducing sound, especially in talking machines and the like.

When music, articulate speech and other sounds are reproduced, in a phonograph for instance, thin shrieking sounds and secondary noises are audible which distract the attention of the listeners, impair the quality of the tone and thereby lessen the impression intended to be created.

To eliminate the disagreeable sounds and secondary noises and reproduce the sound in unimpaired quality of tone a novel means has been devised for reproducing sound. These novel means receive and transmit the original vibrations, produced when the stylus passes



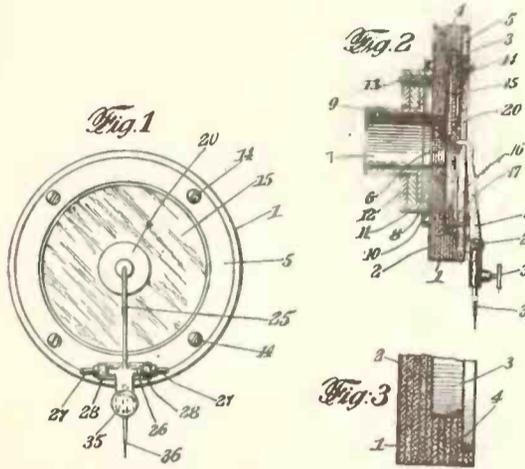
through the record grooves, to the rod fulcrumed to the sound box which in turn acts on the diaphragm and thereby the original vibrations are repeated. The novel improvements have been attained by providing means capable of confining an elastic medium, between the stylus and the rod which is fulcrumed to the sound box. In this way the original vibrations are imparted to an elastic medium, such as air, before being further transmitted. This results in the elimination of the disagreeable sounds and secondary noises. It is known that a confined body of an elastic medium or fluid, such as air is capable of transmitting sympathetic vibrations and the interposition of a confined

body of an elastic medium eliminates disagreeable sounds and secondary noises. The reproduced sound resulting from the repeated vibrations of the diaphragm is further conveyed from the reproducer or sound box into the amplifier in the usual manner except that no disagreeable sounds or secondary noises are conveyed and amplified but merely pure tones.

Figure 1 represents in side elevation a phonograph embodying in desirable form the present improvements. Fig. 2 illustrates part of the device shown in Fig. 1 in front elevation. Fig. 3 is an enlarged view of the upper mechanism shown in Fig. 1, certain parts being in section. Fig. 4 is a rear view of Fig. 3, partly broken.

SOUND REPRODUCING BOX.—John A. Steurer, New York. Patent No. 1,192,834.

This invention consists in novel features, ref-

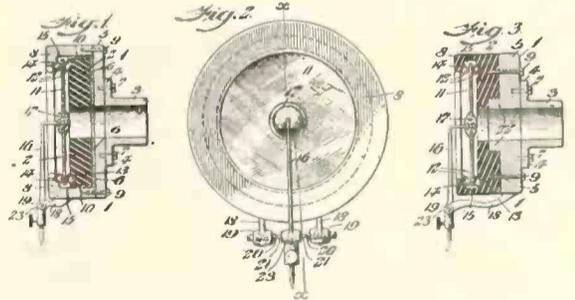


erence being had to the accompanying drawing in which is shown one embodiment of the invention selected for purposes of illustration.

Referring to the accompanying drawing, Figure 1 represents a front elevation of a sound box or sound reproducing device suitable for use in connection with a talking machine and having the invention embodied therein. Fig. 2 is a vertical sectional view of the same, the stratification of the box body being illustrated in somewhat exaggerated manner for greater clearness. Fig. 3 is an enlarged detail view of a portion of the box body, which supports the diaphragm in which the stratification is still further exaggerated.

SOUND BOX FOR TALKING MACHINES.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,192,836.

This invention in its broad aspects comprises in a sound box, the combination of a hardened rubber disc, back or body, having an opening through the center thereof, said body carrying at its rear portion a flanged rearwardly extended sleeve or coupling member adapted to engage the tone arm of a talking machine of the desired type, while said same hardened rubber body also serves as a carrier for a metallic annular member having a pair of integral lugs for pivotally supporting the stylus bar and said annular member



also having an inwardly projecting annular ring portion provided with a gasket retaining lip, said lip holding in position between it and said rubber back, a pair of annular gaskets between which a diaphragm is held, the stylus bar being secured at its inner end to said diaphragm and pivotally supported between said lugs.

Figure 1 represents a vertical section on line x—x Fig. 2 of a sound box embodying the invention. Fig. 2 represents, on an enlarged scale, a front elevation of Fig. 1. Fig. 3 represents a view similar to that of Fig. 1, of a modified form of construction.

Eugene F. Haines, of Mt. Holly, N. J., and Miss Anna Lee Tovey, of Camden, N. J., were married last week. Mr. Haines is connected with the Victor Talking Machine Co.


Greatest value on the market. Distributors inquire for special prices.
Harpvola Talking Machine Co., Harrisburg, Pa.

RECORD BULLETINS FOR NOVEMBER, 1916.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY SINGLE DISC RECORDS

- 48762 Aida (Verdi). "Celeste Aida" (Radiant Aida). Tenor Solo, orch. accomp. Hipolito Lazaro
48741 La Bohème (Puccini). "Che Gelida Manina" (How Cold Your Hands). Tenor Solo, orch. accomp. Hipolito Lazaro
48747 L'Africana (Meyerbeer). "O Paradiso!" (Oh! Paradise on Earth). Tenor Solo, orch. accomp. Hipolito Lazaro
48783 I Puritani (Bellini). "A Te O Cara (Often, Dearest). Tenor Solo, orch. accomp. Hipolito Lazaro

SYMPHONY DOUBLE DISC RECORDS

- A5865 Im Kühlen Keller Sitz Ich Hier (Down Deep Within the Cellar) (Fischer). Sung in German, with orch. accomp. Carl Braun, Metropolitan Opera Bass
A2076 Spielmannsleben (Lortzberg). "Minstrel Life." Part III. Sung in German, with orch. accomp. Otto Goritz, Metropolitan Opera Baritone
A54864 Die Beiden Grenadiere (The Two Grenadiers) (Schumann). Sung in German, with orch. accomp. Herman Weil, Metropolitan Opera Baritone
A5870 O Lovely Night (Ronald). Baritone Solo, piano and cello accomp. Louis Graveure
A5863 Onaway, Awake, Beloved! (Coleridge-Taylor). Tenor Solo, orch. accomp. Morgan Kingston
A5859 Variations On a Theme by Corelli (Tartini-Kreisler). Violin Solo. George Falkenstein at the piano. Eddy Brown
A5858 Serenata (Moszkowski-Scharfenberg) and Valse in E Minor (Chopin-Joseffy). Piano solo, Leopold Godowsky
A5867 Parla Waltz (Arditi). Soprano Solo, orch. accomp. Florence Macbeth
A5860 Carmen (Bizet). Two Spanish Dances. Frederick Stock, Conductor.

LUIS GRAVEURE, Baritone

MORGAN KINGSTON, Tenor

EDDY BROWN, Violinist

LEOPOLD GODOWSKY, Pianist

FLORENCE MACBETH, Soprano

CHICAGO SYMPHONY ORCHESTRA

LUCY GATES, Soprano

POPULAR HITS OF THE MONTH

- A2084 For Dixie and for Uncle Sam (Ball). Orch. accomp. Peerless Quartette
A2085 Across the Rio Grande (Ball). Dolly Connolly
A2081 When the Black Sheep Comes Home (Berlin). Tenor Solo, orch. accomp. Ernest Aldwell
A2082 Come On and Baby Me (Meyer). Soprano Solo, orch. accomp. Marguerite Farrell
A2088 Somewhere There's a Little Cottage Standing (Marshall). Baritone Solo, orch. accomp. Henry I. Marshall
A2086 He's Got a Bungalow (Ward). Baritone Solo, orch. accomp. Arthur Fields
A2091 There's a Little Bit of Bad in Every Good Little Girl (Clarke-Fischer). Tenor Solo, orch. accomp. Irving Kaufman
A5862 American Jubilee (Claypoole). Fox-trot. Patriotic Rag. Prince's Band
A5868 The Two Key Rag (Hollander). Fox-trot. Prince's Band
A5869 In Florida Among the Palms (Berlin). One-step. Prince's Band
A5872 Romanz Waltz (Keiser). Prince's Orchestra
Valse Pathétique (Onivas). Prince's Orchestra

BLUE-LABEL DOUBLE-DISC RECORDS

- A2078 The Lee Family (Rogers and Vodery). Orch. accomp. Bert Williams, Comedian
A2075 Angels Meet Me at the Crossroads (Hays). Baritone Solo, orch. accomp. Harry C. Browne
A2028 Bonnie Sweet Bessie (Gilbert). Soprano Solo, orch. accomp. Grace Kerns
A2074 La Feria—La Reja (Lacombe). George Barrere, conductor. Little Symphony Orchestra
A2071 Rose of My Heart (Lohr). Soprano-Tenor Duet, orch. accomp. Grace Kerns-Reed Miller
A2073 O My Father (McGranahan). Orch. accomp. Columbia Mixed Quartette
A2077 Kalaluh's Hawaiian Medley of Hulas (Cunha and Kailimai). Introducing (1) "My Honolulu Tom Boy." (2) "My Honolulu Hula Girl." (3) On the Beach at Waikiki. (4) "Waikiki." George Kalaluh's Hawaiians.

- A2079 Liberty Bell March (Sousa). Prince's Band
A2089 Sweet Genevieve (Tucker). Violin, Cello and Piano
A2057 The Band Festival at Plum Center (Doty). Steve Porter, Ada Jones and Byron G. Harlan.

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- When You and I Were Young, Maggie (Butterfield) (Violin-Cello-Piano). McKee Trio
18140 Saxophone Sohs—Fox-trot (E. Erdman) (Saxophone Sextette). Six Brown Brothers
Walkin' the Dog—Fox-trot (Brooks-Shrigley) (Saxophone Sextette). Six Brown Brothers
18145 (1) My Old Kentucky Home (Stephen C. Foster). (2) Battle Hymn of the Republic (Julia Ward Howe) (Air "John Brown's Body"). Victor Military Band
(1) Believe Me, If All Those Endearing Young Charms (Old Irish) (Thomas Moore) (2) Home, Sweet Home (Payne-Bishop). Victor Military Band
35569 Poet and Peasant Overture (von Suppé) (Accordion Solo). Pietro
Pique Dame Overture (von Suppé) (Accordion Solo). Pietro
35580—Fifth Symphony (2d Movement)—Andante con moto—Part 1 (Beethoven). Victor Orchestra
Fifth Symphony (2d Movement)—Andante con moto—Part 2 (Beethoven). Victor Orchestra
35584 Zampa Overture—Part I (Herold). New Symphony Orchestra of London
Zampa Overture—Part II (Herold). New Symphony Orchestra of London
35583 Chimes of Normandy Selection (Planquette). Introduction—"On Billow Rocking"—"With Joy My Heart"—"As He's Looking Somewhat Pale"—"Legend of the Bells"—"Just Look at That, Just Look at This"—"The Cider Song"—Finale. Victor Concert Orchestra
Erminie Selection (Jakobowski) (Arr. by Theo. Tobani)—"Soldiers' Chorus"—"Downy Jail-Birds of a Feather"—"Dream Song"—"Darkest the Hour"—"What the Dicky Birds Say"—"Lullaby"—Finale. Victor Concert Orchestra

- 18122 To-day (Carrie Jacobs-Bond) (Poem by John Bennett). Elsie Baker
The Melody of Home (Bowles-Stephenson). John Barnes Wells

- 18132 On the Beach at Waikiki—Medley Hula (with Ukulele and Guitar by Louise and Ferera)—Introducing "Bath House Hula" and "Two More Hula". Wright and Dietrich
My Luau Girl (H. Kailimai) (with Ukulele and Guitar by Louise and Ferera). Wright and Dietrich

- 18135 You've Got Me Going with Your Irish Eyes (A. Von Tilzer). Marguerite Farrell
Sweet Babette She Always Did the Minuet (Sterling-Moran-H. Von Tilzer). Marguerite Farrell

- 18136 Foolish Questions (Hone). Ada Reeve
Father's Little Man (Elton). Ada Reeve
18146 Sweet Is True Love (from "Idyles of the King"—"Lancelot and Elaine") (Tennyson-Gilchrist). Elsie Baker

- My Bonnie Lass She Smileth (Old English) (George B. Nevin). Lyric Quartet
35577 The Hospital Patients (Golden-Marlowe). Golden-Marlowe
The Liar's Contest (Golden-Marlowe). Golden-Marlowe

- 35578 Songs of the Past—No. 17 ("Harrigan-Hart-Braham Melodies," No. 2)—Chorus, "Denny Grady's Hack"—Mixed Qt., "The Market on Saturday Night"—Solo and Chorus, "Never Take the Horse-Shoe from the Door"—Solo and Chorus, "The Babies on Our Block"—Solo and Mixed Qt., "The Old Feather Bed"—Male Qt., "Mary Kelly's Beau"—Chorus, "Slavery's Passed Away"—Chorus, "Dip Me in de Golden Sea". Victor Mixed Chorus

- Songs of the Past—No. 18 ("Harrigan-Hart-Braham Melodies," No. 3)—Chorus, "Major Gilfeather"—Solo and Male Qt., "My Dad's Dinner Pail"—Solo and Male Qt., "I Never Drink Behind the Bar"—Solo and Male Qt., "Are You There Moriarity"—Solo and Chorus, "Sweet Mary Ann"—Solo and Mixed Qt., "Maggie Murphy's Home"—Solo and Chorus, "Put on Your Bridal Veil." Victor Mixed Chorus

- 35581 Berceuse from Jocelyn (Godard) (Cello obbligato). Olive Kline-Marguerite Dunlap
Elizabeth Wheeler
Blow, Trumpet, for the World Is White With May (from "The Coming of Arthur") (Tennyson-George B. Nevin). Orpheus Quartet

- 45101 The House of Memories (St. John Adcock-Florence Aylward). Reinald Werrenrath
Tommy Lad (E. J. Margetson) (Poem by Edward Teschemacher). Reinald Werrenrath

- EMMA CALVE, Soprano—In French (Pianoforte by Romualdo Sapio)
88572 Three Little Songs for Very Little Children (Trois chansons pour les tout petits) (a) "Frère Jacques" (Brother James); (b) "Au clair de la lune" (In the Moonlight); (c) "Une poule" (The Hen). 12

- ENRICO CARUSO, Tenor—In French
88561 Chantique de Noël (Holy Night). Adolphe Adam
JULIA CULP, Contralto—In German
74461 Du bist die Ruh' (My Sweet Repose). Schubert
74478 The Magic Song (Das Zauberslied). Meyer-Helmund

- MABEL GARRISON, Soprano—In French (Orchestra under the direction of George Siemonn)
74491 Lakmé-Où va la jeune Hindoue (Bell Song). Delibes 12

- ALMA GLUCK, Soprano—EFREM ZIMBALIST, Violinist (With String Quartet)
88573 Sing Me to Sleep. Clifton Bingham-Edwin Greene
FRIEDA HEMPEL, Soprano
88567 The Last Rose of Summer (Introduced into Flotow's Opera, "Martha"). Thomas Moore

- LOUISE HOMER, Contralto
87264 Where Is My Boy To-night. Rev. R. Lowry
JOHN McCORMACK, Tenor
64606 Cradle Song 1915 (Adapted from "Caprice Viennois"). Alice Mattullath-Fritz Kreisler

- MAUD POWELL, Violinist (Pianoforte by Arthur Loesser)
64621 Guitarrero. Frank Drdla
CLARENCE WHITEHILL, Baritone (With Male Quartet)
64608 Tramp, Tramp, Tramp. George F. Root
HERBERT WITHERSPON, Bass
64535 Just You. Madge M. Miller-H. T. Burleigh 10

- EDISON BLUE AMBEROL RECORDS
CONCERT LIST
28245 Ernani! Involami—Ernani (Giuseppe Verdi). Soprano Solo in Italian, orch. accomp. Alice Verlet
28246 Tambourin Chinois (Fritz Kreisler). Op. 3. Violin, Piano accomp. by Jacques Grunberg, Mary Zentay

- REGULAR LIST
2986 Arrah Go On, I'm Gonna Go Back to Oregon. Tenor Solo, orch. accomp. Billy Murray
3000 By the Sad Luana Shores—Step This Way (E. Rav Goetz). Soprano and Tenor Duet, orch. accomp. Elizabeth Spencer-Geo. Wilton Ballard
2991 Good-Bye, Good Luck, God Bless You (Ernest R. Ball). Soprano and Tenor Duet, orch. accomp. Gladys Rice-Walter Van Brunt

- 35581 Berceuse from Jocelyn (Godard) (Cello obbligato). Olive Kline-Marguerite Dunlap
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- 2996 In a Dusty Caravan (Gilbert-Lee). Tenor Solo, orch. accomp. Walter Van Brunt
- 2995 San San Soo (from "Hip-Hip Hooray"), New York Hippodrome (Alf. J. Lawrence), Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
- 3009 She Is the Sunshine of Virginia (Harry Carroll). Tenor Solo, orch. accomp. Walter Van Brunt
- 2997 There's a Little Baby Up in the Moon (David-Godfrey-Wright). Tenor Solo, orch. accomp., Irving Kaufman
- 2989 When That Little Yellow Fellow Plays Piano (Hannah Plays Banjo) (David Lindeman). Orch. accomp. Arthur Collins and Bryon G. Harlan
- SONGS AND BALLADS**
- 2998 Home, Sweet Home (Payne-Bishop). Soprano Solo, orch. accomp. Katelyn Lane Shepherd
- 2987 I'll Take You Home Again, Kathleen (Thomas P. Westendorf). Tenor Solo, orch. accomp., Walter Van Brunt and Chorus
- 2994 In Dreamy Spain (Alberto Rizzi). Soprano Solo, orch. accomp. Elizabeth Spencer
- 3003 Songs of Other Days—No. 3, Mixed Voices, orch. accomp. Metropolitan Mixed Chorus
- 2992 Sundial (Herman Darewski). Contralto Solo, orch. accomp. Helen Clark
- 2990 There's a Garden in Old Italy (Jack Glogau). Tenor Solo, orch. accomp. Irving Kaufman
- BANDS AND ORCHESTRAS**
- 3002 Bantam Step—Fox-trot (Harry Jentes). For Dancing. Jaudas' Society Orchestra
- 3008 Boomerang March. New York Military Band
- 2993 Dragon's Eye (Byron Gay). Peerless Orchestra
- 3011 Smiles, Then Kisses—Waltz (Chas. W. Ancliffe). Waikiki Hawaiian Orchestra
- 3005 Spring Bird—Intermezzo (Abe Olman). Sodero's Band
- 2988 Sunset on the St. Lawrence—Waltz (M. Keller). For Dancing. Jaudas' Society Orchestra
- WITH THE FUNMAKERS**
- 3010 He's the Makin's of a Darn'd Fine Man (Otto E. Herman). Comic Song, orch. accomp. Ada Jones
- 2999 I Sent My Wife to the Thousand Isles (Harry Von Tilzer). Comic Song, orch. accomp., Billy Murray
- 3007 Two-Key Rag (Joe Hollander). Tenor and Baritone Duet, orch. accomp., Arthur Collins-Byron G. Harlan
- A STIRRING PATRIOTIC NUMBER**
- 3006 For Dixie and Uncle Sam (Ball). Tenor Solo, orch. accomp. George Wilton Ballard and Chorus
- AN IMPRESSIVE SACRED QUARTET**
- 3001 I Surrender All (W. S. Weeden). Sacred, orch. accomp. Metropolitan Quartet
- A BRILLIANT XYLOPHONE SOLO**
- 3004 Valse Danseuse (Walter E. Miles), Xylophone Solo, orch. accomp. William Dorn
- TWO SWEDISH RECORDS**
- 9446 Moder Svea—No. 1 (Swedish Songs and Dances), New York Military Band
- 9447 Moder Svea—No. 2 (Swedish Songs and Dances), New York Military Band

- The Sailor's Hornpipe. Piccolo Solo, orch. accomp. George Ackroyd 10½
- 35014 The Sun Dance (Friedman) (Characteristic Indian Dance), Van Eps-Panta Dance Orchestra 112
- Chinese Picnic and Oriental Dance (Victor Herbert)...Van Eps-Panta Dance Orchestra 12
- 40046 Serenade (Gounod), Violin, Harp and Flute, Cecilia Trio 12
- Whisper and I Shall Hear (Piccolomini). Violin, Harp and Flute...Ackroyd Trio 12
- 40055 Melody in F (Rubenstein). Violoncello Solo, piano accomp. Josef Hollmann 12
- Serenade (Blockoe). Violoncello Solo, piano accomp. Josef Hollmann 12
- 20001 I Ain't Got Nobody (Young and Warfield). Orch. accomp. Arthur Collins, Baritone My Rosary of Dreams (Frost and Keithley). Orch. accomp. Henry Burr, Tenor 10½
- 20027 Aloha Oe (Farewell to Thee) (Liliuokalani). Louise & Ferera Hawaiian Orchestra accomp. Mary Ryan, Soprano 10½
- On the South Sea Isle (Harry Von Tilzer). Louise & Ferera Hawaiian Orchestra accomp. Sterling Trio 10½
- 20030 If I Knock the "L" Out of Kelly, from "Step This Way" (Young & Grant). Orch. accomp. Louis J. Winsch, Baritone 10½
- At Home with My Pathé Pathephone (E. R. Miller). Orch. accomp. Louis J. Winsch, Baritone 10½
- 20031 Sometimes You Get a Good One and Sometimes You Don't (Sterling and Von Tilzer). Orch. accomp. Joe Remington, Baritone 10½
- I'm Neutral (Gantvoort and De Costa). Orch. accomp. Joe Remington, Baritone 10½
- 20032 Ireland Must Be Heaven (McCarthy, Johnson and Fischer). Orch. accomp. Mary Ryan, Soprano 10½
- My Honey Lu (Biese and Klickman). Orch. accomp. Henry Burr, Tenor 10½
- 20033 Honest Injun (Sterling, Moran and Von Tilzer). Descriptive Duet, orch. accomp. Collins and Harlan 10½
- With His Hands in His Pockets and His Pockets in His Pants (Mahoney and Von Tilzer). Orch. accomp. Byron G. Harlan, Tenor 10½
- 20034 Mother Mine (Horwitz and Wilson). Orch. accomp. Al. H. Wilson, Tenor 10½
- As the Years Roll On (Al. H. Wilson). Orch. accomp. Al. H. Wilson, Tenor 10½
- 20040 Out of the Cradle Into My Heart (Gilbert and Friedland). Orch. accomp. Sterling Trio Loveland (Routhour and Edwards). Orch. accomp. Rosalie Zeamans, Soprano 10½
- 30303 The Mountain Guide (Bert Terrell). Orch. accomp. Bert Terrell, Yodeling Comedian 12
- My Dutch Flo (Bert Terrell). Orch. accomp. Bert Terrell, Yodeling Comedian 12
- 35073 There's a Rainbow in America, from "So Long, Letty" (Harris and Carroll). Orch. accomp. Peerless Quartette 12
- I Never Knew, from "Canary Cottage" (Earl Carroll). Orch. accomp. Henry Burr and Mary Ryan. 12
- NEW FRENCH VOCAL RECORDS**
- 30351 Laisse-moi pleurer (Vercolier), Valse Chantée, par Karl Ditan...avec Orchestre Pour Un Baiser (Patierno), Valse Chantée, par Karl Ditan...avec Orchestre 12
- 30352 C'est M'sieur Poincare (Guindani et Doubis), Cri populaire, par Charlus...avec Orchestre C'est Une Maladie (Gey et Doubis), Chansonnette comique, par Charlus...avec Orchestre 12
- 30353 Un Baiser de Femme Jolie (Gavel), Romance, par Berard...avec Orchestre Le Depart Du Bleu (Daniderff), par Berard...avec Orchestre 12
- 30357 Oh Ma Poupée D'Amour (Rosi), Chanson sur les motifs de "Beautiful Doll", par Dalbret...avec Orchestre 12
- Pauvre France (Izoird et Mailfait), par Dalbret...avec Orchestre 12
- NEW BAND AND ORCHESTRA RECORDS**
- 20035 Kiki Valse, "The Glad Eye" (Benyon), Imperial Symphony Orchestra 10½
- Nell Gwyn, Pastoral Dance (Ed. German), Imperial Symphony Orchestra 10½
- 20036 The Miracle (Humperdinck). Waltz, Imperial Symphony Orchestra 10½
- Nell Gwyn, Country Dance (Ed. German), Imperial Symphony Orchestra 10½
- 20038 The Royal Legion (Souza). March, Pathé Military Band 10½
- The Crown of India (Edward Elgar), Imperial Infantry Band 10½
- 20039 Demoiselle Chic (Percy E. Fletcher) (Intermezzo)...Imperial Symphony Orchestra 10½
- Kismet (Markev) (Intermezzo), Imperial Symphony Orchestra 10½
- 30019 The Spring Maid (Reinhardt), Sections, Part I...Connaught Orchestra 12
- The Spring Maid (Reinhardt), Sections, Part II...Connaught Orchestra 12
- 35009 March of the Men of Harlech (Anon), Band of H. M. Scots Guards 12
- The Maple Leaf Forever and Canadian Boat Song...Band of H. M. Scots Guards 12
- 70028 Stradella, "Overture," Part 1 (Flotow), Pathé Military Band 14
- Stradella, "Overture," Part 2 (Flotow), Pathé Military Band 14
- 70031 Meistersinger, "Overture," Part 1 (Wagner), Pathé Symphony Orchestra 14
- Meistersinger, "Overture," Part 2 (Wagner), Pathé Symphony Orchestra 14

- 70032 Maritana, "Overture," Part 1 (Wallace), Pathé Military Band 14
- Maritana, "Overture," Part 2 (Wallace), Pathé Military Band 14
- 70057 La Pampille (Daniderff), Nouvelle Dance, Bosc's Bal Tabarin Orchestra 14
- Susanita (Gauwin and Villegas), Tango Argentine...Bosc's Bal Tabarin Orchestra 14
- MISCELLANEOUS NOVELTIES**
- 30320 Well Known Stories About Sir Walter Raleigh, Told by Aunt Polly 12
- The Tale of the Miller of the Dee, Told by Aunt Polly 12
- 30327 The Story of the Mouse and the Thomas Cat, Told by Aunt Polly 12
- The Story of the Cobbler and the Brownies, Told by Aunt Polly 12
- 35078 Rabbit Hash (Golden), Darkey Comedy, Billy Golden and Jim Marlowe 12
- A Good Friend in Rufus (Golden), Darkey Comedy...Billy Golden and Jim Marlowe 12
- NEW PATHE "DE LUXE" DANCE RECORDS**
- 20026 Shim-Me-Sha-Wabble (Roger Graham). One or Two-step...American Republic Band 10½
- Popsy Wopsy (B. Scott). One or Two-step, American Republic Band 10½
- 20029 Ole Virginny (Zamecnick). One or Two-step, American Republic Band 10½
- The Call of the Woods (Tyers). Descriptive Waltz...American Republic Band 10½
- 35012 Romany (Keiser). Waltz, Pathé Dance Orchestra 12
- The Original Chateau Three-step (Donaldson), Rector's New York Dance Orchestra 12
- 70095 Everybody Loves My Girl (Ayer, Goodwin and Brown). One or Two-step, Pathé Dance Orchestra 14
- My Cleopatra Girl (Romberg). One or Two-Step...Pathé Dance Orchestra 14

OPERAPHONE MFG. CORPORATION

- POPULAR SONGS**
- 1925 My Own Iona (Gilbert-Friedland-Morgan). Clark Morrell
- Pretty Baby (Kahn-Jackson-Van Alstyne), from the "Passing Show of 1916"...M. J. O'Connell
- 1926 When Uncle Sammy Leads the Band (Von Tilzer)...Billy Edwards
- A Little Bit of Bad in Every Good Little Girl...Billy Edwards
- 1927 By the Sad Luana Shore (Goetz). (Ukulele accompaniment)...Sue Harvard
- On the South Sea Isle (H. Von Tilzer). (Duet)...Clark Morrell and Billy Edwards
- 1928 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu). Murphy-McCarron-Von Tilzer. (Duet)...Collins & Harlan
- When Love Creeps in Your Heart (Bennett-Scott)...Clark Morrell
- DANCES**
- 1625 They Made it Twice as Nice as Paradise and Called it Dixie Land (Egan-Whiting). Fox Trot...Concert Band
- Pretty Baby (Hackson-Van Alstyne), from "The Passing Show of 1916," Fox Trot, Concert Band
- 1626 Ole Virginny (Zamecnik). One Step...Concert Band
- When the Sun Goes Down in Romany. One Step...Concert Band
- STANDARD SONGS**
- 1826 The Nightingale (Zeller)...Sue Harvard
- Love's Sorrow (Shelley)...Carl Berger
- 1827 Oh, That We Two Were Maving (Nevin). (Duet)...Harvard & Berger
- Good Night, Little Girl, Good Night (Macy), Carl Berger
- 1828 I Know a Lovely Garden (D'Hardelot)...Carl Berger
- Jocelyn-Berceuse (Lullaby). (Godard), Sue Harvard

- INSTRUMENTALS**
- 1724 Fete Boheme. Scenes Picturesque (Massenet). Concert Band
- On Tip Toe. Peace Characteristic (Hosmer), Concert Band
- 1725 The Beautiful Galatea (Overture). (Suppé), Concert Band
- Lohengrin, Bridal Chorus...Concert Band
- PATRIOTIC MARCHES**
- 1627 National Emblem (Bagley)...Military Band
- Trumpet and Drum (Weldon)...Military Band

EMERSON PHONOGRAPH CO., INC.

- SEVEN-INCH DOUBLE-DISC RECORDS**
- POPULAR SONGS OF THE DAY**
- 785 Ireland Must Be Heaven for My Mother Came from There (Johnson and Fischer). Baritone Solo, Malvin Franklin at the piano. Herbert Morley
- Turn Back the Universe and Give Me Yesterday (Ball). Baritone Solo, Malvin Franklin at the piano...Morton Harvey
- 787 And They Called it Dixieland (Whiting). Baritone Solo, Malvin Franklin at the piano. Herbert Morley
- Pray for the Lights to Go Out (Skidmore). Baritone Solo, accomp. by violin, trombone and piano...Gene Rogers
- 786 Pretty Baby (Long, Jackson and Van Alstyne). Baritone Solo, accomp. by piano, violin and cello...Morton Harvey
- Tennessee Blues (Warner). Baritone Solo, accomp. by violin, trombone and piano...Gene Rogers

(Continued on page 114)

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RECORD BULLETINS FOR NOVEMBER

(Continued from page 113)

- 788 There's a Little Bit of Bad in Every Good Little Girl (Fischer). Baritone Solo, accomp. by cello, violin and piano. Morton Harvey
- O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Baritone Solo, accomp. by piano and ukulele. Gene Rogers
- 772 She Is My Rosie (Lauder). Scotch Dialect Song, accomp. by orch. Evan Davies
- Doughie the Baker (Lauder and MacFayden). Scotch Dialect Song, accomp. by orch. Evan Davies
- DANCE AND STANDARD SELECTIONS
- 780 Sparkling Trot (Lynde). Fox-trot. Piano, Banjo and Saxophone Trio. Van Eps Trio
- The Globe Trot (Vesey). One-step. Emerson Military Band
- 781 Marriage Bells. Instrumental Novelty, accomp. by orch. New York Hippodrome Trap Drummer. James Lent
- Chinese Picnic and Oriental Dance. Descriptive Novelty. Banjo, accomp. by Piano. Van Eps
- 782 Meditation from "Thais" (Massenet). Violin Solo, accomp. by piano. Alberto Bachmann
- Tamborin Cbinois (Kreisler). Violin Solo, accomp. by piano. Albert Bachmann
- 768 Humoresque (Dvorak). Instrumental Trio. Rialto Trio
- Ave Marie (Bach-Gounod). Violin, cello, accomp. by piano. Alberto Bachmann
- 784 A Little Pink Rose (Bond). Soprano solo, piano accomp. Louise King
- To-day (Bond). Soprano Solo, piano accomp. Louise King
- HUMOROUS SELECTIONS
- 783 Louis Mann's "Cohen on the Telephone" (Louis Mann). Comic Monologue. Louis Mann
- Louis Mann's "Cohen on Astronomy" (Louis Mann). Comic Monologue. Louis Mann

POPULAR SONG AND DANCE HITS OF THE DAY

- 5100 There's a Quaker Down in Quaker Town (Solomon). Baritone Solo, accomp. by orch. Sam Ash
- 5126 Pretty Baby (Long, Jackson and Van Alstyne). Baritone solo, accomp. by violin, cello and piano. Morton Harvey
- 5118 On the Beach at Wai Ki Ki (Kailimai). Baritone Solo. Malvin Franklin at the piano. Morton Harvey
- 5128 O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Tenor Solo, piano and ukulele accomp. Gene Rogers
- 5108 Loveland, Beautiful Land of Love (Edwards). Baritone Solo, piano accomp. Morton Harvey
- 5116 She Is My Rosie (Lauder). Scotch Dialect Song, Orch. accomp. Evan Davies
- 5127 The Globe Trot (Vesey). One-step. Emerson Military Band
- 5129 Sparkling Trot (Lynde). Fox-trot. Piano, Banjo and Saxophone Trio. Van Eps Trio
- STANDARD AND MISCELLANEOUS SELECTIONS
- 5125 A Little Pink Rose (Bond). Soprano Solo, accomp. by piano. Louise King

- 5114 Old Black Joe (Foster). Tenor Solo, accomp. by orch. Henry Burr
- 5123 Marriage Bells. Descriptive Bell Solo, accomp. by orch. New York Hippodrome Trap Drummer. James Lent
- HUMOROUS SELECTION
- 5124 Hans Nix Telephones Sing Sing (Louis Mann). Comic Monologue. Louis Mann

THE COLUMBIA AT THE BORDER

REDWOOD FALLS, MINN., October 5.—Lauterbach Bros. of this city, Columbia dealers, recently sold a Columbia Grafonola, which is being used to excellent advantage by Company L, of the Second Minnesota Infantry. This company is composed of the residents of this



How the Columbia Interests Soldiers city, and when they left for the Texas border they selected a Grafonola to help them pass the time when they were off duty.

The members of the company state that this Columbia Grafonola has been an invaluable source of entertainment and enjoyment. The boys own a large library of Columbia records, which is most comprehensive in its scope, including all types of music from grand opera to the latest dance selections, and the machine and records are receiving continual use.

PATHEPHONE GETS FIRST PRIZE

CHICAGO, ILL., October 5.—The Hallet & Davis Piano Co. has just received an interesting letter from J. A. Hart, La Porte, Ind., stating that the Pathephone model No. 150 won first prize at the La Porte County Fair. Mr. Hart's letter reads as follows:

"It gives me great pleasure to inform you that your model No. 150 Pathé Pathephone brought down first prize at the La Porte County Fair, held at La Porte, Ind., August 28-29-31-Sept. 1. The model was entered as a special, there being two other leading makes of talking machines entered. It was very encouraging to me, as I had recently taken the agency for your machine. I expect great results in the city and county of La Porte. With best regards to you and great sales for Pathé, I remain, yours truly, J. A. Hart."

NEW BUILDING FOR VICTOR CO.

The United Electric Construction Co., of Philadelphia, Pa., was awarded a contract last month for the construction of a new building for the Victor Talking Machine Co., of Camden, N. J., which will cost \$25,000. The architects are Ballinger & Perrot.

W. M. SHLAES IN WINNIPEG

W. M. Shlaes formerly of Hancock, Minn., is now located in Winnipeg, where he is secretary and treasurer of the Melotone Talking Machine Co., which recently started business there.

The Metronola Phonograph Co., New York, has increased its capital stock from \$100,000 to \$1,000,000.

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When you consider the purchase of a mechanical product (which a phonograph assuredly is) you investigate its details—its construction. In an automobile you want to know the kind of tires, the make of bearings, the type of motor, the style of transmission, etc.

READ again the second cover of this issue. Check, feature against feature, the Sonora with every phonograph and talking machine and you'll be *convinced* that Sonora stands in a class alone.

Sonora is popular. Its sales increase by tremendous leaps each year. *It is the instrument you should sell.* Write today regarding an agency.

Guaranteed!

AGAIN Sonora leads the way. Every Sonora phonograph is guaranteed absolutely as to materials, workmanship, finish, construction and perfection of operation for one year from the date of purchase. ("Supreme" model is guaranteed for five years.) And that there may be no doubt whatsoever, a *written* guarantee is given with each machine.

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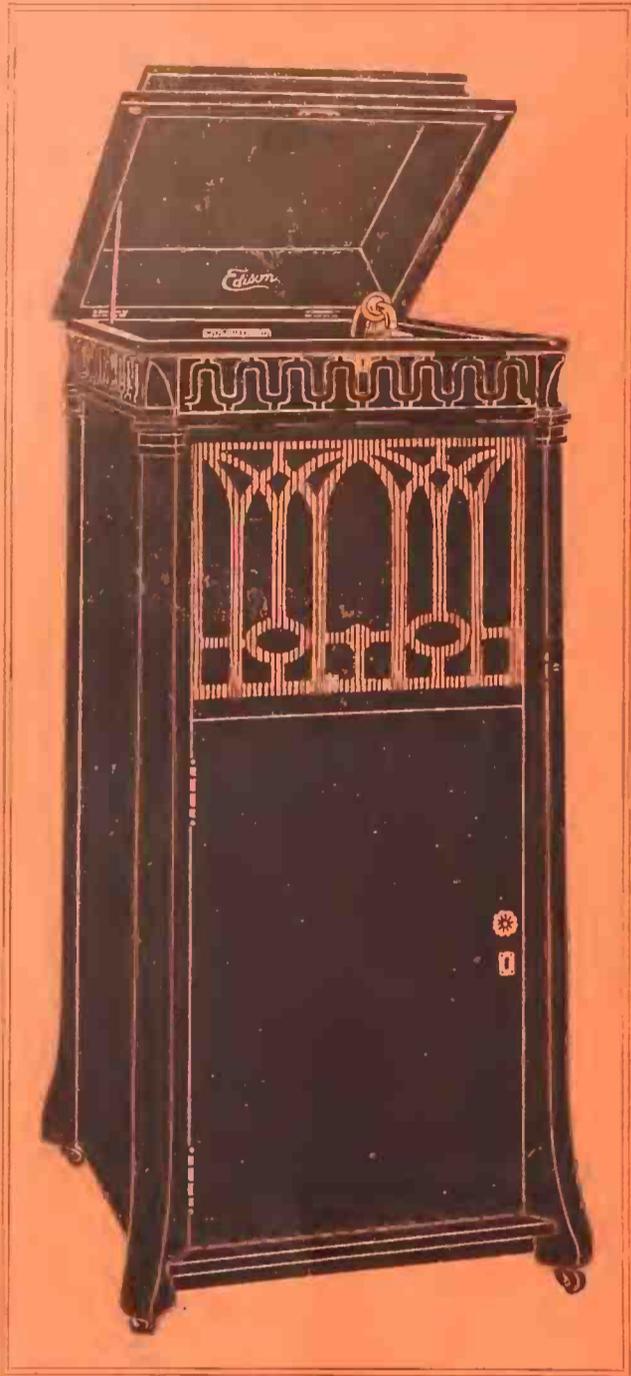
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Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Phonograph Co., of Detroit.
MINNESOTA
Minneapolis—Laurence H. Lucker.
MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.
MONTANA
Helena—Montana Phonograph Co.
NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.
OREGON
Portland—Pacific Phonograph Co.
PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes & Co.
WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.
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Vancouver—Kent Piano Co., Ltd.
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