

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, November 15, 1916



Victrola XVI, \$200
Mahogany or oak



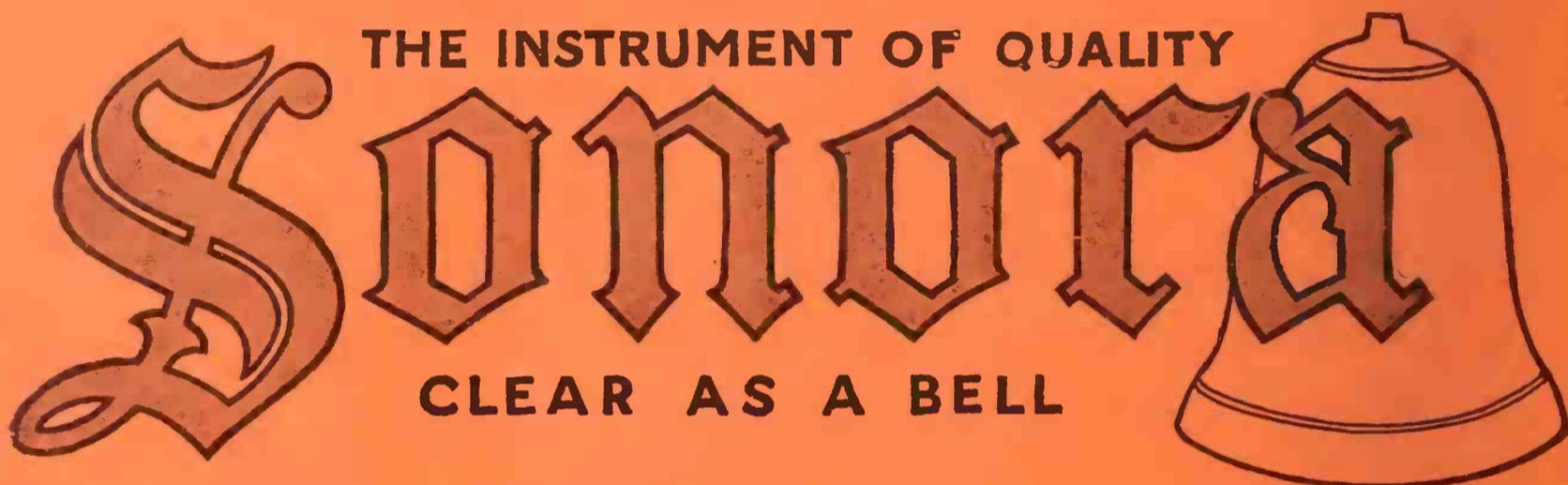
The instrument by which the value of
all musical instruments is measured

Sold before the invoice arrived!

A dealer who was handling the phonograph decided that his stock was not moving fast enough. After careful consideration he decided to store his line and to take over the Sonora agency.

He sent in an initial order that he thought would care for his business till just prior to Christmas, if not till New Year's.

In 3 days before the invoice reached him, he had sold the greater part of his order and had telephoned in an additional order for double the number of machines. He will sell about *five times* the number of Sonoras that he had estimated.



is admittedly

The Highest Class Talking Machine in the World

and the public never forgets (Sonora's steady, keen advertising sees to this) that

"The only jury which heard and tested all of the phonographs at the Panama-Pacific Exposition recommended that Sonora be given a marking for tone quality higher than that given to any other phonograph or talking machine."

No dealer can afford *not* to consider the remarkable advantages which a Sonora agency offers. Write today and learn whether *your* territory is still open.

TEN UNEQUALLED MODELS

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

EXECUTIVE OFFICES, 57 Reade Street, NEW YORK CITY

CHICAGO, 320 S. Wabash Avenue

SAN FRANCISCO, 109 Stockton Street

Each Sonora is guaranteed for one year

DEALERS PROTECT YOURSELVES!

The Sonora Phonograph is manufactured and sold under an agreement which permits it to operate under the GREAT BASIC PATENTS of the phonograph industry. Therefore dealers selling the Sonora are safe from troublesome litigation.

The Talking Machine World

Vol. 12. No. 11

New York, November 15, 1916

Price Twenty Cents

THE DIFFICULTY OF TURNING FIGURES INTO DOLLARS

Can't Be Done Without a Makeup in These Days of Big Business—Something of the Fellow Who Follows the Janitor's Example and Tries to Clean Up—Interesting Disquisition

"Figures don't lie. Of course not, they stand up. That's about as far as the old proverb works. Figures—just plain little numerals—have started up more trouble for these get-rich-quick boys than anything that has ever come over the river. Figures about the other fellow's business have caused more would-be captains of industry to hit the skids than any other one factor," said the Old Timer. "Many a young and trusting heart who has read the reports of a machine shortage and seen the figures showing the millions in profits made by the big talking machine concerns staring him in the face in the next column, immediately goes over to Riverside drive or the Lake Front and picks out where he is going to build his mansion; does a little Weston through Benzine Buggy Row, and picks out the twelve-cylinder locomotive that is going to haul him around; and counts up his cash and finds that he has got \$147.14, but with no place to go. The next morning sees him launched as a talking machine manufacturer. He buys a dozen tone arms, a dozen reproducers, and as many motors and turn-ables, then a few boxes to put them in and hangs out a sign.

"Then comes the big slam. The three special cops hired to keep the crowd away from the door haven't a thing to do. He wears out several records playing for himself, and decides that instead of making two millions the first year, he will be satisfied with a million and a half. Later on the prospects are reduced to a million profit, but still few buyers. The young man then remembers the story of the man who declared that if he had \$1.85 he would spend the 85 cents in stock and the dollar for advertising. Then he advertises, and he gets results. That's the trouble. He fills the orders. His capital is tied up for thirty days or more. He gets more orders that he cannot fill. He wiggles around and gets an 'angel.' The 'angel' sticks some change in the pot, but 'taint enough. The millions of profits are getting smaller every minute, and by and by the one drops off and there is nothing but a row of goose eggs.

"They talk about poker being a hard way to make an easy living, but it is like finding money compared to going into the talking machine business, or any other business without preparation or capital. These annual profits of hundreds of thousands or millions of dollars are not earned on a shoe string investment. They come out of businesses that have tremendous plants and tremendous outputs, that have distributing facilities and are in every way prepared. When the new concerns in the field start on the proper basis they get the glad hand.

"In several cases recently large companies have entered the talking machine field with a great splurge only to finally discover that their preparations were nowhere equal to the demand. No man would start a peanut stand with a quart of peanuts and an alcohol lamp. Why should he expect to turn things upside down in the talking machine field with a dozen assembled machines. It can't be done. These men who want to realize on the opportunities offered in this new field should learn first that it is not a one-horse proposition; that a business establishment built on a shoestring basis is going to bring shoestring results, if anything; that to enter a field properly with any idea of permanence, the manufacturer must be able to supply goods that are satisfactory, and in suitable quantities before he can hope to reap the benefits of advertising.

"The talking machine field is no stock market proposition. There are no 'war babies' in it. The fortunes that are being made, and will be

made, will be the result of hard work and persistent effort. A quick realization of that fact will save somebody money."

"TALKER" AIDS OPERA ARTISTS

Owing to War Dangers, Singers in America Record Voices so That London Managers May Make Decisions—Plan Works Out Well

Talking machine records made by grand opera singers in America for the purpose of securing engagements to sing in European centers are being used to great advantage by both singers and managers. There have been several engagements secured by grand opera artists by this means, among them being Freda Gallick Baker, American soprano, whose singing through the medium of the record has secured her an engagement to sing "Carmen" at Covent Garden during the coming winter. Another singer who has made a wonderful record is a Miss Martin, of San Francisco, who has a remarkable coloratura voice. Her record of the Caro Nome from "Rigoletto" may be the means of getting her an engagement to sing at La Scala, which every American artist so covets.

In these days of perilous ocean voyages, submarining, etc., incident to the great war, the convenience of sending a voice record and a phonograph across the seas is one that cannot be denied. However, the records should be very carefully made under direction of a competent conductor, and should include not only arias from operas in the repertoire of the singer, but scales, roulades, trills, and every vocal exercise calculated to show the range, flexibility and quality of the voice, as well as the singer's qualifications in phrasing and general vocalization. But few of the records sent over are complete in all these respects. Merely to have a record of an aria or two is not enough to permit the impresario to form a judgment upon the artist's abilities. The more complete the repertoire in record form the better it will please those who have to pass upon the capabilities of the singer.

NEBRASKA DEALERS ORGANIZE VICTOR ASSOCIATION

Have Get-Together Meeting in Omaha and Form Permanent Organization—Elect Officers—Nebraska Cycle Co. Entertains Visitors of a Banquet at the Rome Hotel

OMAHA, NEB., November 2.—There is considerable general interest manifested in the recent organization of the Victor talking machine dealers in this city by the Nebraska Victor Dealers' Association, and it is probable that

DETROIT SCALE OF ALLOWANCES

Local Association Fixes Figures at Which Used Machines Are to Be Taken in Exchange

DETROIT, MICH., November 6.—The scale of allowances on traded-in machines recently adopted by the Detroit Talking Machine Association is being adhered to strictly by members of that organization with most satisfactory results. The schedule was approved only after the most careful consideration, and has been printed up on convenient cards so that it may be presented to a customer in understandable form. The text is as follows:

"Scale of allowances adopted by the Detroit Talking Machine Association:

"On all old horn or cylinder machines not over 5 per cent. of the machine purchased.

"On all other instruments full value may be allowed in exchange for a higher priced instrument within three (3) months from date of purchase, providing, however, old machine is in perfect condition.

"Machine not over six (6) months old, 80 per cent. of the original cost.

"Machine not over one (1) year old 60 per cent. of the original cost.

"Machine not over two (2) years old 50 per cent. of the original cost.

"Machine not over three (3) years old 40 per cent. of the original cost.

"Machine not over four (4) years old 30 per cent. of the original cost.

"Machine not over five (5) years old 25 per cent. of the original cost."

NEW BUILDING FOR STARR CO.

RICHMOND, IND., November 8.—Work has begun on the new building to be used as sales and display rooms of the Starr Piano Co. in this city. The store, which has been at 931-935 Main street, for a number of years, will be moved to 10-12 North Eighth street, to meet the requirements of more room. The company's property on Eighth street will be remodeled at a cost of over \$6,000. There will be a new front of stone, the ceiling will be raised, as well as rearranging the interior for greater display space. Since the Starr phonograph has been placed on the market the need of more room in this territory has been felt.



Dealers and Their Friends Who Attended Recent Gathering in Nebraska

every Victor man in the city will become a member of that body.

Heading the new organization is Edwin Walt, manager of the Walt Music Co., of Lincoln, president; Chas. Gaston, of the Gaston Music House, Hastings, vice-president; H. S. Thorp,

of Norfolk, treasurer; W. E. Mickel, of the Nebraska Cycle Co., this city, secretary. J. E. Gaston, of Nebraska City, and C. Robertson, of Omaha, were chosen members of the executive committee.

During the course of the meeting here there were numerous business discussions, and the dealers and their wives were the guests of the Nebraska Cycle Co. at a banquet at the Rome Hotel, with Geo. E. Mickel, president of that company, as toastmaster.

RUNNING DOWN "GYP" DEALERS IN MINNEAPOLIS

Vigilance Bureau of Advertising Forum in That City Takes Action Against Parties Who Made Misleading Statements Regarding Talking Machines—A Step Worth Emulating

MINNEAPOLIS, MINN., November 2.—The Vigilance Bureau of the Minneapolis Advertising Forum, which has been quite active at various times in investigating practices in the piano and other trades, has also taken action against "gyp" dealers in talking machines, and recently disposed of a case of this nature.

On October 1 there was advertised in the classified columns of both the Journal and the Tribune a "new \$200 Victrola size mahogany cabinet, \$48." Complaint was made that persons who responded to the advertisement were under the impression that the instrument offered was a genuine Victrola. A representative of the Vigilance Bureau called at the address and asked, "Are you advertising a \$200 Victrola for \$48?" An affirmative answer was given, but a representative declared that the advertiser was making the cabinet himself and that the instrument shown was fitted with a Columbia motor. The advertiser was warned of the misleading character of the copy and promised to be more careful in the future.

On October 15 there appeared in the classified columns of the Journal the announcement, "For Sale—Victor Phonograph in mahogany cabinet, fifty inches high for \$55 delivered." The advertisement was accepted by the paper only after the advertiser had given assurance that the com-

plete instrument had been made by the Victor Talking Machine Co.

Investigators were sent to the address given and were assured that it was a Victor machine. When they stated that the cabinet shown differed from other Victor machines, they were assured that the man made the cabinets himself and could, therefore, sell them cheap. Further inquiries elicited the information that the cabinet was the same size as that of the \$150 Victrola and that it contained the motor of the \$15 Victor machine, which motor, it was alleged, was the same as that used in the \$150 Victrola. Victor records were also used in demonstrating the machine.

Subsequently another investigator was sent to the advertiser and purchased the machine, getting a receipt reading: "Paid in full for Victrola, \$55." The representative of the Vigilance Bureau, accompanied by an attorney, immediately called on the advertiser and explained the provisions of the misleading advertising law, and came back with a signed promise from the advertiser not to offend again. In consideration of the signed agreement the Bureau withheld prosecution. In view of the similar cases that have resulted in other sections of the country, the action of the local Vigilance Bureau should receive the hearty endorsement of the trade.

WITH THE TRADE IN TORONTO

Business Reports Generally Good—Montagnes & Co. Issue Sonora Catalog—Ralph Cabanas Visits Columbia Headquarters and Factories—F. R. Hoffman's New Post—"Edison Week" Generally Observed—Other News of Month

TORONTO, ONT., November 3.—General talking machine business throughout this section of Canada has been most satisfactory in all lines, according to the reports made by the various concerns. The demand is keeping up in wonderful shape, and the great problem is to get sufficient machines and records to meet it.

The Canadian distributors of Sonora phonographs, I. Montagnes & Co., this city, have issued a new catalog, illustrative and descriptive of the Sonora line. The catalog is an elaborate one and shows various Sonora models pictured in the home surroundings in which they would naturally be placed. Montagnes & Co. have already received a number of complimentary letters from dealers concerning their new selling help.

Ralph Cabanas, manager of the Canadian busi-

ness of the Columbia Graphophone Co., recently returned from a visit to the headquarters of the company in New York and also to the factories in Bridgeport. He states that the company is still thousands of machines behind in deliveries in spite of the great additions to factory facilities. Columbia sales during September were the largest of any single month in their history.

F. R. Hoffman has become assistant manager of the Columbia Co.'s organization in Canada, succeeding Otis Dorian who recently resigned to become manager of the Pathé Frères Phonograph Co., in Canada. Mr. Hoffman is a native of Connecticut, and for the past thirteen years has held an important position in the Columbia factories in Bridgeport.

John A. Sabine, of the Music Supply Co., of this city, has returned from a short visit to the offices and factories of the Columbia Graphophone Co. in an effort to stimulate shipments of machines.

Edison Week was celebrated throughout Canada in royal style and all dealers held daily recitals with special artists in conjunction with their demonstrations. In the city of Toronto twelve moving picture theatres demonstrated the

New Edison Diamond Disc in addition to other features on their regular program.

The Nordheimer Piano & Music Co., Ltd., are introducing in Canada the Aeolian-Vocalion, for which they are the Canadian distributors.

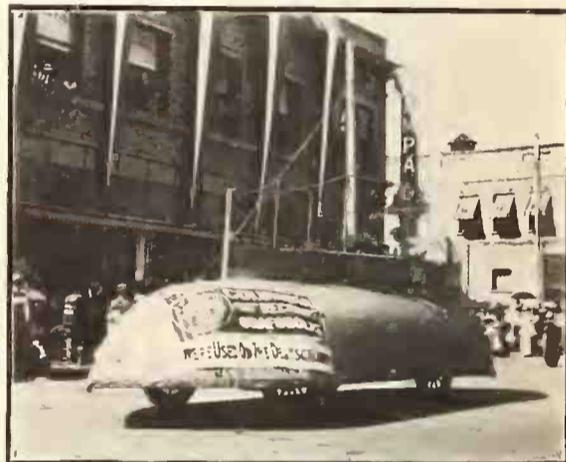
Rev. Geo. A. House, who comes direct from the Edison laboratory, recently spent three weeks in Kingston, Ont., demonstrating the Edison Diamond Disc. The T. F. Harrison Co., Ltd., who handle this line, reports increased sales as a result of Mr. House's visit to Kingston.

The Home Outfitters' Co., Ltd., 170-78 King street, East Hamilton, Ont., is featuring the Pathephone line of machines and records.

Al Jolson recently appeared in Toronto featuring "Robinson Crusoe, Jr." The Toronto dealers as a result sold a large number of Columbia records of this artist. A full-page announcement appeared in some of the dailies, drawing attention to his various songs and where they could be procured.

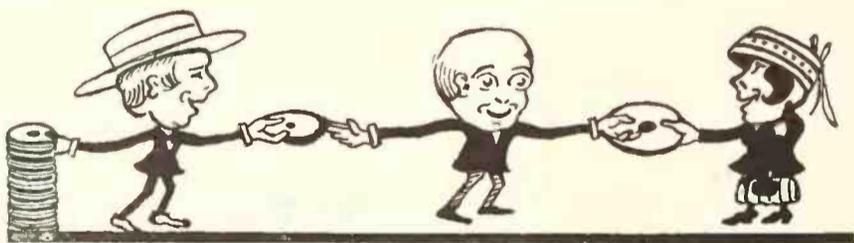
UNIQUE FLOAT WINS MUCH PRAISE

NAMPA, IDAHO, November 6.—H. L. Mickels & Co., of this city, sponsored a float in the Nampa Harvest Festival, which was one of the most unique displays prepared by any concern in local territory. A complete line of Columbia



Mickel & Co.'s Clever Publicity Stunt
Grafonolas and records is handled by this house, and as soon as it learned that the "Deutschland," the mammoth German submarine, had included a Columbia Grafonola in its equipment, it decided to utilize this fact as the subject of the fantastic float shown herewith. The Columbia trade-mark formed a prominent part of the display, which was greatly admired.

Henry C. Brown, advertising manager of The Victor Talking Machine Co., is at present on his annual hunting trip in the big game country of Canada. Mr. Brown, as usual, will come back with the legal limit of game.



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

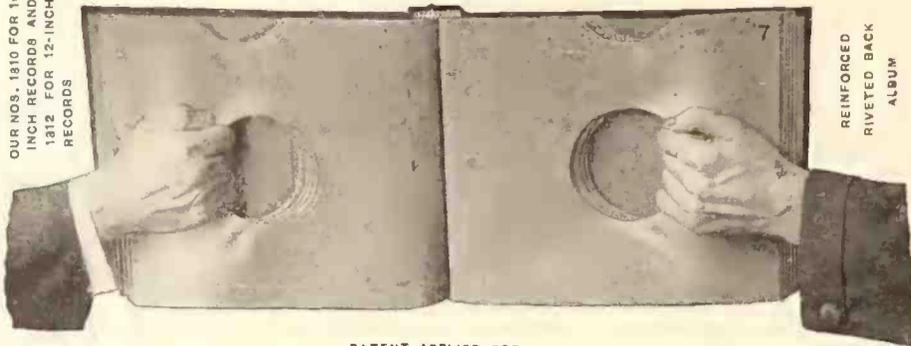
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

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

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



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

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

PATENT APPLIED FOR

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

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

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

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

EDISON RECITAL AND DEALERS MEETING IN ST. LOUIS

One of the Great Events of Closing of Edison Week—Interesting Addresses Made at Gathering and Luncheon at Majestic Hotel—Some Interesting Addresses—Dealers Who Were Present

St. Louis, Mo., November 5.—The Anna Case tone test recital and dealers' meeting held by The Silverstone Music Co., as a final of the Edison Week observance proved to be a most enjoyable and profitable affair. The day began with an address of welcome by Mark Silverstone, and next came a personal message from Mr. Edison, delivered through E. C. Boykin. V. E. B. Fuller, also from the laboratory, delivered a talk on tone tests, which included some extremely practical advice for dealers who are contemplating this feature. This was followed by a general discussion, in which Mr. Silverstone got most of those present to participate. A luncheon was served at the Majestic Hotel, and it was arranged that no time was lost from business there.

At 2 p. m. the session again convened, and Mr. Silverstone talked on "Salesmanship." J. E. Marks, of Marks, Weber & Co., Edwardsville, Ill., talked on "My Experience with the Edison." The discussion was cut off just in time for the dealers to go to the Columbia, a high-class vaudeville house, where Mayo & Tally were including a tone test in their act. Then the dealers were given a rest until 6.10, when they met at the Elks' Club for a banquet. This lasted until they all went to The Victoria Theatre, where the tone test recital was held.

As has been the case with the other tone tests, the fire department finally closed the doors because the 2,500 permitted in the house were already there, and scores were turned away.

Mr. Silverstone was master of ceremonies at the tone test and opened the program with a graceful tribute to Mr. Edison, which was several times interrupted with applause. The tone test with Miss Case was perhaps the most successful of any held here. She was in good voice and entered into the spirit of the occasion. She alternated with the machine as the occasion offered, and in "The Song of India" the lights were turned out and were turned on to show that she had left and none knew when she had stopped singing. The test was successful, too, in interesting the newspaper critics, and fine comment was obtained from each of the five leading dailies, some of them

signed by the critics. That by Homer Moore, of the Republic, who is widely known as a critic, says in part:

"Mr. Silverstone is, by these concerts, contributing very largely to the advancement of musical taste and interest in this city. Doubtless many went to the performance last night out of curiosity, but that element soon gave place to genuine enjoyment of the program. The problem of music in the home is solved when the singing of the greatest artists is made possible by an instrument that does not betray itself in the very presence of the artist herself."

The following dealers were present: E. C. Boykin, Edison Laboratory, Orange, N. J.; V. E. B. Fuller, Edison Laboratory, Orange, N. J.; Arthur Walsh, Edison Laboratory, Orange, N. J.; Miss McDougall, Sedalia, Mo.; Thos. McHarg, Columbia, Mo.; J. O. Robnett, Columbia, Mo.; Chas. Duesenberg, Concordia Music Co., city; J. W. Medairy, Stix, Baer & Fuller, city;

NEW STARR CO. AGENTS APPOINTED

RICHMOND, IND., November 6.—Jobbing centers for Starr phonographs and records have been active the last few days, and the Starr Piano Co. report the appointment of the following agencies: Chas. C. Hammond, Nantucket, Mass.; Henry Armstrong, Dorchester, Mass.; S. R. Richardson, Woonsocket, R. I.; The Reco-tone Co., Inc., New York City; D. J. Sill, Franklinville, N. Y.; Phono Cycle Co., Newark, N. J.; Faller Bros., Donora, Pa.; E. D. Newell & Co., Hampton, Va.; Threlkeld Piano Co., Flemingsburg, Ky.; R. H. Harp, Mt. Sterling, Ky.; Shrou, Piper & Shrou, Owingsville, Ky.; J. G. James, Carlisle, Ky.; M. A. Barker, Poplar Bluff, Mo.; Conner Music Co., Hillsdale, Mich.; Lou D. Smith, Ironton, O.; H. F. Murray, Lansing, Mich.; W. Muir, Bisbee, Ariz.; Marvin Moore, El Centro, Cal.; Batte Furniture Co., Jackson, Miss.; R. Rogers & Sons, Frankfort, Ky.; Geo. H. Cox Co., Owensboro, Ky.; Frank E. Charipar, West End Music Co., Detroit, Mich.; L. J. Ronan, Uhrichville, O.; Mann Bros., Henderson, Ky.; M. Koplan, Scran-

Fred P. Watson, Mt. Vernon, Ill.; C. A. Hueter, Greenville, Ill.; Geo. Hoots, Greenville, Ill.; J. E. Marks, Marks, Weber & Co., Edwardsville, Ill.; R. Davis, John Bressmer Co., Springfield, Ill.; C. Kimber, John Bressmer Co., Springfield, Ill.; C. W. Slaybaugh, Taylorville, Ill.; H. L. Coffey, H. L. Coffey Music Co., Centralia, Ill.; C. Durham, Southern Illinois Music Co., DuQuoin, Ill.; W. H. Taylor, Anna, Ill.; W. J. Krug, Krug Jewelry Co., Staunton, Ill.; E. L. Jacoby, C. J. Jacoby & Co., Alton, Ill.; J. A. Berns, C. J. Jacoby & Co., Alton, Ill.; E. E. Lutes, Poplar Bluff, Mo.; R. B. Keyes, Keyes Bros., Blytheville, Ark.; Franklin Meyer, Meyer's Music House, Carlinville, Ill.; E. M. Webb, Schubert Mercantile Co., Russellville, Mo.; F. A. Leatherman, Nashville, Tenn.; M. A. Skalowski, Nashville, Tenn.; L. S. Demint, Waterloo, Ill.; J. E. Caldwell, Quincy Phonograph Co., Quincy, Ill.; W. C. Brewer, Lair Furniture Co., Charleston, Mo.; H. A. Tunehorst, Jerseyville, Ill.; E. Tunehorst, Jerseyville, Ill.; G. Tunehorst, Jerseyville, Ill.; L. N. Rost, L. N. Rost & Son, Macomb, Ill.; Miss Conreaux, B. Nugent & Bro., city; D. W. Hulén, Centralia, Mo.

ton, Pa.; The Colvin Piano School, Omaha, Neb.; William Stradtman, Lansing, Mich.; Frank Hartman, Monterey, Ind.

GIVE BANQUET IN PORTLAND, ORE.

James L. Loder, Manager of Victor Department of the Wiley B. Allen Co., Entertains Staff—Victor Co. Traveler a Guest

PORTLAND, ORE., October 30.—Upon the recent visit of Herbert Shoemaker, traveling representative of the Victor Talking Machine Co.,



Who the Wiley B. Allen Manager Entertained to this city, he was the guest of honor of a banquet given by James L. Loder, manager of the Victrola department of the Wiley B. Allen Co. During the course of the dinner Mr. Shoemaker gave a very interesting talk regarding the making of Victor talking machines and records and the various systems in force at the Victor factory, and after the dinner proper the rest of the evening was spent in dancing. The accompanying photograph shows the guests at the dinner who were from left to right: Mrs. Paul Norris, Chas. McNeill, Otto Pankopf, Mrs. Olga Binder, James L. Loder, Herbert Shoemaker, Paul B. Morris, Mrs. James Loder, Robert Callahan and Clyde Wilcox.



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.

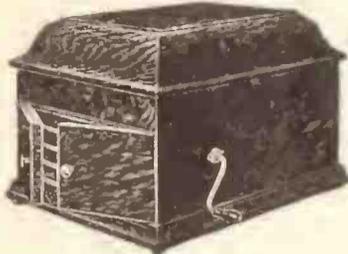
NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York



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?”

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.



We get the people thinking “Victrola,” and then it is easy for you to get action.

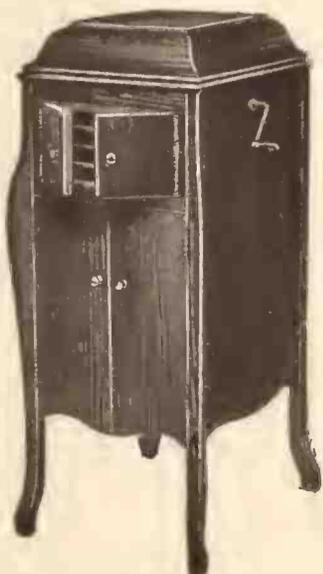
And there's going to be plenty of action this coming holiday season.

With every Victor dealer doing his part, the volume of Christmas business will be unprecedented even for the Victor.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
 (C. L. BILL, Executrix.)

J. B. SPILLANE, Editor

J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, Business Manager

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

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.
 HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

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

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$1.00 per Year; Canada, \$1.25; all other countries, \$1.75. Single copies, 20 cents.

ADVERTISEMENTS: \$4.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$125.00.

REMITTANCES should be made payable to the Estate of Edward Lyman Bill by check or Post Office Money Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
 Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1916

WE are now in the midst of one of the most active musical seasons in the history of New York, or the nation, for that matter. The war in Europe has driven to our shores the most eminent artists, the majority of whom are presenting themselves for public consideration, not merely in person, but through their records, which are listed in the catalogs of the leading talking machine manufacturers. The public is interested in music to-day as never before, thanks to the educational work of the talking machine, and this accounts for the increased interest in musical affairs, which is now so evident all over the country.

The concert season affords a great opportunity for talking machine dealers everywhere to feature their products in such a way that they can take advantage of the publicity which the great artists are receiving.

The managerial plans of the leading artists call for visits to the principal cities from the Atlantic to the Pacific, and preceding the visits of these artists much can be done by dealers in featuring through window displays and other ways, the fact that they are handling the records of the visiting artists, and in a broader way still, affording an idea of the importance of the talking machine and its wonderful value as a musical educator.

A beautifully decorated window is one of the best talking points for a live dealer, and it is a matter of congratulation that such a large number have taken advantage of this medium for bringing their products to the attention of the public.

The talking machine, and the publicity connected with it, enables the introduction of many novel features in a window display, giving the imagination an opportunity for play, which is resultful in creating some decidedly attractive shows.

It is evident that the advertising advantages of the show window will be utilized this winter more effectively than ever before, but dealers should aim to take advantage of the visits of distinguished artists whose records they handle to as great an extent as possible, and thus give a news interest to their display, which is certain to bring them a good return for the time and labor given to preparing such special features.

THE question of price maintenance is one of the most vital confronting this, or any other industry to-day; hence the importance of displaying a keen, active, personal interest in the Stephens Bill, which will come up again for consideration at the next session of Congress.

There is no industry that is more benefited by price maintenance than the industry which we represent.

Price maintenance means business stability, and the up-holding of those principles which are of real interest to the public, and which are recognized as an incentive in the promotion of business efficiency among merchants. Price maintenance means protection for the merchant all the way through, and price cutting means the destruction of those conditions which stabilize and develop business.

The special committee appointed by the National Association of Talking Machine Jobbers is doing excellent work, but every dealer should be alert and interested in the passage of this bill. He should keep in touch with his congressman, and keep him fully aware of the desires of the talking machine industry regarding the enactment of such a law as is outlined in the Stephens Bill.

EACH month, as dealers learn to appreciate the benefits that come through organization, there come reports of the formation of associations of talking machine men in various cities. The great value of these associations for the most part lies in the fact that they include dealers in the varied makes of machines, the sole requirements for membership being that a man must be engaged in retailing talking machines to join. By thus bringing together dealers in competing lines, the association tends to eliminate much of the harshness of competition.

Competition is a fine thing. It helps to stimulate the efforts of the retailer, but competition that is clean, that is carried on with regard to the rights of other men, is far more profitable than competition of the cut-throat sort, which digs into the profits both of the dealer himself and the competitor he is working against.

If the record approval system is an evil it affects those handling one make of records just as much as those handling another. If the charging of interest on instalments is desirable, it should apply just as well to dealers of one line of machines as another.

If machines, cabinets and records should be advertised separately to avoid misconception and alienate the public from the fixed price idea, that move would apply just as well to dealers in every line, and it is a trade organization that can bring about this standardization of method.

There is considerable talk of a National Association of Talking Machine Dealers, and each new local association that is organized brings the dealers of the country just that much closer to a national body.

The problems of the talking machine dealer differ very little according to locality and for the most part have the same basis, and as the trade grows and new phases develop a national body will probably become very desirable as a protective measure.

WHILE advertising results may be immediate, the full effect of advertising cannot be felt at once, for the value of advertising lies in the fact that its power is cumulative. Therefore, advertising must be systematic, in order to obtain a maximum of result with a minimum of effort and expense. Persistent advertising will always carry its message home, spasmodic advertising is of doubtful value, and far less benefit. The wise advertiser is the one who believes in keeping everlastingly at it, and who carries out that belief in actual practice.

NOW is coming the day of the talking machine de luxe—talking machines of special design whose cost will run into thousands of dollars. Some years ago the Victor Co. introduced the Auxetophone, but it was the individual mechanical features of this instrument rather than the design that necessitated charging a substantial price for it. Then came the Columbia Co., with the Columbia grand, designed somewhat on the lines of a grand piano. Since that time the Sonora Phonograph Corp. have introduced the Sonora Supreme, selling at \$1,000, and the Aeolian Co. have put on the market the Aeolian-Vocalion in period designs, priced at several thousand dollars.

During the coming year it is reported that two prominent companies will introduce elaborate period designs for the exclusive trade, the price of the machines to run as high as \$6,000. That there is a demand for machines selling at \$1,000 and more is the best proof possible of the present standing and stability of

the industry. People do not pay thousands of dollars for "toys." The call for exclusive types of talking machines goes to prove that the period of doubt is passed. People have tried talking machines, have been convinced, and are willing to spend money for something that they know represents a permanent and rational investment. It is a condition worth thinking about.

THE members of the talking machine trade have upon more than one occasion recently had the fact brought home to them that the fraudulent advertiser is still abroad in the land, and has entered their own particular field. A man was recently up for trial and held under heavy bail in Brooklyn because he carelessly advertised and sold as a Victrola an instrument that had never been within one hundred miles of Camden, had in fact been assembled in New York City.

Some of the advertisers qualify their statements by describing the machines as "the Victrola style." Others have been less particular and have described machines of uncertain make as just "Victrolas." There are laws against misleading advertising in many of the cities and states that are broad enough to cover this feature and make it unhealthy for the fraudulent advertiser of talking machines.

Then there is the "gyp" dealer, a character well known in the piano trade, who does his business from a private residence and offers sad excuses for selling instruments of doubtful quality at less than usual prices. It is such men that offer talking machines of questionable origin under names of instruments of established value.

Another factor that causes a good deal of trouble for both talking machine dealers and retail purchasers is the fellow who buys a machine for \$100 or more on instalments and after making three or four payments sells it to some unsuspecting man at about one-half its list price. Everything is fine until the dealer traces the machine and seeks to, and generally does, recover the unpaid balance from the innocent third party. Numerous instances of this character have come to light. There are many cases where the dealers do not succeed in recovering the machines at all.

The Information Bureau suggested by The Talking Machine Men, Inc., of this city should go far to eliminate some of these troubles locally.

FROM all reports the South generally should be pretty good stamping ground for talking machine people this fall. Concentration of influences which have been at work for some time should produce conditions distinctly favorable to the sale of musical instruments on a larger scale than ever. Travelers all speak of the fact that a number of piano and talking machine stores of the better grade are increasing. A good deal of new blood is coming into the business and dealers who have been

content to go along with poorly equipped stores are remodeling, moving into new quarters, and paying attention to window and interior displays as they have not heretofore. General business conditions are good. The European situation has increased the demand for cotton goods enormously and the Southern mills are unprecedentedly prosperous. Exportation to South America of Southern-made goods is also becoming an increasing factor in Southern commerce. In addition to all this is the fact that the South has learned the secret of diversified crops and buys her meats, hay and corn elsewhere. The people of the South are now enthusing over talking machines just as they are in the North, and the proportion of talking machine sales in the South this fall promises to be the greatest in her history.

THE reasons offered by advertising men and salesmen for placing talking machines in the home have been many and varied and all good. There has been brought forth the question of entertaining, developing musical taste, improving the child mind, all based upon fact.

That the talking machine may be used for the suppression of evil, however, is not always impressed upon the prospect. Magistrate Groehl, in a talk before a meeting of New York piano men recently, declared that music in the home proved a powerful factor in cutting down crime by improving the sensibilities and making for culture and an appreciation of the higher things of life.

A statement coming from a man who is not trying to sell a musical instrument, but who is acquainted with the criminal and his habits through long experience, should prove a strong selling argument.

THE same hammer that breaks a piece of iron in two can be used to weld two pieces of iron into one. The circumstance that spells disaster for the man without a fixed purpose becomes a stepping-stone to progress for the determined man. The man with a definite aim has these powerful aids to success. He works intelligently to qualify himself for a certain position. He wastes no time, money, thought or energy that could be applied to the attainment of his purpose. His abilities grow to fit his mental vision of the position he wants to fill. His superiors are so anxious to develop executives that, once they perceive his earnest purpose, they will lend all possible aid toward its accomplishment. His anxiety to win teaches him how to make chance or circumstance serve his ends.

WITH the National election out of the way, and the majority of our citizens satisfied that the right man has won, it is time to shelve politics and talk business. Prosperity is in evidence on all sides, and it is up to the talking machine men to get their share of it.

Records—Their Significance!

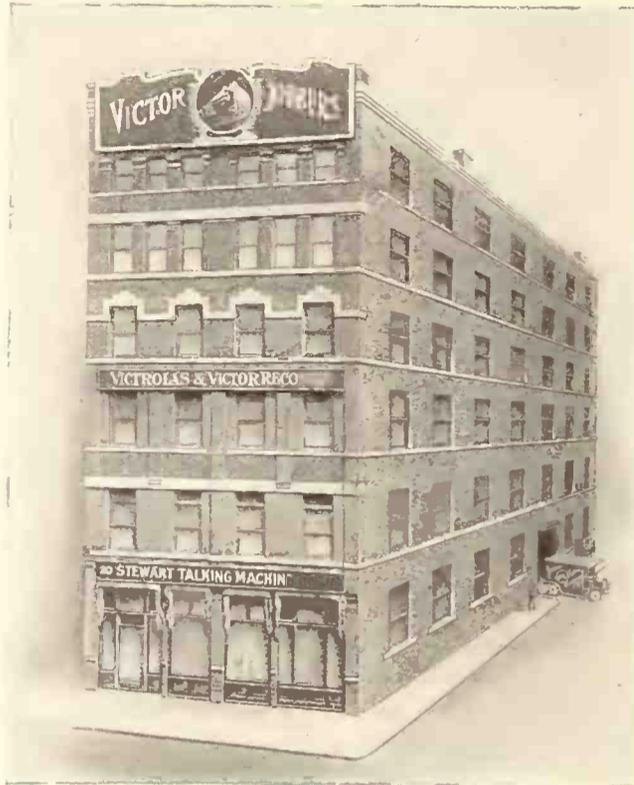
The Victor Dealer who supplies his customers with the records they want when they want them is not only closing profitable sales, but is building up a friendship with his trade that is founded on service and satisfaction.

Pearsall Record Service

Enables Victor Dealers to make many friends among their customers. We prepared ourselves months in advance for the 1916 holiday record trade, and as a result of this foresight we are shipping record orders complete the same day they are received.

Let us give you a sample of this service

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



*Six-story home of
Stewart Talking Machine
Company, at Indianapolis*

Victor Records are just as profitable as Victrolas. Many Victor Dealers are awaking to that realization. They are boosting record sales systematically. They like the cash-down feature of record selling.

Our record stock has been built up to a high point of completeness. Under our thorough purchasing plan, the slogan, "All the Records," becomes less a motto and more a statement of facts. We have accomplished a thorough filling of our shelves with both the foreign and domestic class of records, and have heavy supplies of the more desirable numbers. Now you can order records from us with the assurance of most prompt and complete service.

Your record shelves should be bolstered up for the Christmas shock, and you should begin bolstering now. Christmas music as made by Victor artists is as standard an institution as the Christmas turkey. There are a number of records in the Victor catalog that bloom in the light of demand just as appealingly now as they have in the past. Order them before there is danger of shortage. Grapes should be picked before frost.

Stewart

Talking Machine Company

INDIANAPOLIS



And now Barrientos! The world's greatest coloratura soprano has just signed an exclusive Columbia contract. Barrientos Records available December 10th. See your distributor about a supply.

(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



BRING SUITS OVER ROYALTIES

Music Publisher Takes Action Against Talking Machine Record and Music Roll Manufacturers to Test Provisions of Copyright Law—Record Makers Should Observe Care

Claiming that the music publishers are not treated fairly by some of the talking machine manufacturers, and music roll manufacturers, Leo Feist, Inc., one of the leading publishers of popular music, has started several suits to enforce the payment of royalties on the mechanical reproduction of the company's music as is provided by the copyright law.

One of the provisions of the statute is that the manufacturer of mechanical musical instruments, which is taken to mean the manufacturer of records and music rolls, must furnish a sworn statement to the owner of the copyright on the 20th day of each month regarding the copyrighted selections reproduced mechanically, and the payment of royalties accruing thereby must be made on the 20th of the next succeeding month.

The statute also provides that in case of failure of the manufacturer to pay to the copyright proprietor within thirty days after demand the full sum of royalties due pursuant to the provisions of said act, the court may award taxable costs to the plaintiff and a reasonable counsel fee besides, in its discretion, awarding further damages not exceeding three times the amount of royalties actually due.

Leo Feist, Inc., claimed that they have experienced great difficulty in getting some manufacturers of mechanical parts to remit royalties, with the result that the suits have been brought.

A decision has been rendered in one suit against a record manufacturer, confessing judgment, and paying in addition to the royalties actually due, a sum of \$50 counsel fees and \$12.90 taxable costs and disbursements.

It would be well for manufacturers of records to give attention to this matter. The law

is very explicit regarding submission of settlements and the payment of royalties, and good intentions do not make up for any lapses in the strict observation of the statute.

With the Feist concern in the lead it is intimated that other publishers will bring suits. It is much better to pay the 2-cent royalty when due than to be forced possibly to pay 6 cents, together with the other expenses of a legal action after suit is brought.

The music publishers declare that cases against other manufacturers are to be instituted, the first case being regarded somewhat in the light of a test case.

NEW EDISON STORE IN VANCOUVER

Kent Piano Co. Opens Handsome Quarters in that City With James Callaghan as Manager

VICTORIA, B. C., November 1.—The Kent Piano Co., Ltd., of Vancouver, has opened an exclusive Edison phonograph store in this city. The building in which the new store is located has been remodeled throughout and handsomely equipped, several sound-proof parlors being among the features. W. J. Carson, formerly with Thos. A. Edison, Inc., has been engaged as manager.

James Callaghan, at one time a member of Pike, Evans & Callaghan, has joined the staff of the Kent Piano Co., in Vancouver.

BARTON CO. OPEN DEPARTMENT

The Barton Co., of Manchester, N. H., holding the honor of being the largest and most magnificent department store north of Boston, have recently installed a very extensive Victor department under the management of Robert Matheson. In connection with the general Victor equipment, they have an auditorium as large as an ordinary theatre for the purpose of giving Victrola recitals to their patrons. Their qualifying order was placed through Cressey & Allen, the enterprising Victor distributors of Portland, Me.

OUTDOOR ADVERTISING RESULTS

Lorn L. Haight, McGregor, Ia., Using Billboards Extensively in Featuring the Victor and Columbia Lines in his Section

McGREGOR, IA., November 2.—Lorn L. Haight, who handles Columbia and Victor machines and records in this city, is a firm believer in outdoor advertising, and has used that form of publicity with gratifying success.

Mr. Haight's signs, featuring the Victor and



Advertising Victor and Columbia Products

Columbia names in large letters, are to be found painted on many of the most conspicuous buildings in the vicinity, and form permanent advertisements of his business. One particularly interesting sign is that featuring the Victrola, which was recently put in place in the public square of this city. The sign is painted in oil on galvanized iron, and shaded electric lights illumine its surface at night. The sign is right in the center of things, attractive in design, and proves a result producing bit of publicity.

INCORPORATED TO MAKE CABINETS

The Melrose Furniture & Cabinet Manufacturing Corporation has been chartered under the laws of New York with a capital stock of \$25,000, to manufacture wood and steel cabinets, furniture, phonographs, etc. The incorporators are L. H. Axman, E. M. Souza and S. Schwartzman.

YOU CAN MAKE A RECORD

FOR TOTAL SALES DURING THE YEAR 1916 IF YOU
WATCH YOUR VICTOR RECORD STOCK AND PREPARE
FOR THE RUSH THAT WILL SURELY COME IN DECEMBER

WE CAN HELP YOU KEEP YOUR STOCK FILLED UP
OUR VICTOR RECORD STOCK IS BIG. OUR SERVICE THE BEST
THE COMBINATION MEANS BIG BUSINESS FOR YOU IF YOU USE IT

AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON ST. Victor Distributors BROOKLYN, N. Y.



Albert Spalding, America's greatest violinist, proving that the New Edison perfectly Re-Creates his masterly art

The New Edison

HAVE you ever heard great artists testing the fidelity of phonographic records of their singing or the music of the instruments they play, before audiences of thousands of music lovers and critics—have you ever seen pictures of such tests, like the illustrations on this and the opposite page—have you ever even heard of such tests taking place with any other sound reproducing device but the New Edison?

No, you have not, because no other sound reproducing device could sustain such a test. Why? Because no other invention reproduces music so perfectly that the reproduction cannot be distinguished from the original when compared side by side. No other sound reproducing device actually RE-CREATES music.



Christine Miller, America's favorite concert contralto, making a personal comparison to prove that the New Edison perfectly Re-Creates her beautiful voice.

Above Comparison

BECAUSE of the accomplishment of Music's Re-Creation by the New Edison, Edison dealers are equipped with a line of musical merchandise above comparison. They are equipped to render music lovers a service of the highest order by bringing Music's Re-Creation to their attention. The New Edison is classed with the finest musical instruments of all time. Quality overshadows price to such an extent that an unusually high average sale price is realized. Each sale carries a worth while profit, in most cases requiring less effort to secure than with merchandise on which a much smaller profit per sale is realized.

The Edison Probationary Zone Policy keeps the dealer keyed up to his best pitch and offers a most generous reward for good dealership.

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., November 7.—One could write a volume on window displays, what they mean as advertising mediums, and the amount of artistic effort needed to make the exhibits both effective and valuable. With large department stores in particular a window dresser is an important factor in the business, he is usually a high-priced man. There are certain stores in Boston, which are famed for their artistic windows before which one can always find a crowd of people. Some of the Boston talking machine shops make good displays, and when the passerby sees something that is really striking it does not take more than a moment for him to come to a sense of due appreciation. Our talking machine shops should put more thought into their displays; originality should be sought for and once something is produced that is different there will be an eager public quick to appreciate. And that means publicity; the window will be talked about and a knowledge of its beauties will tempt persons even to go out of their way to view it.

A window that comes to mind at this point is that of the C. C. Harvey Co. in Boylston street, which house carries the Victor and the Edison lines. It was about a year ago that this window was in line for the big Edison prize, and the conspicuous attention given it was well worth all the time and thought given to its arrangement. The present window is a typical autumn exhibit. Large jars filled with autumn foliage are placed at intervals, and the central object is a unique vase filled with the fruits of the season. Across the pedestal is draped fabrics carrying the season's colors, and conspicuously placed yet not obtrusively are handsome Edison and Victor machines. The window was arranged by Vesper L. George, a well-known Boston artist, who was responsible for the interior mural decoration of this store. Another window that deservedly attracts attention is that of the M. Steinert & Sons Co., farther out on Boylston street. The present adornment is the third in a series of beautiful interiors, which are not over furnished, and wherein the color scheme is immediately attractive. Just now the Columbia Graphophone Co. is featuring the "Jadler of Roses" in one of its windows, this being a feature of "Hip-Hip-Hooray," which is soon coming to the Boston Opera House, and whose music is thus featured by the Columbia Co. It is true that

not all windows adapt themselves to good displays; some are small and cramped, and little effective work can be done; but take the proposition as a whole, there is not that originality and individuality displayed that there should be.

Business Continues to Loom Up

Business at the Columbia Graphophone Co. is looming up very large these days, and the prospects are good for a simply gigantic business if one recalls what has been done under Arthur Erisman's management in the past few years, especially approaching the holiday season. Manager Erisman has been making several trips among the New England local managers the past few weeks, and following a conference at Providence Mr. Erisman went down to Hartford, where he gave expression to some of his constructive views regarding the furtherance of sound business.

Hume's New Victrola Warerooms

One of the interesting events in the local trade is the opening of the new Victrola warerooms at the A. M. Hume Music Co.'s store, 194-196 Boylston street, a few doors west from Park square. A. M. Hume is the president, and H. N. Baker is the treasurer. Both of these gentlemen will be remembered for their connection with the M. Steinert & Sons Co. The warerooms were opened to-day, and many friends of these and the other gentlemen associated with the business, called to offer congratulations. The warerooms run through to Park square. The house has been fortunate in securing the services of Warren Batchelder, who formerly was manager of the Victor department of the Henry F. Miller Co, farther out on Boylston street. Mr. Batchelder's department is mid-way down the length of the store with a series of demonstration booths at the right, and the record racks opposite on the left. Mr. Batchelder has a wide following. The large consignment of machines and records was secured from the Eastern Talking Machine Co.

Ditson & Co.'s New Building

Manager Henry A. Winkelman is keenly interested in the new Victor warerooms that he is to have in the new Oliver Ditson Co. building farther up Boylston street, and which is now to be ready by June 15 of next year. Charles H. Ditson, of Charles H. Ditson & Co., was over here from New York a while ago, and at that time the contracts were awarded for the construction work. Manager Winkelman's

department will be on the second floor, and his private offices will look out on Head place. The demonstration booths, which promise to be something quite unusual among the Boston stores, will look across the Common, and in arrangement and furnishings will be quite up-to-date.

Visits Victor Co.'s Factory

Manager Herbert L. Royer, of the Arch street department of the M. Steinert & Sons Co., was over at the Victor factory at Camden for a short visit lately, and a few days ago he was over in New York in conference concerning trade conditions. Manager Royer reports business as unusually active, especially in the wholesale department.

Vocalion Co. Opens in Providence

The Vocalion Co., of which R. S. Hibshman is manager, is branching out, this time in another city, Providence, R. I., having been selected as the particularly desirable place in which to exploit the virtues of the Vocalion. The location chosen is Westminster street, close to where the new Keith's Theatre is to be erected. The manager of the new store, which will occupy the entire first floor of the building, will be Leo Shatney, whom Manager Hibshman is sending over from the Boston warerooms. Mr. Shatney is an alert, progressive young man who, during his Boston residence, has been able to make some excellent sales for the company.

Brings Many Columbia Visitors

"Hip-Hip-Hooray," the big New York Hippodrome production, which will soon be opened for a long engagement at the Boston Opera House, has opened a downtown office in the Columbia warerooms. This corner of the store, therefore, is an unusually popular one just now. Percy Heath, who is ahead of "Hip-Hip-Hooray," is frequently found there at his desk. Percy is one of the most popular advance men in the theatrical business.

Andrew F. Lyons Married

Andrew F. Lyons, of the talking machine department of Chickering & Sons, was married October 25 to Miss Helen F. Callahan, of Roxbury, and a honeymoon to New York and other places followed. Mr. Lyons and his bride were the recipients of many beautiful presents, Mr. Lyons' friends in the Chickering warerooms are taking advantage of the occasion to show their regard for him.

BOSTON

"Exclusively"
EDISON

NEW HAVEN

PARDEE-ELLENBERGER

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

Joins Sales Force of Chickering & Sons

A new member of the sales force of Chickering & Sons is William H. McCann, who has lately joined the talking machine staff after having had experience in other departments of the Chickering business.

Pardee, Ellenberger Co.'s Great Business

Manager Frederick H. Silliman, of the Pardee, Ellenberger Co., Inc., reports business as rushing to the limit, and it would be well-nigh impossible to take care of any more. Mr. Pardee was up here from New Haven a couple of days ago and expressed himself as well pleased at the volume of business being done in the Edison Diamond Disc line.

Makes Excellent Trade Report

George Lincoln Parker's Victor and Edison departments, of which John Alsen is manager, is making rapid strides these days. The exhibit at the Food Fair at Mechanics Building has been productive of a great many prospects.

"UNCLE SAM AND THE MEXICAN"

Clever, New Novelty for Talking Machine Owners Offered by National Toy Co.

The latest addition to the novelties for use for the talking machine manufactured by the National Toy Co., Boston, Mass., who long ago gained a reputation in the trade for their "Ragtime Rastus" and "The Boxers," is based on the subject of timely interest, and is mar-



"Uncle Sam and the Mexican"

keted under the name of "Uncle Sam and the Mexican." The figures represent Uncle Sam gripping the collar of a typical Mexican and applying his feet to the rear of said Mexican in the most effective manner, as the talking machine provides the accompaniment of lively music.

With the holiday season approaching the trade is naturally interested in accessories that have a particularly ready sale during that season, and Uncle Sam and the Mexican should share in this interest, especially so in view of the shortage of imported toys. An illustration of the new novelty is presented herewith.

The National Toy Co. is now located at 273-279 Congress street in much larger quarters

ANTICIPATING THE FUTURE IN BUILDING BUSINESS

Meeting the Problem of Stock and Distribution Before They Materialize in the Modern System—Preparing for the January Demand for Records That Follows Holiday Machine Sales

Every month comes and brings with it a thousand little problems of its own. Ordinarily one would think that success consisted in meeting these problems as they come up with a profitable result. Modern business, however, has stepped far beyond the scope of present time—the live dealer in the talking machine trade is forced to anticipate what is going to transpire months ahead. For instance, it is now November and yet the really live dealer has to be thinking well beyond the holiday season if he is going to meet conditions after the holidays in a satisfactory way. The Christmas holidays are the greatest time in the year for machine sales, while record sales also take a wonderful jump in popular music and operatic selections.

The significant thing, of course, is the tremendous sale of machines within a comparatively short period. The boost in record sales need not be considered in the light of its results, because there is nothing very definite left as a result. But machine sales at Christmas time do leave a wake of the most important kind. They leave a gigantic wake which is labelled "Big Record Business for January." All the new machine owners are bound to start shopping for "music for the home" and as a result records of all sorts are in great demand.

Having recognized the January demand for records which is bound to follow December machine sales, it remains to prepare to take a maximum advantage in actual record sales. Along the line of preparedness, there are perhaps three important measures. First, the dealer must stock in heavy on records of all varieties. Customers will not wait. They want particular selections "on demand," and dealers cannot meet this call if the records are not in stock.

Second, there is the matter of preparing the proper kind of reception for the throng of record buyers. In this case, demonstrating booths have proved of great advantage because in a given space the greatest number of buyers can be listening to selections at once without interfering with each other. In fact the sound-proof booth has proved a salvation for the dealer whose quarters are limited and yet who desires

than formerly occupied. Even now the house is cramped for room, so great has been the growth of business during the past twelve months. The toys of the company have been most favorably received by the talking machine trade everywhere and they are easily adjusted to almost every make of machine.

to accord each prospect the distinction of an individual reception. The booth system in part eliminates the work of salesmen, as a customer can be placed in a booth to sell records to himself. When the salesman is present, on the other hand, he can cater to the individual tastes of a particular person.

Another point of considerable importance is the systematizing of the record department. Various types of record filing cabinets have been designed to help the dealer, but it remains for the dealer to determine what style is best adapted for his own establishment. The main thing to bear in mind is, of course, to make all varieties of records easily accessible to all the salesmen and in such a way as not to interfere with or interrupt each other's customers.

Finally, a lot of preparation must be done to the end of getting the buyers into a particular store. Advertising must be done in the local papers and the advertising copy prepared well in advance. Posters, window decorations, interior attractions—all these things must be planned out before the busy season arrives.

It behooves every dealer to start thinking along the lines suggested—to stock in heavy with records, to get his booths ready, to get his advertising copy ready, to get his windows planned, to get his record filing cabinets established and do the hundred and one other things to meet the big record business that will come in January.

DEMAND FOR VEECO MOTORS GROWS

Many Manufacturers Arrange to Install That Motor in Their Machines Exclusively

BOSTON, MASS., November 3.—Chas. F. Simes and J. A. Davis, of the Victor Electrical Equipment Co., has during the past two months been sometime calling upon manufacturers of talking machines with the result that many manufacturers have adopted the Veeco electric motors exclusively for their product, and consequently the output has been materially increased.

The manufacturers who have tried the Veeco motors are not only impressed with their simplicity, and ease of operation, but have appreciated the fact that the consumer is glad to eliminate the winding when possible.

The new composition turntable marketed by the company is also being well received, especially by those manufacturers who desire turntables that will match their machines in color.

Common Knowledge

Music stays on the record just as long as a needle is not running in the record grooves.

Therefore, it makes a big difference what kind of a needle is used to "lift" from the record, music of a thousand different kinds.

Use BAGSHAW NEEDLES to do the work and you get "the best in music" because BAGSHAW NEEDLES are THE needles of artistic merit.

"BEST BECAUSE THEY ARE BAGSHAW"

W. H. BAGSHAW

Lowell, Mass.

ESTABLISHED 1870

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

BARRI

World's Greatest

The Latest Exclusion



In Maria Barrientos, another world-famous name is added to the exclusive Columbia list.

No coloratura soprano before the public today has such a following as Barrientos. Her successes have been achieved in the leading opera houses of New York, Milan, Paris, London, Petrograd, Buenos Ayres and Barcelona.

Barrientos Records on

C O L

Graphophone

ARRIENTOS

Coloratura Soprano

the Columbia Artist—

In this epoch making announcement of records by the world's greatest coloratura soprano another source of profit and prestige is given Columbia dealers. It is an announcement as far reaching in effect as the recent one featuring Columbia Records by Lazaro.

There is a *big* field open for Barrientos Records and the dealer who profits most will be the one who first announces these remarkable recordings to his trade.

Sale Special—December 10th

COLUMBIA

Gramophone Company

47th Building, New York



THE "HERE TOO" MAN IN THE TALKING MACHINE TRADE

Too Many Dealers Satisfied to Take What Business Comes to Them, Instead of Going After it Energetically—The Silent Salesman Idea Not a Practical Success

Some years ago there were two hot corn merchants doing business at the same crossing on Sixth avenue, New York. Both were negroes. One fellow, a little energetic cuss, with a voice entirely out of proportion to his size, walked up and down the pavement with short, quick steps, bellowing at the top of his voice, "Heah's you' hot cone. Bes' what is, right heah, five cents a ear." The other negro, a great big, overgrown darkey, would walk slowly up and down his side of the street just barely mumbling, "Heah, too, heah, too." The first darkey did a land office business—the second got just about enough to live on.

That system of competition applies to every line of business, including the talking machine business. Even to-day, after years of education, years of coaching, of protesting, there are still dealers who operate their stores in the "here, too" plan. They have talking machines and records to sell. That lets them out. Their

competitors have the same goods to sell, but with this distinction—they sell them.

The only really successful silent salesman is the casket in the undertaker's window, and nobody wants to buy that if they can help it. But, every other product must be sold. If the dealer can make a living by sitting down and waiting for the trade to discover that he is selling talking machines and come in and insist on buying, a fortune is in his grasp if he will simply raise up his voice, either personally or through printers' ink, and tell the people that his store is not just a private den, but is a business house.

In every newspaper one picks up to-day, there is to be seen talking machine advertising of one sort or another, and it is the dealer who gives that advertising a personal application, that brings before the prospects the fact that he sells talking machines and records advertised so liberally, who is getting the most out of his business.

Complete Victor Stocks

and

STEINERT SERVICE

Our commanding position in the New England Victor field is due in no small measure to the above fact.

We offer it to you as a means for greater profit.

If it's in the Victor catalog we have it.

You cannot merit the patronage of your locality without complete stocks.

Steinert Service provides it for you with no additional expense.

Write or telephone Beach 1330

M. STEINERT & SONS CO.

35 Arch Street Bet. Franklin and Milk Streets
BOSTON, MASS.

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

There are too many of the "here, too" variety who are satisfied with the business that comes to them without effort, and with the crumbs that fall from the live dealer's table, as it were.

VICTOR ADVERTISING FOR NOVEMBER

Post-Holiday Campaign Calls for Five 800-Line Advertisements in One Month—Company Urges Dealers to Be Prepared

Proofs of five advertisements, each of 800 lines, and all to be run by the Victor Talking Machine Co. during November, have been sent out to the trade and serve properly to emphasize what this company is doing to advertise as their product, which is already oversold.

The first of the five advertisements appeared in the daily papers on Saturday, October 28, and the other four will appear on the four following Wednesdays, urging dealers to take advantage of this great publicity which is country-wide in its scope. The Victor Co. says in a letter accompanying the proofs:

"If an advertising solicitor had induced you to increase your advertising space this month by an additional 4,000 lines, you would make a very considerable effort to cash in on that expenditure. You would see to it that in the matter of stock and service you were in position to back it up. Everybody in your entire organization would be 'on edge' to make the special campaign a success, and it would be a success largely because of the extra enthusiasm and extra 'vim' which every one in your establishment would put into his work. Enthusiasm is contagious. We admit that these five big advertisements are not published for your benefit exclusively. All Victor advertising is done for the benefit of all Victor dealers, but we know positively that those dealers who join hands with us most heartily are those whom this Victor advertising results most profitably."

RECORDING SONGS OF THE ESKIMO

Some Important Work Done by the Stefansson Canadian Arctic Expedition

TORONTO, ONT., November 3.—Writing in a British daily Dr. Anderson, leader of the Stefansson Canadian Arctic Expedition, relates, after describing much of the valuable scientific researches and experiences, the fact that about 100 talking machine records were taken of Eskimo songs and chants, with careful transcription and translations. To most of us in this civilized part of the world they will no doubt be a revelation. People will no doubt be looking forward to the pleasure of a demonstration of these unique and wonderful records from the land of snow and ice. This is just another evidence of the variety of high class entertainment available for talking machine owners.

AND^S KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York

GETTING THE GREATEST RESULTS FROM ADVERTISING

Reaching Several Million Circulation Through General Magazines Does Not Pay Unless Distributing Organization Is First Perfected—What Trade Paper Publicity Does

The business man of to-day who does not believe in advertising is on a par with the farmer who, after a serious study of the elephant at the circus, declared there was no such animal. In other words, he refuses to believe what his own common sense and his own judgment tells him is right. The great trouble, however, is that a great many men even in the talking machine trade believe in advertising, but have a false conception of its scope and purpose.

There is a great fascination in figures. One magazine has 500,000 circulation, another a million and still another two million. It costs money to advertise in these publications, but the new talking machine manufacturer, for instance, believes that by placing his advertisements before these three million and a half or four million people, he is on the right road to success. Probably he is if he has the goods to back up the advertising.

Two nationally famous concerns recently advertised talking machines on a mail order basis in the general magazines. The result simply swamped their producing facilities. They could not begin to fill the orders the advertising created. In one instance the concern was put to great expense to return money that was sent in for machines that could not be delivered for several months to come.

While such instances are proof of the producing powers of advertising, they furnish still greater proof of the fact that advertising should be in proportion to the ability of the advertiser to meet demands. It is generally realized that it is much better not to have received an order than to have disappointed the prospective purchaser. In the first place, when the goods are ready, the order can be gone after and secured. In the second place the disappointed customer must first be placated before the order can be secured, which means extra work and extra expense.

Where the product is distributed through local representatives, the trade paper offers the only logical first field for advertising. Its purpose is solely to interest prospective dealers. When a sufficient number of dealers are obtained to give the manufacturer a direct representation in most sections of the country, then it is time to start a national campaign.

One manufacturer recently remarked that he had difficulty in inducing dealers to handle his line until he did national advertising. It was pointed out to him that the dealer would be just as well satisfied if, pending the lining up of more dealers, the manufacturer spent a certain amount of money in that dealer's own locality, and the plan worked out well. In other words, instead of scattering his advertisements broadcast in places where the demand could not be by any means filled, he concentrated that demand into sections where it could be filled for the benefit of the local dealer.

Firemen do not flood the entire building to put out a small blaze in the basement. Neither should a manufacturer flood the entire country with advertising when his distributing facilities are confined to one or several sections. It's a point worth thinking about.

"THE MUSIC MASTER'S CONVERSION"

Interesting Little Story on Effect of Voice Recreation Issued by Thos. A. Edison, Inc.

The advertising department of Thos. A. Edison, Inc., has just issued a most interesting little twelve-page booklet containing a well written story in dialogue centering around the re-creation of artists' voices as accomplished by the Edison Co.

The story tells of the conversion of an old music master who was antagonistic to all talking machines until the Edison was smuggled

into the house, and he heard the voice of a protégé as re-created by Edison issuing from the phonograph. The story is entitled "The Music Master's Conversion," and is well told.

GRAFONOLA FOR THE "MANNING"

Crew of U. S. Revenue Cutter Buys \$75 Grafonola From the Eilers Talking Machine Co.

PORTLAND, ORE., November 6.—The accompanying photograph shows the crew of the U. S. revenue cutter "Manning" with a \$75 Grafonola sold by M. Dunphy (the gentleman with



"Jackies" Enjoying Grafonola Music overcoat at extreme right), for the Eilers Talking Machine Co., of this city. This boat is at present stationed at the mouth of the Columbia River, but spends about six months of each year in the Alaskan territory, during its regular duty of chasing seal poachers. The crew is very enthusiastic over the Grafonola, which will prove a most entertaining factor during their long cruise to the North.

INCORPORATED

The Vicsonia Manufacturing Co., Inc., New York, has been chartered with a capital stock of \$5,000 to act as agent for talking machines, phonographs, etc. The incorporators are W. M. Seymour, W. J. Sess and T. T. Carolin.

KO-HI-OLA

The article of furniture that is absolutely new in its Idea and Purpose. More useful than the Ordinary Phonograph, more ornamental than the usual style of Grandfather's Clock and has *Exclusive Features* not found in other machines.

The Combination:

- Grandfather's Clock.
- Phonograph.
- Secret Chamber.
- Record Compartment.
- Interior Electric Lighted.

DIMENSIONS—70 x 20 x 16 inches

DEALERS—Our factory facilities permit us to offer only 3000 KO-HI-OLAS to the first of the year.

Write at once for the Dealer's proposition.

Koehler & Hinrichs
MERC. CO.

MANUFACTURERS, IMPORTERS, WHOLESALERS
SAINT PAUL, MINNESOTA



PATENTS PENDING



PATENTS PENDING



Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

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

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

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

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

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

Weber and Fields and Al. Jolson—leaders in the art of fun, leaders for Columbia dealers—new records by each in the Columbia December 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



HANDSOME SHAVERT WINDOW

Live 'Possum Feature of Schmidt Music Co.'s Display in Davenport, Ia.

DAVENPORT, IA., November 1.—One of the effective window displays of the harvest season made in this city was that of the Schmidt Music Co., who featured the Aeolian-Vocalion most artis-



The Schmidt Music Co.'s Attractive Aeolian-Vocalion Window

tically. The window of the store on West Third street, was trimmed throughout in autumnal colors with gold predominating, corn stalks and other harvest products were arranged artistically about the window and lighted by globes designed to give a sunburst effect. The feature of the display that attracted the most attention, however, was a live 'possum captured near Muscatine, and which enjoyed the gaze of the multitude in a little cage all its own. Above the cage was the inscription, "Quit Your Playin' 'Possum. Yo' Know Yo' Want a Vocalion."

EDISON WEEK A GREAT SUCCESS

Jobbers and Dealers in All Sections of the Country Participate in Special Event Through Medium of Tone Tests, Concerts and General Advertising—Interest Grows Each Year

The effectiveness of the national campaign, carried on by Thos. A. Edison, Inc., is reflected in the success that attended the celebration of Edison Week from October 16 to 21. Numerous tone tests of an elaborate character were given in the larger cities under the auspices for the most part of Edison Disc jobbers. In other sections ordinary but thoroughly interesting recitals were given by the dealers, either in their own stores or in quarters specially hired for the occasion. Moreover, the offer of prizes for special window displays made a strong play to those who handle the Edison in every section.

During Edison Week it was almost impossible to pick up a newspaper without finding some reference to some particular dealer who was in some way impressing upon the minds of the people in his locality that it was Edison Week, and it was time for them to become interested in the Edison phonographs. As Edison Week is held each year so does the interest grow, with the result that the celebration of last month was the most successful in the history of the company, not only in the amount of interest aroused, but in actual results obtained.

SCHMELZER ARMS EXPANDING

Lease Building Adjoining Present Quarters in Kansas City for Victor Department

KANSAS CITY, Mo., November 3.—The Schmelzer Arms Co., Victor distributors, have enjoyed a volume of business this year in Victrolas and records that has passed all previous records, and as a result have been forced to make a substantial increase to their plant to take care of the holiday trade.

Five years ago the company occupied its present quarters with an abundance of excess space to provide for a normal growth, but they have now been compelled to lease an additional building with a fifty-foot frontage, which will be devoted exclusively to talking machine business. With the addition the company now occupies a total frontage of 125 feet.

Arthur A. Trostler, general manager of the Victor department of the Schmelzer Arms Co., recently returned from a trip to the Victor factory, and reports that the factory is snowed under with orders, but is leaving no stone unturned to take care of the jobbers and the dealers. "All the jobbers seem to be in the

same boat as we are," declared Mr. Trostler. "We can't keep a nickel's worth of stock on hand.

"Just as fast as we get the goods just so fast are they shipped out again. The Victor Talking Machine Co. is entitled to a world of credit for making this demand possible. It is said that as the holiday season approaches the jobbers will be more busy, but I can't say that they can be any busier than they have been for the past ten months. It has been Christmas at my desk for the past fifteen months with long distant calls and telegrams for stock, and with every visitor that enters my office asking the question, 'When can I get some Victrolas?'"

NEW HERZOG CABINET CATALOG

We are in receipt of a copy of an elaborate new catalog of talking machine record cabinets issued by the Herzog Art Furniture Co., Saginaw, Mich. The cabinets for various types of machines are classified in seven sections, for Victrolas, Edison, Columbia, Sonora, Pathé, Aeolian-Vocalion and Rex machines. There is also a section devoted to auxiliary record cabinets and another to newspaper cuts of the cabinets for the dealer's use. Every style cabinet is beautifully illustrated, the cuts being printed in sepia. The volume is one that should be in every dealer's hands.

Two Unico demonstrating rooms have been installed in the warerooms of C. E. Downing, in Augusta, Me.

ALBANY
For Capital Service

Exclusive Victor Distributors
Unsurpassed Record Service

GATELY-HAIRE CO., Inc.

121 N. PEARL STREET

NEW RETAIL WAREROOMS OF SONORA PHONOGRAPH CORP.

Just Opened at 279 Broadway, New York, One of the Most Attractive Establishments in City—Display Rooms Most Artistically Conceived and Arranged—Right in Heart of Business Section

The new retail warerooms opened late last month by the Sonora Phonograph Corporation, at 279 Broadway, New York, corner of Reade street, give every indication of soon rivaling in point of sales totals the other Sonora establishment at 665 Fifth avenue, which is one of the most popular retail phonograph stores in that section.

These new Sonora warerooms are furnished in a manner fully commensurate with the standing of the Sonora phonograph in the musical

salons. The demonstration booths are tastefully furnished, each booth containing two or three of the different Sonora models. The booths are sound-proof, and the white ivory gives an atmosphere of refinement which is characteristic of the entire establishment.

There is one room in the new Sonora warerooms termed the "Supreme" room, which is probably one of the finest single phonograph rooms that has ever been constructed. This room is devoted exclusively to the presentation of the Sonora "Supreme" model, which retails at \$1,000. This instrument is displayed amidst surroundings which are in complete harmony with its artistic beauty, and in fact the decorations were conceived with the one idea of giving a fitting home to this \$1,000

General Retail Manager McCormick's Office specially constructed dome ceiling with exceptional acoustical properties is another feature of the "Supreme" room.



General Retail Manager McCormick's Office specially constructed dome ceiling with exceptional acoustical properties is another feature of the "Supreme" room.

The new warerooms at 279 Broadway, which are located in the heart of the downtown busi-



A Section of the New Sonora Warerooms

and phonograph worlds. Decorations and furnishings are symbolic of quality in every detail and gaudiness and over display are missing in this new home of the Sonora.

The accompanying photographs will give some idea of the dignified character of the

phonograph. The "Supreme" room is shown herewith, but the beauty of the color scheme in the rear, and on the sides can hardly be appreciated in a photograph. The scene depicts the view from an Italian villa, and the lattice view carries out this thought unusually well. A spe-



A Partial View of the "Supreme" Room

ness district make a particular appeal to the business men of the section, many of whom have been acquainted with the prestige of the Sonora phonograph for some time past, but have delayed hearing it until they could visit the Sonora headquarters at 665 Fifth avenue, or the store in the Standard Arcade at 50 Broadway. As the new showrooms are located but a few steps from Chambers street, every convenience is afforded prospective purchasers who have occasion to spend a few minutes in the hub of the downtown business world.

It is planned to make the new Sonora warerooms at 279 Broadway the home of many important musical events similar to those which have been held at the uptown Sonora salon during the past year. Prominent musical and theatrical celebrities will visit the warerooms in the near future, and give informal recitals in conjunction with the Sonora phonograph.

Thomas F. Delaney, Jr., who has been associated with the Sonora Phonograph Corporation for a number of years, is manager of the new Sonora warerooms. L. S. McCormick, general retail manager of the company, is also making his executive offices at the new warerooms, and is personally in charge of a number of important plans which will doubtless result in developing a most profitable retail clientele at the new Sonora salons. Every phase of this campaign will be directed towards presenting the Sonora phonograph as a quality instrument to music lovers strictly on its tonal and musical qualities.

J. G. Heidner & Son, piano and talking machine dealers of Holyoke, Mass., are arranging to consolidate their two stores in that city, and with that end in view have leased large quarters in the new La France Building on Maple street, that city.

LANSING

Khaki Moving Covers

Protect from Cold or Stormy Weather

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

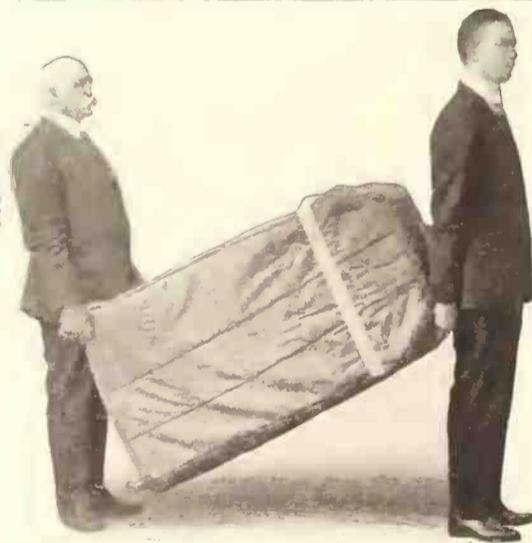
THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

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

GRADE A \$7.50

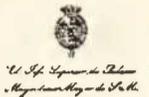
Carrying Straps Extra

E. H. LANSING
611 Washington St. BOSTON



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

Write for booklet



Madrid, le 26 avril 1916.

Monsieur,

J'ai le plaisir de vous renouveler que Leurs Majestés le Roi et la Reine, mes Augustes Souverains, ont été véritablement enchantés de l'audition du nouveau phonographe "VOCALION" de l'Æolian Company, que vous avez présenté au Palais.

Leurs Majestés, agréablement surprises de la perfection de cet instrument, ont daigné me charger de vous le faire savoir et, en même temps, de vous exprimer leurs remerciements pour le magnifique modèle que l'Æolian Company leur a dédié.

C'est

avec une véritable satisfaction que j'accomplis cet ordre, profitant de cette occasion pour vous renouveler, Monsieur, l'expression de ma considération distinguée:

Monsieur H. Dubois,

Représentant de l'Æolian Company

THE AEOLIAN-VOCALION IS PRESENTED BEFORE THEIR MAJESTIES THE KING & QUEEN OF SPAIN

Madrid, April 26, 1916.

Sir:

It gives me pleasure to announce to you that Their Majesties, the King and Queen, my August Sovereigns, have been really enchanted by the audition of The Aeolian Company's new phonograph, the VOCALION, which you presented at the Palace.

Their Majesties have been so agreeably surprised with the perfection of this instrument, that they have commissioned me to acquaint you with this fact, and at the same time to express their appreciation for the magnificent model which the Aeolian Company prepared for them.

It is with genuine satisfaction that I carry out these instructions, taking advantage to renew to you, Monsieur, the expression of my most distinguished consideration.

(Signed) MARQUES DE TORRECILLA.

Monsieur H. Dubois,
Representative of The Aeolian Company.

[TRANSLATION OF THE ROYAL LETTER]



AT the PALACE of SPAIN the Aeolian-Vocalion was granted an audience by Their Majesties, the King, Queen and the Queen Mother.

The high respect paid the Vocalion by the most exalted personages everywhere—the almost immediate recognition accorded it in Europe where musical standards are notably severe—substantiates that this wonderful phonograph is truly a great, new musical instrument.

The Vocalion triumph at the Palace of Spain is one of utmost significance. And the quotations given below from the modestly phrased report by M. Dubois, the Aeolian representative, relate the details of this occasion in a simple, straightforward style. Mr. Dubois' paragraphs constitute, in themselves, a brief human interest document, establishing a new and greater musical importance for the phonograph:

“I am very glad to be able to inform you that I was admitted on Saturday last to present the Vocalion before Their Majesties, the King and Queen of Spain. The Queen Mother was also present.

“The impression made by our instrument was most flattering. The King, especially, who was standing with me near the instrument, was most interested, asking for the smallest details of each operation, and

expressing his admiration with enthusiastic words and gestures. He tried the effects of the Graduola and understood immediately how interesting this device is, which gives — as he said to himself — an increased interest to the phonograph; which, until now, always played the same piece in the same way.

“After the King, the Queen Mother wished to play a record. Whilst manipulating the Graduola she accompanied the record by voice — this shows how keen was her appreciation of the Vocalion.

“When the Queen and Queen Mother had gone, I remained alone with the King, when I had with His Majesty the most charming talk. After I had given him all the details about the Vocalion, he was kind enough to speak to me of my family, which remained in Belgium, and he gave to me the most comforting words.

“Then shaking hands with me he said the following, which I reproduce quite truthfully —

“I thank you very much for having shown me the Vocalion, which is a splendid instrument. Please give my best thanks to The Aeolian Company for their kind attention. The Vocalion is a wonderful instrument that really interests me much. Please say so to The Aeolian Company.”

Aeolian prestige, Aeolian ideals, and above all, the Aeolian faculty for harmonizing true artistic endeavor with modern organized production methods, are writing a greater phonograph history — have already created a permanent niche for the Vocalion in the artistic world of music.



The Aeolian-Vocalion is made in many Art and Period models. Prices to \$2000. Special case designs to comply with architects' or decorators' specifications.

ABOUT VOCALION REPRESENTATION

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

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

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



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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

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



Style H
Retail Price \$150



Style K
Retail Price \$300



Style E
Retail Price \$50

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

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

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



GRAFONOLA CO. OPENS IN CLEVELAND

Spacious Quarters Formally Opened at 1115 Euclid Avenue—Those at the Head of the Company—Union Phonograph Supply Flooded With Orders—General Reports Excellent

CLEVELAND, O., November 6.—A new Grafonola store here, is the November message to The Talking Machine World. Visitors from the east, as well as from Chicago, say it ranks well with the best stores of its kind anywhere in the United States.

The spacious headquarters of the Grafonola Co., at 1115 Euclid avenue, were opened for public inspection October 21. But it was not until the first of this month that everything in the store found its proper place. The store adjoins the new Stillman theatre in the building recently added to the Hotel Statler, and is in the bon-ton district of Cleveland.

About the personnel of the company. No changes were made in the management, as the store is merely new quarters for the company which temporarily occupied the store at 913 Euclid avenue. The company was organized a little over two years ago with S. A. Jaeger as president and W. M. Wright as secretary and treasurer. The sales force is composed of twelve inside salesmen and ten men working on the outside.

Of course the largest part of the business is dealing in Columbia Grafanolas and the Cheney talking machine. However, the firm has added a line of pianos.

The store occupies the basement and a second floor, has fifteen separate demonstration rooms, as well as special quarters for records and piano

rolls and is by far the largest store of the kind in the city.

L. L. Brenneman, in charge of the educational department of the W. H. Buescher & Sons Co., dealers in Victrolas, announces the arrival of a seven-and-one-half pound baby girl in his family on November 2.

F. G. Marbach, of the Union Phonograph Supply Co., the first of this month, stated that his factory can not supply all the demands made for newly patented tone arms and reproducers. He said they can not fill one half their orders. The first week of this month the company added a night force at their factory.

The Eclipse Musical Co., distributors of the Victor products, report one of the largest months of business in the history of their firm. Figures show that October business of 1916 increased 100 per cent. over business of the corresponding month a year ago.

C. K. Bennett, manager of the Eclipse Musical Co., has just returned from a visit at Camden, N. J., and from a trip through Ohio. He reports a tremendous leap in business in all territories.

Mr. Bennett, Earl Poling and Miss Florence Boutell, the latter two also being members of the Eclipse Co. staff, attended the opening of a Victrola department in the store of Drake-Monninger Co., Alliance, O., October 1. Miss Boutell gave several vocal solos with Victrola accompaniment.

The Decorah Music Shop, Decorah, Ia., opened its establishment in the new Hutchinson Building on Main Street, last month. The Edison Diamond Disc line is handled.

HEALTHY SALESMEN GET RESULTS

O. K. Houck Piano Co. Encourages Athletics Among Members of Staff With that End in View—Selling High Grade Goods

MEMPHIS, TENN., November 4.—J. F. Houck, vice-president of the O. K. Houck Piano Co., this city, believes that the healthy salesman is the man who gets the best results, and as a result the members of the staff of the Victor department of that company, which is a Victor distributor, are encouraged to take an active interest in athletics to keep themselves physically fit. The employes enjoy various contests during the year. All of them are enthusiastic baseball fans and have already organized a team to go after some records next year.

The Houck Co. was recently visited by P. P. Ratcliff, representing the Victor Talking Machine Co.'s educational department, and did some effective work among the Memphis schools, and the company's sales staff is concentrating on the higher grade of instruments, and the effect is found in the fact that the first eighteen Victrola sales closed during October averaged over \$200 apiece—a record which is worth studying. Fall business with the Houck Co. is most excellent. General conditions are good and the company expects that the holiday business will break all records.

The Wilson-Laird Phonograph Co., New York, has been incorporated with a capital stock of \$10,000 to manufacture reproducers for phonographs. The incorporators are F. M. Applegate, C. L. Stephenson and H. W. Baker.

NEXT TIME

SEND US YOUR RECORD ORDER



We SPECIALIZE in the JOBBING
of VICTOR Products Exclusively

ECLIPSE MUSICAL CO., VICTOR
Distributors
CLEVELAND



To Victor Dealers!

The Problem

You know that each holiday season witnesses an acute shortage of Victor Records.

For several seasons past you have lost a percentage of your possible sales thru inability to deliver the Records called for.

The same situation will prevail again this year.

The Solution

We propose that you place your Record orders today.

Today we can fill any order for any amount.

Such a service will not be possible in any quarter within a short time.

For your own good we urge that you estimate your demand today and let us have your order.

Together let us settle your Record question on a basis satisfactory to both.

Today!

Schmelzer Arms Co.
KANSAS CITY, MO.

Distributors for The Victor Talking Machine Co.

GRAND OPERA SEASON HELPS KANSAS CITY BUSINESS

Serves to Bring Strong Record Demand to Various Stores—Kerber-Brenner Co.'s New Publications—New Manager for Trower Music Co.—Expansion of Starr Co. Business

KANSAS CITY, Mo., November 6.—The grand opera session held in Convention Hall the past week was a very helpful stimulant to the local talking machine business and particularly to the record trade, said J. F. Ditzell, who reports that his department did a great deal of co-operative advertising with the management of the grand opera, and the result was a large sale of Homer, Farrar and Whitehill records, beside a large increase in the sale of machines.

J. F. Ditzell, manager of the talking machine department of Peck's Dry Goods Co., reports that he has just received a copy of the first issue of a paper called "Kay Bee," which is published by the Kerber-Brenner Co., distributor of the Victor at St. Louis. This sheet, which will be sent to all retail dealers in the West who deal with the Kerber-Brenner house free of charge, contains much clear, helpful and interesting news for the dealer.

The E. E. Trower Music Co., of Kansas City, Mo., has a new manager, W. C. Junkins, who has been in the music business for a number of years in the Southwest. E. E. Trower, owner and formerly manager of the company, has accepted the general managership of the talking machine department which is now being installed in the Boston Store, Wichita, Kan. This department will occupy the fifth and sixth floors of the building. Mr. Trower has moved to Wichita and taken his family with him. The Pathé talking machine which is carried by the E. E. Trower Music Co. at Kansas City, will also be carried in the new department of the Boston Store at Wichita.

C. V. Bissell, the new manager of the Starr Piano Co., of Kansas City, dealer in talking machines, reports that the Kansas City house has taken over the entire territory of the Southwest in talking machines, where it formerly had only the Kansas City territory. Mr. Bissell was formerly wholesale talking machine salesman in the Southwest territory and expects to do a good business, as he is well acquainted with the territory.

L. V. Smith, formerly floor salesman for the talking machine department of the Peck Dry Goods Co., is now selling from a Ford car in the suburban district. He visits prospective customers and brings them to the store in the car, thus covering a much larger territory.

O. D. Standke, a new salesman added to the floor staff of the Peck Dry Goods Co. talking machine department, is well acquainted with the talking machine business, having had a number of years' experience as retail manager of the Columbia talking machine branch at New Orleans and also at Chicago.

May, Stern & Co., of Kansas City, dealers in Victrolas, report a splendid business. The higher priced machines are in greatest demand and people seem to have plenty of money. This general air of prosperity is expected to make the fall and holiday business the best in several seasons.

The Altman Piano Co., which recently had its opening in Kansas City, has added the Columbia Grafonolas to its line, and reports that it is impossible to get as large a stock as is desired.

E. S. Hall, of the Hall Music Co., of Kansas City, reports that he has been embarrassed by the shortage of steel needles of various kinds. Mr. Hall says that fall business with him has been very good, and he is expecting a nice holiday trade.

F. M. Weiss, traveling representative of the Artophone Co., of St. Louis, was in Kansas City recently.

L. E. Wood, formerly in the talking machine business in St. Joseph, Mo., recently joined the Victrola department of the Jones Store Co., and a new repair man has also been engaged especially for that department.

B. A. Beard, traveler for the Columbia Graphophone Co., operating out of the Chicago office, is now visiting the agents in the Southern States.

James T. Clenny, of the Architects' & Engineers' Supply Co., announces that he will soon open a store in the downtown district. This company handles the Brooks, the Mandel and the Playerphone and has already had a good success. In the few months that Mr. Clenny has handled the machines over fifty have been sold. W. G. Nourse has been traveling through Kansas and Missouri for the company. Mr. Clenny is having the troubles of the average talking machine agent—he cannot get machines delivered.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Graphophone Co., will soon leave for a trip to the executive office at New York. While in the East he will also visit the factory at Bridgeport, Conn. Mr. McMurtry says he makes these trips to the East every year to get brushed up on the latest "dope." This will be a business trip entirely.

N. R. Fuller, of the Edwards-Ludwig-Fuller Jewelry Co., says that firm has taken on the agency for the Steinola, a Kansas City manu-

"NATURE MAN" EXTOLS "TALKER"

Southern California Recluse Tells of the Enjoyment Derived From the Talking Machine

LOS ANGELES, CAL., November 3.—William Pester, known throughout Southern California as the "Nature Man," has some very unique and in-



Enjoying the Victor Close to Nature
 interesting statements to make regarding the usefulness and desirability of the talking machine. Mr. Pester endeavors to live (as nearly as it is possible in this modern era of speed and progress) the life of our Saviour. He resides in a hut of his own manufacture, made

factured machine. W. G. Nourse is handling the territory through the Southwest and a good showing has already been made. The machine is made in three sizes: one which sells for \$75, another for \$105 and another for \$160.

The local office of the Columbia Graphophone Co. has a special window display showing the evolution of a record from the beginning to the end, which it is sending to all of the larger agents in this territory. The display stays a week at each house. As there is only one display the bidding which goes on for it among the dealers is lively.

M. W. Bardwell, manager of the talking machine department of the Household Fair, reports business to be fairly lively in spite of the fact that there is no one traveling for that department at present.

W. C. Fuhri, the United States manager of the Columbia Graphophone Co., and Mr. Sterling, the European manager of that company, recently paid a visit to the branch at Kansas City, Mo., of which E. A. McMurtry is the head. Several days were spent over the city. The two men are making a trip through the East visiting the branches and Kansas City was their farthest point West.

entirely without the help of modern implements of any kind. Here in the foothills of the mountains, away from the noise and confusion of the city, he lives the life of a hermit, with the exception of three tried and true companions, his dog, his violin, and last, but not least, his Victor. The records which Mr. Pester buys from time to time are the only connecting link between his secluded little hermitage and the great world outside, and they are all of the better class of music.

Interesting, indeed, are some of Mr. Pester's views on the good that can be accomplished by means of the talking machine. We quote from a recent article written by him: "There are but few people who are not susceptible to the charms of sweet music. Even were a person bereft of speech, he could appeal to the people of all nations if he were the master of some instrument. One may like to hear a comical song, but after hearing it several times it becomes stale and even obnoxious. The talking machine has become a universal instrument, and it is both the duty and privilege of the record producers to put before the public music that is charming and uplifting, thus contributing to the betterment and progress of all mankind. Give us the grand and beautiful exclusively and the vulgar will die."

98% IS HEALTHY

When the Doc sees 98% on his thermometer, he knows that his job is gone.

When the VICTOR DEALER sees 98% of his RECORD orders filled—and promptly—he knows that his Holiday business will not suffer from malnutrition.

We Are the Health Producers

We keep that 98% average in record order filling as the main objective.

When the percentage drops—WE'RE BOTH SICK.

Try Standard Treatment for that Victor Business

P. S.—Order by name—there's nothing "Just as Good"

We deal in Victor Products exclusively, and have no interest in any retail talking machine business. We have no branch stores, so that we have no local interests but yours, and this insures you our best service and co-operation.

STANDARD TALKING MACHINE CO.

800-802 PENN AVENUE

PITTSBURGH, PA.

Victor Wholesale Exclusively

SALES PROMOTION DEPARTMENT

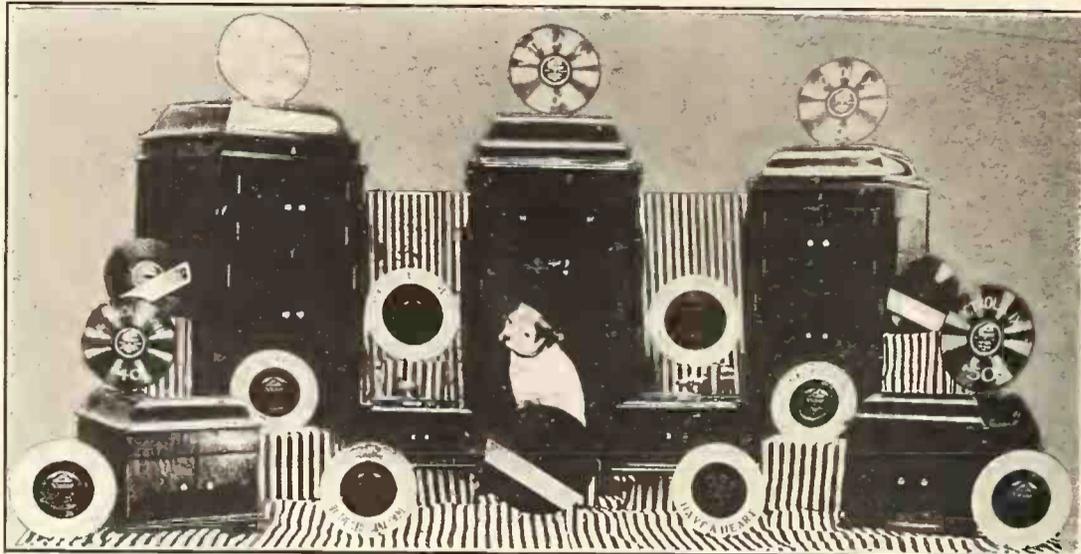
Organized by the Columbia Graphophone Co. as Division of the New York Organization Devoted Entirely to the Interest of Dealers—H. Tuers in Charge of Department

R. F. Bolton, district manager of the Columbia Graphophone Co., announces the inauguration of a sales promotion department, a division of the New York organization devoted entirely to the interests of Columbia dealers. H. Tuers is in charge of this department and has as associates a competent corp of assistants who thoroughly understand the requirements of the retailer and are prepared to extend assistance and co-operation on all of the details of marketing Columbia Grafonolas and records, from store location and equipment to stock and selling suggestions. Preceding this formal announcement, the department has been collecting valuable data on numerous subjects, and dealers are welcomed to seek assistance in their problems through this department.

"A surprising and underestimated response from retailers has resulted from the department's initial attempts," said Mr. Tuers, "proving conclusively that a long felt exigency has been successfully met. Particularly encouraging results have come from efforts with the new dealers. In several instances the period of organization that the new man must necessarily go through while he solves the many new problems has been eliminated and Mr. Retailer steps into the talking machine field on his opening day educated to the 'needs of the trade,' well advised and doing the business that ordinarily might be expected in his third or fourth month.

"In the case of established dealers this department has started several schemes to assist the dealer in increasing his sale of Columbia product and while our experience in this work is limited, returns indicate that the dealer is not only very much interested, but that the schemes are entirely efficient; other selling suggestions will be made from time to time so our dealers may be supplied with a carefully planned and worked out selling campaign, good for twelve months in the year.

"The services of this department are without charge to the dealer except where extra supplies are furnished and these at cost prices. The department has one object only, to assist Columbia dealers and while the acceptance of this service rests entirely with the dealer, it is our thought that to specialized work in this department, we will have suggestions which will be

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 December 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

valuable, even to the large dealer with a well-equipped organization.

"The field of work covered by this department is almost limitless and will be expanded from time to time as our dealers encourage us by their support. The department is already a success and gives promise of big things for the future."

WHAT'S IN A NAME

A Hibernian had wandered into a talking machine establishment.

"I want to hear some o' thim sweet songs by the great Irish tenor, John McCormack."

When he had listened with great satisfaction to "Mother Machree," "I Hear You Calling Me" and some others, he said:

"And now leave me hear some songs by this other Irishman I've heard tell of—Al—Al—what's his name now? Oh, yes, Al McGluck!"
—New York American.

EQUIPMENT FOR ELMIRA ARMS CO.

Well-Known Victor Distributor Remodels Quarters and Installs Additional Booths to Take Care of Expanding Business

ELMIRA, N. Y., November 3.—The Elmira Arms Co., the well-known Victor distributor of 117 Main street, this city, has added two more sound-proof booths to the equipment on the second floor to take care of the growing trade in machines and records. The remodeling operations were under way for several weeks, for the old parlors were completely torn out and the entire space redecorated. The main showroom on the second floor has also been divided into two sections, thus giving the company practically three additional demonstrating rooms. All are finished in white and handsomely furnished. Together with the rooms on the ground floor, the company now has all the sound-proof parlors available.

J. W. Butts, secretary-treasurer of the Elmira Arms Co., reports a Victor business which is increasing at a pace which at times defies the efforts of the company to provide sufficient stock to meet the demands.

The company is advertising very extensively in local territory and reports that both the wholesale and retail business is more than satisfactory, necessitating an increase in the sales staff.

NO RISE IN DECALCOMANIA PRICES

George A. Smith-Schiffin Co. Able to Maintain Prices at Normal

Contrary to prevalent opinion the price of Decalcomania transfers for name plates remains the same as before the European war. P. Schiffin, of the Geo. A. Smith-Schiffin Co., New York, manufacturer of "Magnet" decalcomania name plates, stated recently that while it was true there are certain European products used in the manufacture of the Decalcomania, that are now harder to procure, they have been able during the past two years to keep prices normal and have succeeded in placing themselves in a position where they will be able to continue to quote prices at as low a figure as for some years past.

The Spring Bros. Co. and the Eikenbery-McFall Co., Edison dealers of Eaton, O., made special window displays of the Edison Diamond Disc phonograph during the recently observed "Edison Week."

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt

BANQUET OF HEINEMAN STAFF

Department Heads and Assistants Hold Enjoyable Reunion in Cleveland on the Evening of October 28—New Production Mark Set

CLEVELAND, O., November 8.—A most enjoyable banquet was held at the Dover Inn on Saturday evening, October 28, when the department heads and their assistants at the factory of the Otto Heineman Phonograph Supply Co., Elyria, O., gathered for their first get-together dinner.

Otto Heineman, president of the company, was the honorary host of the occasion, Mr. Heineman giving the dinner as a mark of his appreciation of the efforts of his factory staff and the remarkable production figures they had reached last month.

Forty-two foremen and assistants traveled to the Dover Inn by automobiles from Elyria, the trip forming one of the enjoyable features of the evening. Invited guests included Herbert

Dennis, of the Pathé Frères Phonograph Co., New York, and A. G. Bean, of the Garford Manufacturing Co.

L. E. Bonsieur, factory superintendent, presided as toastmaster with appropriate witticisms and good humor, and informal addresses were made by Messrs. Dennis, Bean, Neumeister and Strong. A specially arranged musical program was pleasingly rendered by the "Motor of Quality" quartet.

Mr. Heineman had made all plans to be present at the dinner, but owing to unprecedented pressure of business was obliged to change his plans at the last moment, W. C. Strong, factory manager presiding at the festive board, and acquitting himself well.

A new figure for daily production has been set at the Heineman factory, and judging from the enthusiasm of the factory forces, another set of record-breaking figures will soon be established, necessitating, of course, a repetition of the Dover Inn banquet.

MISS MAUDE H. SCHUYLER DIES

WATERTOWN, N. Y., October 30.—Miss Maude H. Schuyler, for four years manager of the Columbia department in the Hardman-Woolworth store in this city, died last Tuesday after an illness of several months. Miss Schuyler was very popular in local business and social circles, and had been unusually successful in developing a Columbia clientele.

DEATH OF MISS CLARA SHERMAN

SAN FRANCISCO, CAL., October 28.—Miss Clara Sherman, sister of Leander S. Sherman, of Sherman, Clay & Co., and a veteran teacher in the California public schools, succumbed on Thursday to injuries received when she fell through a skylight at her home, striking the floor fifteen feet below. Miss Sherman was seventy-four years old, and had retired from school work many years ago.



Best for Your Customers to Buy Therefore Best for You to Sell!

The good news of **OPERAPHONE RECORDS** has spread to every corner of the United States.

Their clarity—their long playing qualities—the well chosen selections—all contribute to **OPERAPHONE** popularity.

That's why **OPERAPHONE** dealers are making money.

Send in your orders now for the Xmas trade and get the profit that always comes to OPERAPHONE dealers.

The **OPERAPHONE RECORD** is not only the easiest seller—but is an unflinching repeater.

Users quickly get into the habit of demanding the **OPERAPHONE RECORDS** by name and refusing substitutes.

Think of 35 cent Records that play as long as high priced 10 inch records!

Made in our own plant exclusively for the **OPERAPHONE** brand.

All the latest song and instrumental numbers; a wonderful list of classical selections and many novelty hits.

Here's absolute Quality at a low price and also a big bonus of Quantity.

The **OPERAPHONE IDEA** is winning friends everywhere; look over the big list of selections; give the records one fair trial and you'll understand why the live dealer can't get away from our proposition.

Write today—right now!

OPERAPHONE

200 Fifth Avenue

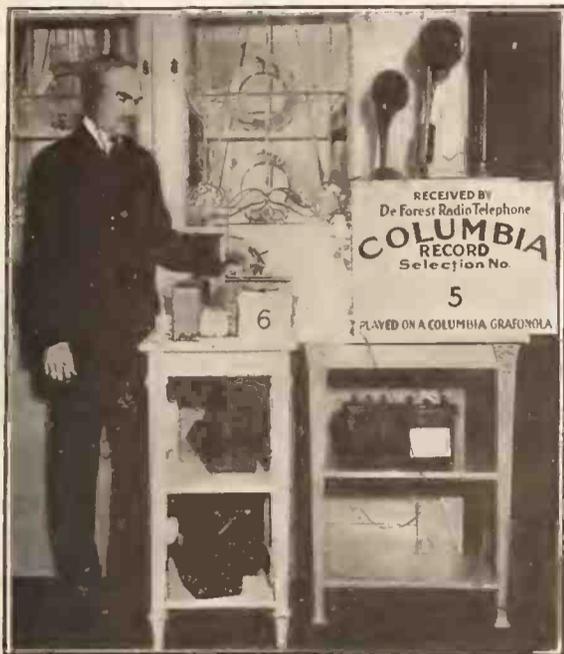
DEPT. 9

New York City

COLUMBIA USED TO DEMONSTRATE WIRELESS TELEPHONE

First Public Exhibition of the Power of the Wireless Telephone to Carry Music Held at Hotel Astor Recently—Dr. Lee De Forest Conducts Demonstration Before Interested Audience

The first public demonstration of the conveying of musical tones by wireless, under the auspices of the De Forest System of Telephony and the Columbia Graphophone Co., was held



Dr. Lee De Forest at Receiving Apparatus at the Hotel Astor on Thursday evening, October 26, before a number of specially invited and distinguished guests. For the purpose of the demonstration a number of Columbia records were played on a Favorite Grafonola at the laboratory of the Columbia Co., 102 West Thirty-eighth street, transmitted by the De Forest Radio Telephone, and received at the wireless station at the Hotel Astor, a special receiving station having been installed in parlors A and B on the eighth floor of the hotel for the demonstration.

In order to prove the success of the system there were practically all types of music in-



Where the Guests Listened to the Demonstration

cluded in the thirty-three numbers making up the program, such tenor solos by Sembach and Lazaro, soprano solos by Alice Neilson and Lucy Gates, and instrumental numbers by Leopold Godowsky, pianist; Kathleen Parlow, violinist, the Blue and White Marimba Band, Prince's Orchestra and others, and without exception the tones came from the receiver with wonderful naturalness, even the human quality of the voice being sharply defined.

A dozen or more individual ear sets were placed around a large table, and the guests took turns listening to sections of the long program. Only on very few occasions was there any interference from general wireless stations, and this was quickly overcome by the operator.

The demonstration, which was conducted by the inventor, Dr. Lee De Forest, in person, in co-operation with the Columbia Co., was the result of over two years of private experiment to convey music tones by wireless, and the success of the experiment was proven not only

to those who listened to the demonstration, but also was emphasized by the fact that it was made possible for every wireless operator within one hundred and fifty miles to hear the concert with ordinary wireless equipment. Beginning November 1, professional and amateur wireless operators in and around New York are invited to "listen in" on the wireless transmission of the latest Columbia instrumental and operatic records sent by the De Forest Radio Telephone. Even ships at sea will be able to hear distinctly the nightly concerts in New York.

A more powerful sending apparatus will soon be installed in the tower of the Woolworth Building, where the Columbia Co.'s offices are located, by Mr. De Forest, and will serve to carry the music to ships a thousand miles out at sea. The same principle involved in the demonstration makes it feasible for passengers on ships to hear the operas at the Metropolitan Opera House, New York; to distinguish the voices of the great artists, and even to hear the applause of the audience. This is simpler than carrying music over land, as there is less "interference" at sea.

As in the recent epoch-making demonstration of trans-continental wireless telephone communication, the audion bulb, invented by Dr. De Forest, is the chief feature in the highly-improved apparatus used in the present tests.

The audion is a wonderfully sensitive incandescent lamp, containing, besides the ordinary filament, two metal plates and a metal grid of fine wire, which translates the inaudible, high-frequency electric currents that come through the ether into telephonic currents which can be heard by the human ear.

Dr. De Forest declares that by means of his newly-developed receiving apparatus more perfect music can be heard by wireless transmission than can be conveyed by telephone wires.

In addition to Dr. De Forest there was present at the demonstration Ed. M. Baker, advertising manager of the Columbia Graphophone Co.; G. C. Jell, superintendent of the recording department of that company, together with other Columbia officials and a large number of invited guests.

During the course of the demonstration an elaborate buffet supper was served to the guests in the college room of the Astor, immediately adjoining the parlors where the demonstration was held.

MANOPHONE CANADIAN AGENTS

The Music Supply Co., With 150 Distributing Points in the Dominion, Secure This Line—Official of Company Visits Manoil Factory

One of the recent visitors at the factory of the James Manoil Co., Inc., Newburgh, N. Y., was John Sabine, of the Music Supply Co., 36 Wellington street, East, Toronto, Canada, who has secured the Manophone line of machines and will represent the Manoil Co. as Canadian distributors. The Music Supply Co. maintains one hundred and fifty distributing agencies throughout the Dominion, and the executives of the James Manoil Co. have expressed great confidence and pleasure in having been able to place the Manophone at the disposal of this progressive house.

Edison

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

Syracuse

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

Bolway

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

Wherefore

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

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

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

SYRACUSE NEW YORK



CHRISTMAS IS NEAR

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

"The House of Service"

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

"GOOD OLD-FASHIONED PROSPERITY" RULES IN BUFFALO

All Classes Now Employed and Have Money to Spend for Talking Machines and Records—Andrews Gets Many Orders for Accessories—General Activities of the Trade

BUFFALO, N. Y., November 6:—"Good old-fashioned prosperity" is the way one dealer described the condition which he expects will mark the coming holiday trade in talking machines and records in Buffalo. The palatial homes of the rich will not offer the only opportunities for sales on the part of the live talking machine salesmen during the Christmas season. The humble workingmen of Buffalo are now receiving wages that formerly they never dreamed would come their way, and they and their families also are reaching out for enjoyments such as the talking machine affords. The perspective of the local dealers has widened and their enthusiasm has increased.

From all parts of the United States W. D. Andrews has received orders as a result of the wide distribution of his "catalog of talking machine accessories," which he recently sent out. Mr. Andrews has a complete stock of records with which to supply dealers for the holiday trade which he predicts will be heavy in view of the present industrial prosperity. He is one of the pioneers in the talking machine field and has always been an ardent campaigner in favor of a strong organization of dealers in this territory.

I. Melzer, a Victrola dealer at 1046 Broadway, recently returned from a visit to New York City.

Albert F. Schwegler, a Victrola dealer at 219 East Genesee street, is receiving congratulations on the recent birth of a nine-pound daughter.

Winegar, Lindsay & Seales, who handle Grafonolas, have new sound-proof booths, which are proving satisfactory. A new background, which this firm has installed in its show windows, is changed every month.

H. G. Towne, manager of the Victrola department of Robert L. Loud's piano store, reports that the holiday outlook is unusually bright and trade will be limited only by the supply of goods received.

Manager Stettenbenz, of C. H. Utley's piano store, recently gave daily recitals on the New Edison in honor of Edison Week. His patrons were offered a three days' trial of this instrument.

The Poppenberg Piano House has offered a free auto trip to and from its store to those who want to look at or buy a talking machine.

Vigorous advertising has always been a feature of the Erion Piano Co., an East Side firm which handles Victrolas. Arthur Erion is in charge of the company.

The Victrola is featured by Martin and Carl Kaepfel, piano dealers at Jefferson and Riley streets. The business was established by their father fifteen years ago and is in a prosperous condition.

Charles J. Hereth, an Edison dealer at 397 East Genesee street, is celebrating his tenth year in the piano business. Among his best customers are many music lovers of Buffalo's

great East Side. He is a practical handler of musical instruments, having learned his trade at C. Kurtzmann & Co.'s piano factory.

In view of the unsettled conditions in Mexico, C. H. Heinike, manager of Denton, Cottier & Daniels' Victrola department, may not return to his position for some time. Mr. Heinike is a member of Troop I of Buffalo, now stationed at the Mexican border. Mr. Farrar, in charge of the department in Mr. Heinike's absence, reports good results from the November supplement which this firm issued in connection with the complete catalog of Victor records for this month. The cover of the supplement contains a cut and history of Denton, Cottier & Daniels' store and the pianos carried. This establishment is advertised as "the store your forefathers patronized."

W. L. Sprague, manager of the Buffalo store of the Columbia Graphophone Co., and C. M. Wall, assistant manager, are jubilant over the advance sale for the holidays and in fact their business in general. Mr. Wall said that the sales are double the volume of business done last year.

The Dictaphone department of this store is being revised and enlarged under the direction of D. C. Cloud, formerly of the Edison Co., of New York.

Among the new Grafonola dealers in the Buffalo territory are the Lang's Hardware Co., of Olean; the Reliable Furniture Co., of Rochester, and B. L. Thomas, of 1278 Jefferson street, this city.

A. H. Dankman, Columbia road salesman, has just closed the largest month in his career as a talking machine man.

The records of Hipolito Lazaro, the famous tenor who recently joined the ranks of the Columbia artists, have met with great success in this section of New York State.

Manager L. M. Cole, of the John Schuler Music Co., will attend the convention of the Edison dealers to be held in Syracuse in the near future.

H. R. Skelton, zone supervisor for the Edison Co., visited Buffalo last week.

Brick & Enos Co. entered the window display contest for the best window during Edison week.

Mr. Wilgus, who has charge of the talking machine end of the business as well as being the publicity man, has several good ideas for creating a demand for the Edison instrument. One is called children's hour. Every Saturday between 2 and 3 o'clock a recital for children is given. At the last one sixty youngsters were present and each received a colored picture book free of any advertising. They now look forward for that hour.

Kuhn Bros., who recently opened a music store at 503 Elmwood avenue, are handling Columbia Grafonolas.

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

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



STEEL

COPPER

ZINC

COAL

are now almost unobtainable, with the scarcity becoming more acute daily, and prices rising rapidly.

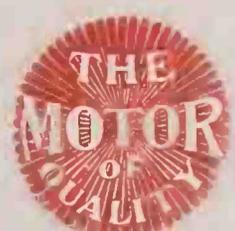
All of these materials are necessary in motor manufacturing, and we suggest that you—

**Make Your Contracts for Motors NOW
In Order to be Sure of Deliveries**

WE ARE AT YOUR SERVICE



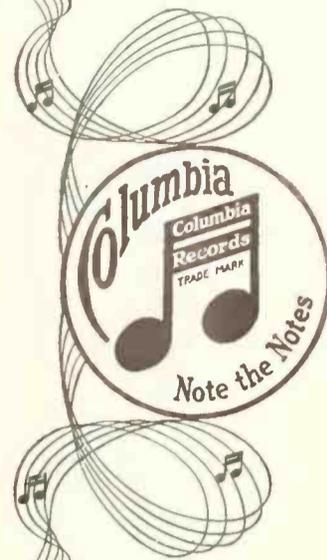
Otto Heineman
President



Columbia product today does not merely produce bigger profits per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of a music store and to the standing of a music business.

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

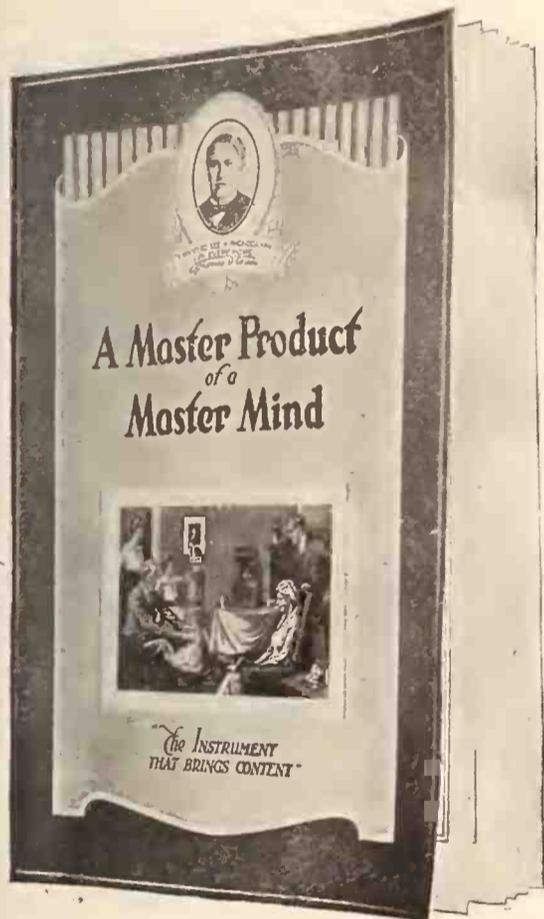
**Columbia Graphophone Co.
Woolworth Building, New York**



NEW AMBEROLA CATALOG

Very Complete and Interesting Publication Just Issued by Thos. A. Edison, Inc., that Will Be Found Worthy of Perusal by the Trade

The Thomas A. Edison Co., Inc., has recently issued a very superb Amberola catalog, the



Cover of New Amberola Catalog

handsome cover of which is illustrated in this article.

The Amberola business of the Edison organization has grown so extensively during the last year that few people, even in the trade, have any conception of its actual proportions. The handsome new catalog and continued monthly reports to The World by K. R. Moses, sales manager of the Amberola division, are simply sign posts. Steady enlargement of the Amberola record list is another significant indication of the steady increase in the Amberola business. Mr. Moses always reports "a considerable increase over business for the preceding month and over the same period of last year."

The new catalog itself is characterized by exquisite treatment. The cover is a striking color affair with an embossed gold headline enhanced by a cream and blue background. The forepart of the catalog contains a superb picture of Mr. Edison and a panoramic view of the Edison factories at Orange. The introduction deals with the influence of music in the home and the colored illustrations which follow further this music in the home effect. The regular catalog matter follows, but it is handled in a very superior manner.

GREAT ACTIVITY IN LOS ANGELES

Big Sales of Talking Machines and Records Reported on All Sides—Look for Tremendous Christmas Trade—The News of the Month

LOS ANGELES, CAL., November 5.—The month of October in this vicinity has shown that the talking machine industry here is decidedly "on the jump." "Big sales and plenty of them" seems to have been the slogan of the local dealers during the past month. At the rate that business has been increasing this fall, the sales made before Christmas should be tremendous. Presidential year seems to have no evil effects on the trade here, indeed, quite the contrary.

The Andrews Talking Machine Co. continues to thrive in its new quarters on Broadway. The place is most attractively furnished, and draws many new friends. Manager Pease has just returned from an outing to Santa Barbara with the Los Angeles Lodge of Elks, one of the largest in the world, having nearly 3,000 members.

The Wiley B. Allen Co., who handles the Victor and Columbia lines, is doing a rushing fall business. Manager Lindsey expects his best Christmas season this year. The sales force loses one of its best representatives when Miss Cruise, who has been with the firm for some time, will be married. Miss Cruise has made many friends here and all extend their best wishes to her.

At the George J. Birkel Co. the work of making new machine sales rooms is progressing at

a rapid rate. At least three new rooms of large dimensions will be finished, it is hoped, in time for the Christmas trade. Manager Beck has made many new friends here since he took charge of the department at Birkel's and the increase in sales is self-explanatory.

Manager Booth, of Barker Bros., is preparing for a strenuous Christmas season by having several new demonstration rooms opened on the second floor. These rooms are large, well lighted and ventilated, and the salesmen have easy access to records, as a dumb-waiter runs from each of the rooms to the stock room beneath. The alterations on the first floor have been postponed until after the holidays.

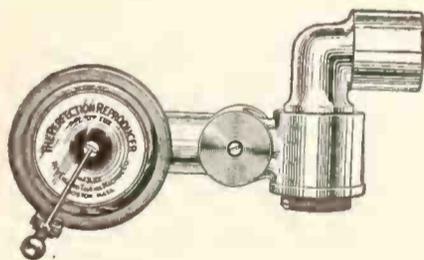
Mrs. Urquhart, in charge of the Pathé Shop, has made good from the start, making many new friends, and increasing the sales of her department to a marked degree.

The Platt Music Co., of this city has entered the talking machine "game," handling the Columbia line exclusively.

NEW CONCERN IN COLUMBUS, O.

The Columbus Talking Machine Co., Columbus, O., has been incorporated with a capital stock of \$10,000 by Arthur Weldon, Frances Weldon, Albert H. Harwick and A. L. Harwick.

The Echophone Sales Co., of Elizabeth, N. J., has been incorporated to deal in all kinds of talking machines. The capitalization is \$100,000, the incorporators being Ambrose and Harry McManus and Joseph J. Farrell, of Elizabeth.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

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

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

THE NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET

BOSTON, MASS.

The PERFECTION

Ball-Bearing Tone Arm

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

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

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



The Sign of the Starr Store



Where Starr Service Is Guaranteed



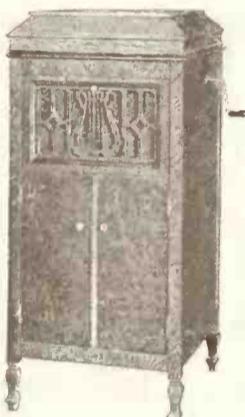
STYLE I
\$100.00
Oak or Mahogany



STYLE V
\$200.00
Walnut, Oak or Mahogany

STARR

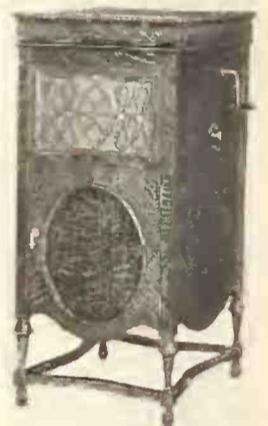
Phonographs and Records



STYLE II
\$125.00
Oak or Mahogany

exemplify the attainments of a half century's experience in building the world's best pianos, player-pianos and musical accessories.

The greatest difference between the Starr Phonograph and other phonographs is a difference in Tone because there is a difference in construction. The Starr Sounding Board Throat and Horn are of Silver Grain Spruce which insures perfect tone-quality. A changeable tone arm permits, in addition to Starr Records, the playing of every disc record and there are other features and qualities which give every Starr incomparable distinctiveness among phonographs.



STYLE VI
"William and Mary"
\$250.00
Oak or Walnut



STYLE III
\$150.00
Walnut, Oak or Mahogany

Our systematic, thorough plan of co-operation has made Starr Service to dealers complete. Starr factory and distributing facilities insure immediate, efficient and satisfactory attention to every order.

Starr \$50.00 and \$75.00 Models will be offered December 1st.

Starr Phonographs and Records will be on display at the Grand Rapids Furniture Exhibition in January, seventh floor Temple Building.



STYLE VII
"Jacobean"
\$250.00
Oak or Walnut

THE STARR PIANO COMPANY

RICHMOND INDIANA

Jobbers and Representatives Everywhere



STYLE IV
\$175.00
Walnut, Oak or Mahogany



STYLE IX
"Sheraton"
\$300.00
Mahogany



STYLE VIII
"Adam"
\$300.00
Mahogany

ILSLEY'S Graphite Phono Spring Lubricant

Ilsey's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

(Ask the manufacturer who uses it.)

Manufactured by

ILSLEY - DOUBLEDAY & CO.

Established 1853

229-231 Front Street New York, N. Y.

HOLIDAY CAMPAIGNS IN INDIANAPOLIS

Talking Machine Dealers Already Preparing to Take Care of Business of Record Volume—Victor Books for Use in the Schools—Visiting Dealers Are Enthusiastic Over Situation

INDIANAPOLIS, IND., November 8.—Both retail and wholesale talking machine dealers continue to report business good and with the election out of the way they are expecting to get a good start on the holiday trade. Several of the retail dealers have already been featuring talking machines in advertisements as the ideal Christmas gift and are pushing the Christmas club plan.

The Stewart Talking Machine Co., jobber of the Victor line, is well pleased with the interest aroused by B. M. DeCou, of the Victor educational department, who addressed several meetings at the Indiana State Teachers' Association here last week. At one of the meetings held in the Masonic Temple more than 1,000 teachers from all parts of the State attended the demonstration of the Victor educational records given by Mr. DeCou.

Already there has been a quickening of demand for school machines all over the State. It is apparent that the teachers have been urging their school boards to get the machines and the Stewart Talking Machine Co. has been forced to fill a number of rush orders for schools.

A Victor dealer at Evansville has succeeded in getting the Evansville schools to adopt the Victor book on "What We Hear in Music" as a text book in the schools. The Stewart Co. distributed about 2,000 copies of the Victor book, "A New Correlation," to the teachers.

A decided increase in the record business shows that the Victor dealers are realizing that there is as much profit to be made in record sales as in machine sales and they are all working on the basis of getting each machine owner up to the \$300 mark in records.

Among the out-of-town dealers who visited the Stewart Co.'s offices in the last week were: Frank Bacon, of North Vernon, Ind.; A. C. Reese, of Cambridge City, Ind.; Will B. Hill, of Bowling Green, Ky.; Clyde Williams, of Bloomington, Ind.; E. C. Sheets, of Auburn, Ind.; E. Parkhurst, of Palestine, Ind.; O. L. Foster, of Lafayette, Ind.; Mr. Reynolds, of Reynolds & Brooks, Loogootee, Ind.; Henry Levy, of Henderson, Ky., and B. Goodman, of Montecello, Ind.

At the Pathé Pathephone Store, M. Tobin reports business as good and he anticipates a live holiday trade all over the State. The out-of-town dealers have been lined up well and Mr. Tobin expects them to make a big record.

A. W. Roos, manager of the Columbia Graphophone Co.'s store, visited the Columbia factory and executive offices recently. He reports that business continues exceptionally good. He is arranging to assist the local branch of Steinway & Sons, 309 North Pennsylvania street,

Nicholson Record Cabinets

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

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

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

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

to put in the complete line of Columbia machines and records.

The Reliable Furniture store and the Home Furniture store, two of the leading furniture stores in Indianapolis, have installed talking machine departments and are pushing the Vitrola talking machines. The demand for talking machines has resulted in nearly every furniture store in the city installing complete talking machine departments.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co.'s store, is expecting a big holiday trade. The Vocalion is being featured in some striking newspaper advertisements.

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

distributor of the Edison machine, is well pleased with the showing his dealers made during Edison Week. Twenty-six of his dealers entered the show window contest. All of them reported a large number of their patrons as entering the Edison contest for laymen.

At the Edison Shop a big feature was made of Edison Day. A public reception was held all day and in the evening, during which special recitals were given on the Edison machine. Roses were given to the ladies.

At the Starr Piano Co. the Starr phonograph and Starr records have been featured in window advertising. Arthur E. Pfeiffer, manager, is expecting the Starr machine to prove a big seller in Indianapolis during the holiday trade.

WITH THE TRADE IN WINNIPEG

Western Gramophone Co. Opens Branch in Calgary to Expand Service—A. G. Farquharson Goes Back to Los Angeles—Other News

WINNIPEG, MAN., November 2.—The Western Gramophone Co., of this city, is opening up a branch distributing house at Calgary, Alta., with the idea in view of giving and maintaining a better service to dealers in Alberta and Saskatchewan handling Victor lines. T. Nash, of His Master's Voice Gramophone Co., Toronto, personally arranged for the new Middle West distributing house. Premises have been secured in the Northern Electric Building.

The Regina Phonograph Co., Ltd., has been incorporated at Regina, Sas.

A. G. Farquharson, who recently resigned the management of the Western Gramophone Co., has returned with his family to Los Angeles, from where he came in 1912 to take the Canadian management for the Columbia Phonograph Co., which position he resigned last year before coming to Winnipeg.

In a recent issue of the Winnipeg, Man., Telegram, a new department was created entitled "New Records for Your Talking Machine," in which a resumé of several popular Columbia records of a late date were commented upon.

Mr. Poisson, manager of the Canadian Phonograph & Sapphire Disc Co., has returned from a month's business trip to Toronto, Montreal and New York. Mr. Poisson states prospects are very bright for securing Pathé goods.

G. L. Stanwood, of Stanwood's, Ltd., has just returned from a business trip to Chicago. He has enlarged his phonographic parlors and is also securing more able assistants.

The Columbia Graphophone Co. still feels the

shortage of machines, the supply not being equal to the demand, according to the Western management who reports sales materially ahead of last year.

D. K. McCrae, Columbia representative for Manitoba, and D. H. Elliott, representative for Saskatchewan and Alberta, both report splendid business from these points.

Babson Bros. report Edison phonograph business as being very fair, although the wet weather throughout the West which delayed threshing has also delayed the mail order business.

John De Angeli, former resident of this city, and well known in the music trade, is now with the Columbia Co. in Detroit.

INTERESTING VOLUME ON FREEPORT

FREEPORT, ILL., November 6.—There was recently published in this city an attractive book entitled "Greater Freeport—Illustrated," which gave the history of some of the leading manufacturing and retail establishments in Freeport. One of the concerns featured in this book was the Pathé Pathephone Shop at 148 Stephenson street. This business was established on September 1, and is owned by Edward Allington, Jr., who has sold a large number of Pathephones to well-known people of this city.

The Pathé Pathephone Shop is attractively furnished and decorated, a large concert room being maintained on the lower floor. A complete stock of Pathephones and is on hand at all times.

The Sonora Shops, Inc., Yonkers, N. Y., has been incorporated with capital stock of \$25,000 for the purpose of dealing in phonographs and other mechanical musical instruments, by M. Moos, M. Jones and A. M. Nascher.

This Is Record Time In Maine

We have the goods, the organization—the "Service" that co-operates with the dealer in supplying him with a full stock of

VICTOR RECORDS

The holiday season is near at hand when an unparalleled demand will develop for Victor Records as well as Victor Victrolas. You must have the stock to hold your trade. We are equipped to handle your wants. Our "Service" serves.

CRESSEY & ALLEN

Victor Jobbers

PORTLAND, MAINE

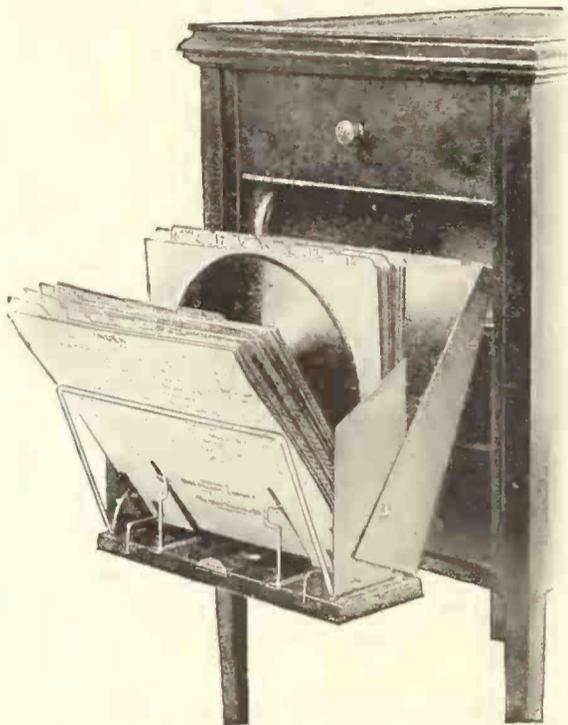
IMMEDIATE DELIVERY



NO. 4

With side top moulding for Victrola VIII Oak and Victrola IX Mahogany or Oak Top measures 16 15/16 x 20 7/16 inches inside in clear.

With flat table top and without moulding it measures 18 3/4 x 22 3/4 inches which will take any size of portable machine of any make.



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



NO. 2

With side top moulding for Victrola IV or VI. Top measures 15 7/16 x 16 9/16 inches inside in clear.

With flat table top and without moulding it measures 17 3/4 x 18 3/4 inches, which will take all the smaller portable machines of any make.

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

The drawers are made of steel and cannot warp or shrink, consequently do not stick or bind. Parts nickel plated. BROWN'S is the PERFECT DISC RECORD CABINET. Direct orders from all dealers invited.

A NEW DEPARTURE IN RECORD CABINETS

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

BROWN'S DISC RECORD CABINETS

THE SIMPLEST AND MOST EFFICIENT

Solves All Difficulties of Filing and Finding Records Quickly

INSTANTLY YOU FIND THE RECORD YOU WANT. INSTANTLY YOU REPLACE IT.

One Low Price for High Quality to All Dealers

ASK FOR NET PRICES OR ORDER SAMPLES
—THE PRICES WILL NOT DISAPPOINT YOU

THESE CABINETS WILL FIT UNDER EVERY MAKE OF PORTABLE MACHINE

The Globe-Wernicke Co.

CINCINNATI



The biggest and most beautiful feature of the country-wide Columbia advertising is the fact that the goods stand up through everything that is said there.

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

Columbia Graphophone Co.
Woolworth Building, New York

HOLIDAY BUYING SEASON STARTED IN MILWAUKEE

Steadily Increasing Volume of Sales Leading to Record-Breaking Season—Talking Machine Strongly Featured at Teachers' Convention—Big Orders for Handles—Other News

MILWAUKEE, Wis., November 6.—The first week of November has marked the beginning of the holiday buying season in the Milwaukee talking machine and phonograph trade. October business was better than normal, but of no particular note, and the trade occupied itself mainly with preparations for the biggest season of the year—the two months just preceding Christmas. The shortage of machines continues, and added difficulties are noted in the matter of getting stocks of needles and specialties. Records are coming through in a satisfactory volume, but there are signs of a probable shortage as the season advances. Every month this year thus far has shown improvement over the business volume of last year, and every dealer has become accustomed to figuring in larger totals than ever before in the history of the talking machine.

There never has been a time when the trade, from manufacturer to the smallest retailer, has spent so much money for advertising and publicity as now. Using the heavy advertising drive of the factories as a basis, the jobbing and retail trade is buying much newspaper space and doing a vast amount of other publicity work.

The value of the talking machine as an aid to education is not a new topic, but it played a large part in the proceedings of the annual convention of the Wisconsin Teachers' Association, held in Milwaukee during the first week of the month. More than 7,000 teachers from every part of the State attended the gatherings. The factories were represented with large forces of demonstrators and specialists in educational promotion work.

The Edison Shop, 213-217 Second street, Edison jobber and retailer, has completed the work of increasing its floor space one-third by adding the adjoining store, and now operates one of the largest and most elaborate wholesale and retail establishments in the Middle West. The addition contains the new Diamond Disc hall, which Manager William A. Schmidt intends to make a popular community auditorium.

Victor business in Milwaukee and throughout Wisconsin continues to establish new high records week after week, according to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. Business is growing so rapidly that it is next to impossible to get delivery of sufficient stocks to fill all of the requirements of the trade, although factory outputs are increasing all of the time.

The Brunswick-Balke-Collender Co., 275-279 West Water street, has opened its new talking machine department, but the branch house is meeting with so large a demand that difficulty is experienced in maintaining stocks. Thomas I. Kidd, manager of the Milwaukee branch, reports that the reception accorded the new Brunswick is most satisfactory.

Something brand new in talking machine ac-

cessories is about to be marketed from Milwaukee by the Record-Lite Co., 135 Second street, which has developed a small, portable electric illuminating device attached to the tone-arm, which throws a light upon the record at the needle point during the setting of the automatic stop and starting of the record. It is the invention of George E. Bernecker, until recently sales manager of the Commonwealth Power Co., Milwaukee. The Record-Lite will be sold only through Victor jobbers and dealers, and retail prices are \$3.50 in the nickel finish and \$4 in the gold finish. The device is a neat, ornamental attachment. The installation is simple, as the light is slipped over the end of the taper tube or tone arm until it snaps into position and permanently fastens itself. The small battery box is set in the left hand, rear corner of the machine, or may be concealed within the machine. The control of the illumination is self-contained and the light burns only when the operator is adjusting the stop. It is figured that the battery and 3.8 volt flash light bulb will last a year or more without renewal.

Pathé record sales during the middle of October broke all records, due to the effective advertising campaign carried on by Manager Lawrence McGreal, of the Pathephone Co., of Wisconsin, 185 Fourth street, in connection with the recent short grand opera season. Lucian Muratore and his wife, Lina Cavalieri, spent several days in Milwaukee and created supreme interest in their exclusive Pathé records. The names of all Pathé dealers in Milwaukee, Wisconsin and Upper Michigan were given in the advertisements.

Frederick D. D. Holmes, secretary and manager of the Smith Piano Co., Columbia dealer, has been devoting considerable of his newspaper space contracts to the promotion of Columbia sales. Mr. Holmes is making a point of "service." The copy is prepared by Mr. Holmes' own advertising department and is original in every respect.

Bortin's Music Shop, 312 Grand avenue, is handling the Perfectrola baby grand exclusively and is doing so much business that orders are being accepted only for future delivery.

T. B. Schreiter, a well-known phonograph man, has joined the C. Niss & Sons Co., furniture dealers, 697-709 Third street, as manager

of the New Edison Diamond Disc department.

Espenhain's new Columbia department, Grand avenue and Fourth street, is now in smooth working order and doing a large business. Miss Belle Gunnis, manager of the department, is well versed in Grafonola lore, having been manager of the Columbia department at the Milwaukee branch of the Story & Clark Piano Co., now closed.

C. G. Howell has taken the position of manager of the phonograph department of the Lake Side Crafts Shop, Sheboygan, Wis., a large manufacturer of talking machines.

A. H. Bulmer, Marshfield, Wis., who operates a Pathé department in his optical offices and shop, has doubled the size of both departments. J. E. Buoy, jeweler, who occupied half of the space in the Bulmer store, has retired from business, and Mr. Bulmer will occupy all of it.

H. L. Pendleton, Victor dealer at Prairie du Chien, Wis., has purchased the jewelry business of L. F. Wiltgen and enlarged his piano, talking machine and music store business to include jewelry.

R. H. Zinke, manager of the Badger Talking Machine Shop, 425 Grand avenue, took his first vacation in more than two years by hiding himself in the northern Wisconsin woods for two weeks late in October. He brought back plenty of evidence of his ability as a hunter and fisherman.

An order for 500,000 enameled handles for Stewart talking machines has been given to the Wood Products Co., Ladysmith, Wis. The company is installing seven large lathes and building a four-oven enameling shop.

T. W. Abell, manager of the Premier Talking Machine Co., 220 West Water street, is enthusiastic over the condition of business throughout his territory, which comprises Wisconsin and Upper Michigan.

The Sonora baby grand at \$150 is at this time the most popular seller in this line, according to Charles J. Orth, local Sonora jobber and retailer.

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, 135 Second street, Milwaukee, has been making an extended vacation trip during which he spent some time in Arizona, New Mexico and Texas.

R. H. Zinke, manager of the Badger Talking Machine Shop, 425 Grand avenue, Victrola dealer, has been appointed chairman of the entertainment committee of the Kiwanis Club of Milwaukee.



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

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., November 5.—There is only the most glowing report to be made of the talking machine business in Philadelphia during the month of October. The business was exceptional, as has been the condition during all of the preceding months of the year, and most gratifying of all is that the condition so far as stock is concerned, has been much more than satisfactory.

Most of the firms during October have been able to fill their record orders almost to the extent of 100 per cent., while the machine scarcity has not been nearly so marked as during some of the months of the year.

A great deal of competition is developing in Philadelphia and many new machines have come into the market. One of the new machines to be introduced here and apparently in a way that they will cut quite a figure is the Sonora, made by the Sonora Phonograph Corp., who are just now preparing very elaborate quarters at 1311 Walnut street. They have taken the entire building and are having it completely remodeled for their purposes. It is an excellent location, and properly managed the machine will no doubt be a big factor in the trade here.

Another machine that has just come into this market is the Cheney talking machine. A company has been organized here to look after the local interests of the Cheney, and the Henry F. Miller house is the first to take the selling of it.

Big Business With Penn Co.

The Penn Phonograph Co. states that October was very big in comparison with previous months. The machine shipments received during the last few days of the month made up for the deficiency of the early part of the month and helped materially to the big October increase. The firm is arranging for extensive improvements in their warerooms, but on account of delay they will not institute them much before spring, not wishing to disturb their business at this busy season.

Domestic Co.'s New Sound Box

The Domestic Talking Machine Corp. announces a new sound box arranged to play both vertical and lateral cut records, and all Domestic machines are now being shipped equipped with this new sound box. The new features connected with this new sound box, which have been broadly covered through patent applica-

tions, consist in locking the box in two positions, one appropriate for playing vertical cut records such as the Domestic, and the other appropriate for playing lateral cut records. As it is only possible to play the sound box in these two positions, there is no danger, such as is frequently found with swinging sound boxes, to have the box assume other than its correct angle.

To Install New Booths

H. B. Herr, of Lancaster, Pa., has arranged to install a number of booths in his store, and D. S. Andrus & Co., of Sunbury, Pa., are also going to put in a number of booths. Their representative, Mr. Walters, came to the city the past week and made the arrangements.

Conditions With Buehn Co.

The Louis Buehn Co. states that it had the biggest October in the history of the business. Mr. Buehn says they are in very excellent shape on records, filling orders practically at the rate of 100 per cent. Their record business has been exceptionally good. He says that they still find a shortage of machines, and particularly in the IX., X. and XI. types.

Among the visitors to the Buehn warerooms were W. D. Andrews, a jobber of Syracuse, N. Y., who was accompanied by his brother, C. N. Andrews, of Buffalo, N. Y. Jack Fisher, manager of C. C. Meller, of Pittsburgh, was also a Buehn visitor. The firm has arranged with the Unit Construction Co. to place booths in the warerooms of the following firms: John Thomas & Sons Co., of Johnstown, Pa.; Christine Bros., of Bangor, Pa.; George Arnold, of Glassboro, N. J., and H. M. Eby, of Huntingdon, Pa.

The Hendricks Co. at Seventeenth and Venango streets, has added additional hearing rooms and are remodeling their entire second floor, which is now devoted exclusively to the handling of the Victor, and is very attractive.

Theodore Connelly, 2633 Girard avenue, is adding another hearing room to facilitate his selling.

Weymann Building Completed

H. A. Weymann & Sons have their new building entirely completed and visitors to Philadelphia should pay this firm a visit. They have a very simple yet a very effective arrangement, which is as attractive as it is convenient. The

Weymanns' business has been large, and they were able to move their immense stock with so little detention that their business was in no way handicapped.

Blake & Burkart's Big Edison Month

Blake & Burkart report that they finished up a glorious month on the Edison; they also are very well satisfied with the piano end of their business, which is entirely separated from their talking machines, and in an adjoining building, C. E. Lucore being in charge of the sales force, and they have on the floor a full line of the Frederick pianos. The firm has added several new men during the month, including H. C. Trader, who has been connected with Thos. Edison, Inc., for three years as demonstrator.

Blake & Burkart report that the November list of records are selling very well, and exceptionally so "You're a Dangerous Girl," the Creatore band records; the double violin and cello record by Kathleen Parlow and Paul Gruppe, and the operatic record by Ferrari-Fontana, "E lucevan le stelle" from "Tosca."

The Ludwig Piano Co. has also done very well with the Edison, and during the past month it has doubled its number of booths, and Mr. Ryan says they are going to make a drive on the machine, for he believes a big business on the Edison is possible.

Activity With Pennsylvania T. M. Co.

Walter L. Eckhardt, head of the Pennsylvania Talking Machine Co., the distributor of the Columbia in this section, says that the sale of Lazaro records has surpassed all his expectations, although he was sure in advance that they would create a sensation. He says the sale has stimulated business in a way that is little less than phenomenal, and especially as to the coming announcements relative to high-class artists, particularly the new records by Mme. Barrientos, and the trade has been prompted to stock up for this class of trade stronger than ever before.

Mr. Eckhardt says that his firm has received several substantial shipments during the last month that assisted it very materially in making the big quota of business that October showed. The result was that the firm have been able to render a much better service to their dealers than otherwise would have been possible.

C. S. Keyes in Washington

Lansburg & Brothers talking machine department in Washington, D. C., has been opened within a fortnight under the most promising auspices, having been started with considerable red fire in the handling of the Columbia, and to the tune of extraordinary success under the direction of C. S. Keyes, a special representative, formerly connected with the Pennsylvania Talking Machine Co. in this city, and who formerly aided Mr. Eckhardt in the inauguration of many important departments in his territory.

Going After Talking Machine Trade

James Bellek's Sons are going in the talking machine business more seriously than ever before, and have moved their offices to the rear of their present store, and are about to have built a dozen very attractive talking machine booths.

HEPPE PIANO CO.'S ANNUAL MEETING

PHILADELPHIA, PA., November 4.—The Heppe Piano Co. at the annual meeting in Camden recently declared a dividend of 6 per cent. on the common stock. The following officers were elected: F. J. Heppe, president and treasurer; R. E. Lehman, vice-president; George W. Witney, secretary and assistant treasurer. Directors chosen were: F. J. Heppe, R. F. Lehman, M. F. McDowell Heppe, W. C. Harper and L. A. Heppe Shewell. The C. J. Heppe & Son Corporation also held its annual meeting. Officers and directors were re-elected.

“Service! Service!! Service!!!”

Is the element in a man's makeup which makes him stand out pre-eminently from among his co-workers.”—From a speech by Samuel Crothers, at the Aronovink Country Club, Sept., 1916

This quotation appropriately applies to the VICTOR JOBBER who is giving you the best service.

After 18 years of conscientious effort and service we feel justified in claiming a position in the front rank with the Victor jobbers who have likewise qualified.

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

ESTABLISHED 1898

In Line For Promotion

The salesman who knows record selling—the man who can develop the “one record” account into a large and continuous buying unit.

He is the man who is building business on a concrete foundation.

For records perpetuate profits.

Help your salesman SELL Victor records. Keep tabs on the live records, and never miss a sale because you are OUT. Excuses don't go, for you can always get the co-operation of

BUEHN **Victor Service**

which is exclusively wholesale and was the first to specialize on records. Victor records constitute the “world of music” and our stock embraces all numbers. It delivers fast and for repetition of performance, Buehn Service works on a 23-jewel adjustment.

You cannot give us too large an order. And the smallest order receives the same attention as a big one.

THE LOUIS BUEHN COMPANY

EXCLUSIVELY WHOLESALE

PHILADELPHIA

STARTS BUSINESS CAMPAIGN

The New McConnell Music Co., of Canton, O.,
Featuring the Victor Line

CANTON, O., November 7.—The new McConnell Music Co., which has been incorporated for \$50,000 and which succeeds the Miller-McConnell Co., which was dissolved recently, has begun its campaign for business. The new company is capitalized at \$50,000 and under the management of L. S. McConnell will doubtless extend its business to all parts of the company's territory. Mr. McConnell has been identified with the music trade of this city for the past four years and has a wide acquaintance. The company is handling the Victor line of machines and records and is offering its customers some excellent facilities.

TALKING MACHINES FOR TRENCHES

Donations of Machines and Records Accomplish
Real Good in Bringing Cheer to the Soldiers
and Others in the War Zone

Miss May Moulton has been collecting phonographs and records for the soldiers in the armies of the Allies for the past year, and has already been the means of sending many machines and records to Europe. She is now selling the Allies ribbon to raise money for this purpose, and is in addition still collecting old records and phonographs.

Miss Anne T. Morgan while in France cabled to Miss Moulton as follows: "Phonographs longed for everywhere. Particularly anxious for record varieties of songs, including 'Tipperary.'" Since her return from Europe Miss Morgan has urged Miss Moulton to continue her work of collecting records.

She has sent eight to Mrs. Griggs, of the American Girls Aid in Paris, and has just received a cablegram from Mrs. Griggs asking for more records and machines. Nine were sent by Miss Moulton to Miss Morgan in Paris.

Miss Moulton has sent phonographs complete with records and needles to France, Belgium, Corfu, Malta, Egypt, Salonica and England. Over eighty-five phonographs and 4,300 records, besides several dozen musical instruments and puzzles have already been donated.

Contributions of money, phonographs and records, etc., may be sent to Miss May T. Moulton at either of the following addresses: 4 East Sixty-first street, or in care of the Vacation War Relief Committee, 7 East Thirty-eighth street, New York.

STEPHENS BILL COMMITTEE MEETS

Committee of the National Association of Talking Machine Jobbers Plan to Further Interest of the Measure—Those in Attendance

The members of the Stephens bill committee of the National Association of Talking Machine Jobbers for local territory held an informal meeting recently at the office of J. N. Blackman, to discuss ways and means for furthering the interests of this measure. Mr. Blackman for the past year has been very active in behalf of the Stephens bill, and as a member of the association's legislative committee has far reaching plans in mind, which will doubtless be productive of excellent results.

Among the Victor jobbers who attended this meeting, and who will visit the various Congressmen in behalf of this measure were the following: R. W. Morey, New York Talking Machine Co.; Thomas F. Green, Silas E. Pearsall Co.; Lipman Kaiser, S. Davega; R. H. Morris, American Talking Machine Co.; B. R. Forster, I. Davega; Maurice Landay, Landay Bros.

Reflexophone, Inc., manufacturers of phonographs, of 114 Fifth avenue, New York, and with offices in Wilmington, Del., made an assignment to Lawrence K. Brown recently. The concern was incorporated in Delaware in October, 1915, with a capital stock of \$40,000. John Reynolds is president.

FINE DEPARTMENT IN WACO, TEX.

Goldstein-Miguel Co. Open Elaborate and Exclusive Columbia Department in That City

WACO, TEXAS, November 2.—What is considered one of the most attractive talking machine departments in Texas is that recently opened

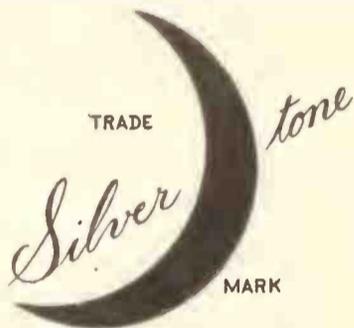


Goldstein-Miguel Co.'s Handsome Quarters

in the department store of the Goldstein-Miguel Co. in this city. The formal opening of the new department was held on October 16 and 17 with a series of special recitals and concerts, and attracted a large crowd. The Goldstein-Miguel Co. operate one of the largest department stores in the Southwest, and Edward B. Shiddell, manager for the Columbia Graphophone Co., in Dallas, is particularly pleased over placing the exclusive agency for the Columbia line with that concern in Dallas. The accompanying photograph shows a particularly fine view of the new department with the various types of Columbia machines much in evidence.

The third floor of the factory building of the Klerner Furniture Co., Albany, Ky., has been leased by a new company, of which J. J. Quinn, of Chicago, is the head, and which will manufacture talking machine cabinets.

Crescent



Products

LAST CALL BEFORE XMAS!!



STYLE NO. 9, \$35.00

Automatic lid support and
tone moderator on all
models \$35.00 and up

TO insure prompt deliveries for the holidays we advise placing your order **NOW**. Although we have tripled our output this year everything points to a record breaking season, so do not get caught short of stock.

☐ We carry a complete line of attachments for all the standard machines.

☐ The "Playsall" attachment will increase your record sales 100%. Write for illustrations and quantity prices.

Crescent Talking Machine Co., Inc.

89 Chambers Street

New York City

Chicago Office:

Crescent Sales Company

23 E. Jackson Boulevard

Chicago, Ill.

EXTENSIVE IMPROVEMENTS IN PITTSBURGH STORES

W. F. Frederick Piano Co. Installing Sixteen Additional Demonstration Booths—Reorganizing Wholesale Staff—Buehn Phonograph Co. Enlarging Retail Department—Other Changes

PITTSBURGH, PA., November 6.—The retail Victor talking machine section of the W. F. Frederick Piano Co. has undergone an extensive improvement, with the addition of sixteen record demonstration parlors on the second floor, making it one of the finest and most up-to-date in the city. The newly arranged department was opened November 4. Unico booths are used and are very conveniently arranged. The lights are reflected through the frosted glass tops of the booths, thus giving a soft glow. The decorations are in cream and white, lending a rich appearance to the department throughout. Manager George Hards states that he has made the record and the machine departments distinct, using different salespeople for each. The staff has been increased by four experienced members. The five original parlors and two new parlors now being installed on the first floor of the store are to be devoted to machines exclusively. Manager Hards' office will be removed to the mezzanine floor when completed.

One of the most important changes of the past month was the resignation of French Nestor from the wholesale talking machine department of the W. F. Frederick Piano Co. and the naming of Geo. H. Rewbridge as his successor. Mr. Nestor has become general manager of the Victor department of the new store of Cohen & Hughes, at Washington, D. C. Mr. Rewbridge was formerly traveling representative for the W. F. Frederick Piano Co., wholesale Victor department, and at one time manager of the store, having been connected with the house for the past twelve years. He is recognized as one of the most experienced and capable men in the talking machine field and his appointment met with much approval.

A reorganization process of the forces of the Frederick wholesale department has been effected by Manager Rewbridge and excellent results are being secured. C. E. Willis, formerly with the C. C. Mellor Co. for seven years past, has been made assistant manager. Albert Ingold, formerly with the same firm for two years, is now in charge of the Frederick wholesale record and stock rooms.

The Buehn Phonograph Co., Inc., 514 Wood street, is enlarging its retail department and adding a concert hall to the many unique features of its beautiful store. This concern is the jobber for the Edison line in the Pittsburgh district and also does a fine retail business. Since moving to the present quarters about ten months ago, a rapid growth has been experienced. Four new parlors are being added on the second floor and will be completed within the next few weeks. Part of this floor will be given over to a concert hall, which will be the first of its kind in the city. It is planned to give Edison recitals regularly.

The wholesale department of the Buehn Phonograph Co. is showing a big gain over last year. A number of new dealers are reported in the surrounding territory for both the disc and Amberola machines and records. Negotiations are under way for another important connection in Pittsburgh, Mr. Buehn states.

The Victor talking machine department of the Joseph Horne Co. is doing a phenomenal business in both machines and records. Manager A. R. Meyer, formerly head of the Henry Co., which was taken over by the Joseph Horne Co. about two months ago, states that the outlook is very gratifying. The location on the mezzanine floor has proven an ideal one. The popularity of the handsome concert room of the department is increasing daily.

L. Baskin, furniture dealer, 812 Federal street, has just installed a new talking machine department, and is featuring the Columbia line. This house is expected to build up an excellent trade as it occupies one of the best locations on the North Side.

Manager Henry Wood, of the Boggs & Buhl Victrola section, reports a nice increase in sales of both machines and records during the past

month. The only drawback, Mr. Wood states, is the inability to secure enough machines of certain styles that are in big demand. Several additions have been made to the selling staff.

Harry Rewbridge, manager of Rewbridge Bros., leading Victor dealers of Beaver Falls, Pa., was married on November 5 to Miss Alice Kalbrack, of Pittsburgh. A honeymoon trip covering over 1,700 miles was made by automobile, and included stops at Philadelphia, New York and Boston. Mr. Rewbridge is a brother of Geo. H. Rewbridge, manager of the local W. F. Frederick wholesale Victor department.

Manager M. Max, of the Kaufmann Bros. Victrola section, reports great activity in machines and records and that sales show a marked gain over those of the same period a year ago. The addition of twenty-one new record demonstration booths the latter part of last month has made this department one of the largest and finest in the entire country.

The Schroeder Piano Co. recently completed three new demonstration parlors and reports business increasing by leaps and bounds. The Edison line of machines and records has been taken on and is now featured in addition to the Columbia line which was handled originally.

P. W. Blocher, Lawrence avenue, Ellwood City, Pa., recently installed a handsome Victrola section in his jewelry store. While Mr. Blocher has had the agency for some time in Ellwood City, he is now giving more attention to this end of the business and reports a big demand for both machines and records.

The Mather Bros. Co., 213 East Washington street, New Castle, Pa., recently made a number of improvements in its Victrola department, and Manager Price reports a splendid business.

The S. Hamilton Co. talking machine department effectively featured the Victor machine and records in connection with the appearance here of Charles Kellogg, nature singer, at the New Davis Theatre. Mr. Kellogg's famous bird-song records were demonstrated daily at the store, while several Victrolas were installed on the stage of the theatre.

Small "Victors" converted into cabinet types instantly



SOMETHING new—to sell to every present owner of \$15 and \$25 Victors and every new purchaser thereof—and to a lot of people who want only a cabinet type but can't afford the \$75. Also an article with which you can beat competition by offering a combination that forms an enclosed cabinet type at much less than the cost of such machines.

By simply setting a "Victor IV" or "Victor VI" into a Lundstrom "Converto" Phonograph Cabinet, the machine is converted into a beautiful, larger, enclosed type that looks better and sounds better. The combination, from a practical utility standpoint, has even more advantages than the regular cabinet types, because the machine remains portable.



Enclosed Type Phonograph Cabinet

Has top which when lowered completely encloses machine. Two doors in front, one hinged at top, the other at bottom. The tone regulating doors of the machine open out through this space. When all four doors are open, they form a square compartment and thus a continuation of the "horn" or sound amplifying chamber of the talking machine which increases the volume of sound. Lower part of cabinet contains record rack divided off to hold about 70 records of any size. The winding handle, with extension, which we provide free, passes through side of cabinet so that it can be wound from outside, the same as any cabinet machine.

MADE IN TWO SIZES

- "Converto" Cabinet for "Victor IV," retail price..... **\$15.00**
- "Converto" Cabinet for "Victor VI," retail price..... **\$20.00**

Made in Quartered Oak to match machine. Also in Mahogany Finish, where preferred, at same prices.

Owners of \$15 Victors can convert their machines into CABINET TYPES at an additional cost of only \$15—combined cost only \$30. Owners of \$25 machines have a large cabinet type at a combined cost of only \$45. And you make a good profit on every one you sell.

Safe to say you will sell ten of these combinations to one of the big machines—besides selling cabinets to present owners of small machines. Furthermore, you will be able to offset the inroads being made by the many cheap machines being offered, because you can sell a genuine Victor in cabinet style, with a "Converto" Cabinet, at low enough cost to appeal to anyone.

The Lundstrom "Converto" will be advertised extensively. It is backed by a house with fifteen years' experience in making Lundstrom Sectional Bookcases and Filing Cabinets, one of the leaders in this line.

Write at once for wholesale prices and full particulars

The C. J. LUNDSTROM MFG. CO., Little Falls, N.Y.
Branch Office, Flatiron Bldg., New York City



Join Pathé for P


 Pathé


"The Wor

IN every European country and dependency the name "Pathé" has been a synonym of "Quality" for over twenty years. The remote corners of the world knew the Pathé Disc long before they became acquainted with any other phonograph record.

To every land where the Pathé Instrument and Pathé Records have gone, success for these remarkable products has followed and endured.

The greatest artists of Europe and America contribute to Pathé greatness.

Masterpieces of Music are recorded in the lands of their origin. The musical centers of the world—Milan—Vienna—Paris—Berlin—London—New York—all have Pathé recording laboratories.

In America Pathé is making Phonograph History! Pathé Campaign, started only a short time since, has been so successful that within the last few months the two largest concerns in country manufacturing and selling pianos, The W. W. Kim Co. and Hallet & Davis Piano Co., have become distributors of Pathephones and Pathé Records.

The largest cabinet makers in the world, The Brunswick-Balke-Collender Co., have chosen Pathé Records in preference to others.

The first jobbing concern in the great Northwest, G. S. Mers & Co. of St. Paul, are pushing Pathé products *because they wanted the best.*

PATHÉ FRÈRES PHONOGRAPH
PATHÉ FRÈRES PHONOGRAPH CO. c

Age and Progress




s Record"

PATHÉ JOBBERS

Armstrong Furniture Co., Memphis, Tenn.
 Berkhoel Music Co., Salt Lake City, Utah.
 L. W. Blachly, San Francisco, Cal.
 Curtis Colyear, Los Angeles, Cal.
 Jacob Doll & Sons, New York, N. Y.
 The Fischer Co., Cleveland, O.
 Kruschke Phonograph Co., Berkeley, Calif.

Manila Trading & Supply Co., Manila, Philippine Islands.
 Moore & Reid, Habana, Cuba.
 National Piano Co., Baltimore, Md.
 Pathé Phonograph Co., Inc., Indianapolis, Ind.
 Pathephone Co. of Detroit, Detroit, Mich.
 The Pathephone Co., Milwaukee, Wis.
 Pathephone Sales Co., New York, N. Y.
 Pathephone Distributors Co., New York, N. Y.

The Pathephone Co., St. Louis, Mo.
 M. H. Pickering Co., Pittsburgh, Pa.
 Southern Pathé Phonograph Co., Cincinnati, O.
 The Stilwell Co., New York, N. Y.
 Swanson & Nolan Supply Co., Denver, Colo.
 E. E. Trower Music Co., Kansas City, Mo.
 A. Victor & Co., Buffalo, N. Y.

Mr. Dealer:

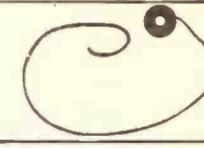
You who are looking ahead—

You who realize what it means to identify yourselves with Pathé at this time—

You who want the advantage of being able to supply your trade with records introducing them to the world's most famous talent on TWO continents—Write,

29 West 38th Street, New York

and 6 Clifford Street, Toronto, Canada



A personally selected list of records which you should have in your home. Kindly mark any you would like to hear, and it will be a pleasure for us to play them for you.

17474 When You're in Love Victor 75	16453 When You're in Love Victor 75
17523 When You're in Love Victor 75	16564 When You're in Love Victor 75
17524 When You're in Love Victor 75	16139 When You're in Love Victor 75
17525 When You're in Love Victor 75	16356 When You're in Love Victor 75
17526 When You're in Love Victor 75	16384 When You're in Love Victor 75
17527 When You're in Love Victor 75	16413 When You're in Love Victor 75
17528 When You're in Love Victor 75	16433 When You're in Love Victor 75
17529 When You're in Love Victor 75	16521 When You're in Love Victor 75
17530 When You're in Love Victor 75	16564 When You're in Love Victor 75
17531 When You're in Love Victor 75	16594 When You're in Love Victor 75
17532 When You're in Love Victor 75	16595 When You're in Love Victor 75
17533 When You're in Love Victor 75	17322 When You're in Love Victor 75
17534 When You're in Love Victor 75	17323 When You're in Love Victor 75
17535 When You're in Love Victor 75	17341 When You're in Love Victor 75
17536 When You're in Love Victor 75	17342 When You're in Love Victor 75
17537 When You're in Love Victor 75	17350 When You're in Love Victor 75





Conditions in the Paper Market are such that it will Pay to Order Record Envelopes for Holiday Trade NOW

SAMPLES AND PRICES ON APPLICATION

- Record Delivery Envelopes
- Record Stock Envelopes
- Catalog Supplement Envelopes

- Long Cabinets
- Bagshaw Needles
- Perfection Record Holders
- Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

A FIRM BELIEVER IN PUBLICITY

W. H. Marshman, of Victrola Department of McClure & Cowles, Even Gets Newspaper Space When Mongrel Attacks His Victor Dog

ALBANY, N. Y., November 2.—Willard H. Marshman, of the Victrola department of McClure & Cowles, this city, never consciously lets an opportunity go by to get his store or the Victor product mentioned in the daily papers.

For some time past Mr. Marshman has kept one of the well-known Victor dogs on guard at the entrance to the store. One day recently a combative pup decided to test the powers of the Victor canine and literally chewed him up. The manner in which Mr. Marshman took advantage of the incident is indicated by the following item in one of the local papers:

"Midget, the large Victor dog that adorns the front entrance of McClure & Cowles' piano store on North Pearl street, was savagely attacked by a small fox terrier of the living type yesterday and badly torn about the mouth. W. H. Marshman, of the Victor department, says he will go the limit to learn who is the guilty one that urged the smaller pup to bite Midget, and as he is very fond of animals, says it is an outrage. The affair was witnessed by many and the daily passers by who had admired Midget will be disappointed to hear of his misfortune, but Midget says he will be out in a few days to greet them. The assault was ferocious and was thoroughly unprovoked. The police were not called, for 'Midget' is the huge plaster dog standing more than three feet tall, representing the trade-mark of the Victor Talking Machine Co., in the doorway of the popular Victrola and piano store. The little terrier was not afraid of big things, and although he was urged on by calls of 'sic him' from several boys he was not afraid of the huge model and attacked him most vigorously."

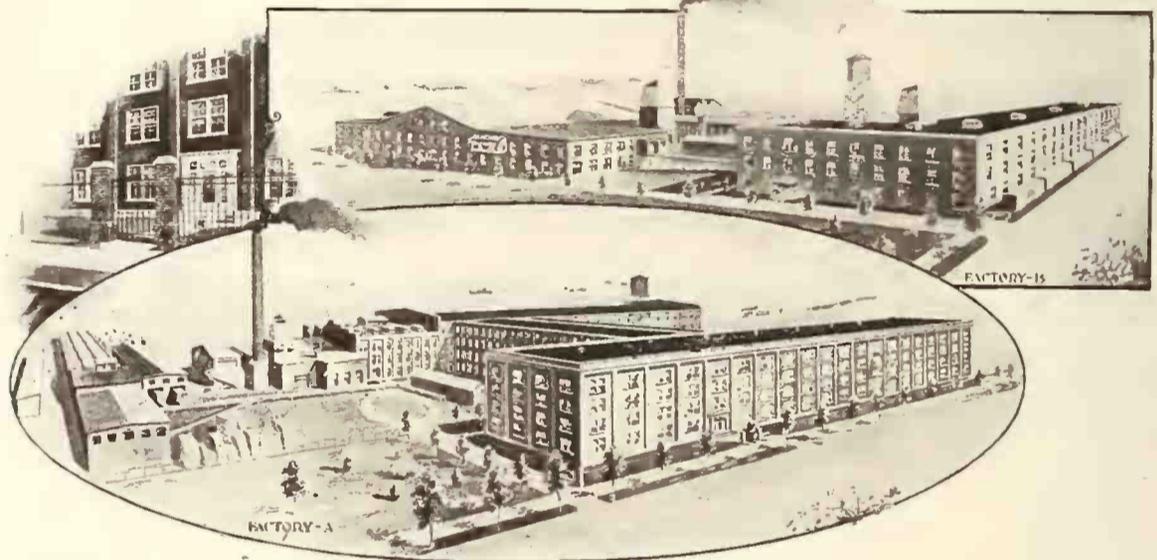
EXTENSIVE PLANTS FOR MAKING RISHELL PHONOGRAPHS

The accompanying illustration, showing the home of the Rishell Phonograph Co. and the J. K. Rishell Furniture Co., will give a fair idea of the facilities which are at the command of this company for the manufacture of "Rishell" phonographs. The factories shown are located at Williamsport, Pa., and Hughesville, Pa., and have a combined floor space of 315,932 square feet.

The small building in the upper left hand cor-

ner portrays the first home of the company, which it occupied in 1867. In forty-nine years the company has acquired a country-wide reputation as manufacturers of the finest grade of furniture, and by supplying its dealers with quality product and efficient service its business has steadily increased.

several leading talking machine manufacturers calling for their most expensive models of cabinets, and so satisfying were these products that their business showed rapid growth. A short while ago the J. K. Rishell Furniture Co decided to enter the talking-machine field on its own initiative, and the Rishell Phonograph Co. was formed to market the Rishell phonographs. Since the first announcement of this line a few months ago the Rishell phono-



Homes of the Rishell Phonograph Co.

ner portrays the first home of the company, which it occupied in 1867. In forty-nine years the company has acquired a country-wide reputation as manufacturers of the finest grade of furniture, and by supplying its dealers with quality product and efficient service its business has steadily increased.

A number of years ago the J. K. Rishell Furniture Co. secured important contracts from

graphs have been placed with representative dealers throughout the country, and the company has every means at its hand to increase its facilities as its business warrants. This company manufactures a complete line of period design phonographs ranging in price from \$50 to \$300. Permanent exhibits of the line are on display at the company's showrooms in New York, Philadelphia and Columbus.

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.

TEACHERS HELP TWIN CITY TRADE

Educators in Convention Display Much Interest in the Talking Machine and Its Possibilities—Shortage of Machines Still Serious—Columbia Territory Is Expanded—Other News

MINNEAPOLIS and ST. PAUL, MINN., November 7.—Several thousand school teachers, coming from every corner of Minnesota, gave the talking machine trade of the Twin Cities an added impetus during the first three days of November. The traffic did not need any accelerators, what really was needed was a brake somewhere so that the supply and demand would balance, but the teachers are not brakes in the talking machine world. All school houses have them, not only for entertainment, but as auxiliaries in the classes and they prove highly efficient assistant teachers. A class of Victor experts, including Miss Sorenson and Mr. Foster, demonstrated the capabilities of the talking machine as an adjunct to educational arrangements, and drew great houses in the W. J. Dyer & Bro. concert hall. Several hundreds also visited the rooms of the Minnesota Phonograph Co., where Laurence H. Lucker and staff demonstrated the Edison machines and records.

Times are just as hard on the dealers now as they were a month ago and they do not know in what direction to turn to find relief. "We are about 2,000 machines short of the number of machines required for filling orders," complained David M. Dyer, of the house of Dyer. Our receipts from the Victor factories are about 40 per cent. larger than they were last year, but we are unable to catch up to the orders. It is almost as bad to have business so good that you can't take care of it as to be overstocked. Trade is excellent in our territory. We sell everything in the jobbing end, of course, but there is a steady demand for the high-priced Victrolas."

"Our warerooms are but a transfer station for the Victor Co.," explained Mr. O'Neill, of the Beckwith-O'Neill Co. "We are receiving large quantities of goods, but most of the instruments disappear as fast as they appear, and we have no stock at all—absolutely none. One feature of the trade that is particularly encouraging is the great increase in the sale of records. Fortunately we can get a goodly supply of them and as they produce about as much revenue as the instruments we are a little gratified over this favor of the fates. A decided increase in the demand for grand opera records developed after the grand opera season in which Farrar, Destinn, Homer and others appeared and the recital concerts of Alma Gluck."

The northwestern part of Wisconsin has been added to the Minneapolis district of the Columbia Graphophone Co. in charge of Manager Robert Souders. The new territory includes the thriving cities of Ashland, Washburn and Beyfield and some smaller burghs and will produce considerable Columbia business.

W. C. Hubbard has been placed in charge of the Columbia's dictaphone department. He formerly was Twin City manager for a famous typewriter and knows all the big offices like a book. He succeeds H. B. McAlpine, who regretfully accepted a \$12,000-a-year job with an investment concern.

Donaldson's Department Store reports a great demand for the high-priced machines, and records numerous sales for styles selling at \$200 and better.

Robert Souders and F. A. McLeod, manager of the Grafonola department of the Emporium, St. Paul, are back from Chicago, where they had a meeting with some of the big Columbia people on business matters.

Politics have interfered as little with business this year as at any time in the history of the State. Time was when trade went all to pieces a week or ten days before the presidential election, but the event has not affected commerce a particle. The calmness was not due to indifference or apathy by any means as the registrations pointed to the largest vote ever cast in this State.

Novelties and Attractions

FOR YOUR

Christmas Trade

BRIGHTEN UP YOUR WINDOWS AND STORE.

SOMETHING FOR THE CHILDREN

Especially Good Sellers this Year on Account of the Scarcity of Toys.



RAGTIME RASTUS
PATENTED MARCH 16, 1915.

RAGTIME RASTUS is an Automatic Dancing Darky Doll that does One Hundred Different Steps to Music and dances well with any jig or lively record. Rastus delights children with his funny Shuffles, Dances and Clogs.

Hand painted in four colors—a high-grade and unusual mechanical toy.

Ragtime Rastus retails at \$1.00
(Item No. 100A)



THE BOXERS
PATENTED MARCH 16, 1915.

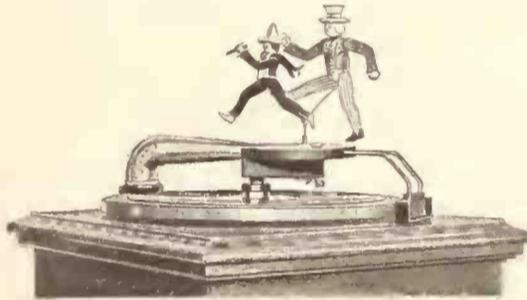
THE BOXING DARKIES. These little black boxers execute all the blows, swings, shifts, counters and side steps known—and then some new ones. Put on a lively record and these little men box away in good earnest and with wonderful speed and accuracy. The figures are turned of wood, hand painted in bright colors and will amuse the whole family.

The Boxing Darkies
retail at \$1.25

(Item No. 100B)

THE COMBINATION RASTUS AND BOXERS is the combination of one mechanism and the two sets of figures—the Dancer and the Boxers, making two toys in one. This is very popular.

The Combination Rastus and Boxers retails at \$1.50. (Item No. 100AB)



UNCLE SAM AND THE MEXICAN
PATENT NO. 1131898

UNCLE SAM AND THE MEXICAN. In this Novelty Uncle Sam Boots the Bandit in Vigorous Yankee Fashion and Boxes his Ears. The Mexican is running away as fast as he can go. Uncle Sam is attractively painted in Red, White and Blue and the Mexican typical of his country. This novelty goes well with "They're on their Way to Mexico," "National Emblem March," or other lively records.

Uncle Sam and the Mexican retails at \$1.25

(Item No. 100C)

NOTE—These Talking Machine Toys fit on any standard machine (except Edison) and can be put on or taken off in 5 seconds. They do not injure the record or mar the machine.

We receive many letters like this from dealers: Please forward enclosed order for Rastus, Boxers and Combinations. I have had more people looking in my windows at the Dancer and Boxers than at any time I can remember. They seem to amuse old and young.

A Talking Machine Department in Boston sold over 4 gross of these Talking Machine Toys at retail during last December. Ordered again this year. One Victrola store in New York City sold an average of 6 dozen a day at retail during last December. Ordered again this year.

All Live Talking Machine Stores and Departments will find these attractions for their stores as well as good sellers.

Packed for shipment in 1 doz., 3 doz. and 6 doz. cartons of one kind, or assorted—each toy packed in an individual box. HANDLED BY VICTOR DISTRIBUTORS, COLUMBIA GRAPHOPHONE BRANCHES, or Direct From Us at Fair Dealers' Discounts. PROMPT SHIPMENTS.



The Wireless Pup The Most Marvelous and Mystifying Toy and Novelty

THE WIRELESS PUP is operated at a distance by sound waves. Blow the whistle or call or clap your hands and on "hearing" the noise the dog will come out of his kennel. There are no wires or other mechanical contrivance attached to the dog.

A great attraction for every store that has Well-to-do, Educated Trade. Sold as a Toy and as a Novelty for Private Offices, Smoking Rooms, Dens, Clubs, etc.

Sells well to the Well-to-Do trade.

Kennel of Hard Wood Mission Finish, about 7 inches square.

NOTE—This is the article that was editorially shown and described in the April, 1915, Talking Machine World. It is a wonderful attraction and several talking machine stores have sold a quantity of them.

Scientific American in Nov. 4, 1916, issue says this is the Most Unique Toy of Recent Years.

In connection with the shipment of our Talking Machine Toys we sell these to our trade at \$3.25 each, which is our dealer's price in large quantities to the High Grade, Large Toy Stores and Departments.

NATIONAL TOY COMPANY

Manufacturers of Toys and Specialties

281 CONGRESS STREET

BOSTON, MASS, U. S. A.

DETROIT DEALERS TENDING TOWARD CONSERVATISM

Not Inclined to Plunge on Possible Holiday Business—Bigger Business Means More Capital Invested—Edison Dealers Have Enjoyable Convention—Grinnell Bros. Move Wholesale Business

DETROIT, MICH., November 8.—The writer has talked personally and straight-from-the-shoulder with many talking machine dealers both in the outskirts and downtown during the month of October, and really business was nothing to boast about. There were many complaints of dullness, and others who said it was just normal. Only here and there did a dealer report big business. Now, it may be that business was just as good as it ought to be for the capital invested, and the time of the year, but it is certain that dealers could create more business if they went after it with a stronger determination. One dealer went so far as to say that he did not want to do a larger business because he did not have the capital to carry it—and we all know that the more business that is done in the talking machine trade the more capital it takes.

Somehow or other there is a sort of uncertainty feeling existing in the minds of many of our dealers as to the amount of holiday business they are going to get. Detroit is certainly prosperous—and it is certainly growing—and wages are high here—at the same time the cost of living has advanced close to 40 per cent., rents have gone up 40 per cent., and there are still thousands of people who are up to their neck in realty investments having bought lots that they must either pay for on time as agreed or lose them entirely.

It must be admitted that there is to-day keen competition in the talking machine business. There is hardly a line manufactured that is not sold in Detroit and throughout the State. While they don't cut in heavily on the standard lines of machines, they do take some business away. It's an ill wind that does not blow some good, so that even if the new makes of machines on the market somewhat retard the sale of standard makes they help to stimulate the sale of standard records. A complete line of records is something that only a few of the companies can offer, and these companies are naturally reaping the benefit.

During October R. Babson Alling, manager of the Phonograph Co. of Detroit, Mich., sales agent for New Edisons, called in all of his dealers. Most of them gladly responded and a most enjoyable get-together convention was the result. During the morning and afternoon the dealers discussed the trade's problems and took up matters pertaining to every angle of the business. At 6 o'clock Miss Marie Kaiser gave a tone test for the dealers and the employes of the Edison shops in Detroit at the Edison Shop, 256 Woodward avenue. Then at 8 o'clock there was a banquet at the Hotel Pontchartrain which was a most successful function. There was little speech making, practically the whole evening being for entertainment. Since the convention, Mr. Alling reports, Michigan New Edison dealers have shown an unusual amount of enthusiasm and interest in the line and that has resulted in considerable extra business.

Another few weeks and the first floor Victrola shop of Grinnell Bros., 243 Woodward avenue, will be ready for use. This new shop is going to be an elaborate affair, with a mezzanine over most of the floor. Downstairs will be for records and the mezzanine for machines.

During Edison Week there was plenty doing at the shops of local New Edison dealers. Every day big advertisements appeared in the daily papers announcing the special recitals at the Edison Shop; there was also a special window display at the Edison Shop, a latest New Edison being at the top of stairs with captions on each step to show the advance of the Edison phonograph. Over at Wallace Brown's there was a recital every evening by Rudolph Polk, the Edison violinist, which proved a great attraction.

E. K. Andrews, Jr., of the J. L. Hudson store, recently made a trip to Chicago and Cleveland, searching for merchandise, including machines,

records and needles; also to jog up some of the jobbers with whom he placed orders and ask that they make immediate shipments.

Joseph F. Adcock, of the W. E. Metzger Co., 501 Woodward avenue, is having a splendid year. He reports that record business is particularly prosperous.

Grinnell Bros. have moved their wholesale Victrola business from 231 Cass avenue to the corner of State and First streets, having bought the building at that address. It is a magnificent business and the ideal thing for their particular business. As soon as the necessary alterations are made and completed a formal announcement will be sent to all dealers of the change. The new place will have many advantages over the Cass street location; it will be much larger in size and will have every facility for making quick shipments, giving the best of service, carrying larger stocks and demonstrating the records and machines to dealers. A. A. Grinnell is general manager of the Victrola business,

EXPECT EXCELLENT SEASON

The Whitney & Currier Co., Victor Distributor, Reports Optimistically Concerning Conditions in Its Territory—Machines Scarce

TOLEDO, O., November 6.—The Whitney & Currier Co., Victor distributor, has been enjoying an excellent trade in the Victor line. The reports from this and the adjacent territory indicate that the local dealers are extremely anxious to get a fair amount of stock in hand for the holiday trade, and R. D. Jarvis, treasurer of the Whitney & Currier concern, is of the opinion that the only limit to the business by the firm this fall will be that placed upon it by the number of machines it is able to secure. Trade conditions generally in Ohio are excellent, both the agricultural and the manufacturing sections of the State having experienced unusual prosperity during the year, all of which portends a record breaking trade in talking machines during the coming season.

VICTOR LINE FOR OTTO WISSNER

The New York warerooms of Otto Wissner, Inc., 53 East Thirty-fourth street, have added the Victor talking machine to their talking machine department. They will in the future feature both the Victor and Sonora lines.

while C. H. Grinnell has charge of the sales end.

The W. W. Kimball Co. has moved from Bates and Farmer streets to 80 Broadway, and a feature of the new store will be a good-sized department on the first floor for phonographs and records. Pathé and Kimball machines will be carried. C. W. Belcher is manager of the store.

Frank Shaull is now manager of the talking machine department at the Bayley Music Store, 114 Broadway, while Larry Dow is once more with Wallace Brown in the selling end.

"The same old story—big business," said S. E. Lind, of the Columbia Phonograph Co. wholesale department, when seen by The World correspondent. "Our dealers are having a good business on machines and records and are buying heavy for fall."

Owen & Co., furniture dealers, have installed a large Columbia phonograph department on the first floor.

W. H. Huttie, manager of the Starr Piano Co. store, is exceedingly pleased over the way the new Starr phonographs and records are going. He reports that the number of dealers is increasing every week.

FRAAD T. M. CO. IN NEW QUARTERS

Occupies Entire Third Floor at 224-232 West Twenty-sixth Street as Factory and Display Rooms—Executive Offices Not Moved

The Fraad Talking Machine Co., Inc., recently moved into new and larger quarters, this owing to the large increase in business during the last six months. The new factory and showrooms are located at 224-232 West Twenty-sixth street, New York, where the entire third floor, containing over 8,000 square feet of floor space, is devoted to producing the Fraad line of talking machines.

Prior to entering the new quarters extensive alterations were made so as to enable talking machines to be manufactured from the raw materials to the finished product under a most efficient system. Daniel Fraad, president of the Fraad Talking Machine Co., Inc., stated the executive offices will remain at 225 Lexington avenue, and that F. C. Cozens, secretary and general manager of the company will continue as heretofore in direct charge of the factory and showrooms, where the machines in quantities to meet all demands are now well in evidence.

The J. B. Goulette Novelty Store, Hayward, Wis., is a new Pathé dealer.

C. W. SNOW & CO.

Syracuse, N. Y.

NEW YORK STATE DISTRIBUTORS

advise dealers that orders must be sent in *immediately*, or shipments cannot be made in time for the big holiday trade.

CAREFUL, PROMPT, SATISFACTORY SERVICE

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Another
Big
Domestic
Achievement



Domestic

Double Disk Records

35c (Retail Price)

FOLLOWING up the wonderful success of the Domestic line of high-grade, low-priced talking machines, we take great pleasure in announcing a line of

Strictly High Grade Records

Domestic Records are as much of an innovation as Domestic Talking Machines. The tone is pure, bell-like, brilliant, with a piece of music on both sides.

Although but 7 inches in diameter, Domestic Records are of the vertical-cut variety and play as long as ordinary 10-inch records.

Their velvety surface accomplishes the very important function of eliminating all surface noises (comparison with highest priced records of other makes will confirm this).

The present repertoire consists mainly of popular airs of the day, vocal and instrumental, among them the selections of

Well-Known Artists

in great variety. It is our intention to increase the Domestic Repertoire as rapidly as possible in both operatic and popular music, until it is complete.

Doubles the Domestic Dealer's Opportunity

Domestic Agencies have proven gold mines, and there has heretofore been nothing to sell but the machines (one sale only to a customer). Now, with a stock of Domestic Records, the sale of a machine is but the forerunner of a very profitable sale every little while.

If you are not already a Domestic Dealer, write or wire for this very valuable franchise.

All Domestic Talking Machines
are now equipped with our new
Combination Sound Box which
plays both vertical and lateral-
cut records.

DOMESTIC TALKING MACHINE CORPORATION

33rd and Arch Sts., PHILADELPHIA

NEW YORK AND NEW ENGLAND SALES AGENT:
Geo. W. Lyle, 815 Trinity Bldg., 111 Broadway, New York

PACIFIC COAST SALES AGENT:
Walter S. Gray, 422 Chronicle Bldg., San Francisco, Cal.

Domestic
TALKING MACHINE

IMPORTANT SUITS SETTLED

Sonora Phonograph Corp., After Several Years of Legal Contention, Abandons Contest With Victor Co. on Its Victor Patents and Acknowledges Their Validity and Infringement

As is well known in the trade, the Victor Talking Machine Co. brought several suits against the Sonora Phonograph Corp., based on infringement of patents, several of which were directed to the enclosed horn type of talking machine.

This litigation has been long pending, and by special assignment the cases were to be tried in October, and there has been widespread interest in the trade over the outcome of these suits, owing to the effect they would have on the talking machine industry.

The Sonora Phonograph Corp. had made most careful and exhaustive preparation for the defense of these cases, retaining very able counsel and the best experts available, but, according to Mr. Brightson, the president of the Sonora Corp., when the trials became imminent, he became exceedingly apprehensive of the outcome, because if defeated the Sonora Corp. would be practically forced out of business, or at least so seriously handicapped as to make the future of the company too uncertain to warrant its continuance.

Under these circumstances, Mr. Brightson thought it to the interest of his company to make overtures for a settlement of the litigation, and although the Victor Co. was insistent on the cases going to trial, Mr. Brightson's persistence finally had its reward; resulting in consent decrees being entered for the Victor Talking Machine Co., with the approval of the court, sustaining their patents as valid and infringing.

Mr. Brightson stated that while, of course, he would not make public the minor details of the settlement, he would say that the Sonora Corp., with the advice of its counsel, was willing to recognize the validity of the patents

in suit, and that a license had been obtained from the Victor Co., which, while limited in its scope, would nevertheless permit the Sonora Corp. to continue to market its present product, and though the royalty to be paid to the Victor Co. under the license was very substantial and would undoubtedly be burdensome to the Sonora Corp., yet, as a matter of good business and to a certain extent guarantee the future of his company, he acquiesced in the advice of his counsel and recommended the agreement to his board of directors, which unanimously approved it.

Mr. Brightson believes that he could not possibly have brought about this altogether desirable arrangement with the Victor Co. unless the Sonora Corp. had uniformly been putting out high-grade machines, and that the Sonora Corp. will continue its policy in that regard.

THOS. A. EDISON GETS LL.D. BY PHONE

President of University of State of New York Confers Degree While the Inventor Was Busy in His Laboratory at Orange

The honorary degree of Doctor of Laws was conferred over the telephone the night of September 20, on Thos. A. Edison by the University of the State of New York. It was the twentieth honorary degree given by the University since 1792 and the second one of Doctor of Laws since 1850, the other recipient being Elihu Root who received the degree a year ago. The ceremony concluded the fifty-second convocation of the university. The session which led up to it took for its general subject "The Spoken Word," and was in recognition of the great invention of the transmission of electric current by Professor Joseph Henry, and of the achievement of Thomas A. Edison.

Every seat in the auditorium of the State Education Building had been fitted with an individual receiver, and five-minute remarks from Chancellor Sexton, at Palmyra; Governor Whitman, at Troy; President Benjamin I. Wheeler,

at Berkeley, Cal., and Theodore N. Vail, at New York City, were listened to. Then Dr. John H. Finley, president of the university, called up Mr. Edison, who was in his laboratory in Orange, N. J., and conferred the degree in the following language:

"On behalf of the University of the State of New York, which is itself endowed with power by the State to express its educational purposes within its own boundaries, I, sitting in a hall nearly 200 miles from you, a hall lighted by the glowing filaments which you invented, employ an instrument which you had a part in perfecting, to express to you the congratulations and gratitude of this State for what you have done in making it possible to remember, to reproduce, and to transmit the spoken word, not only between neighbors but between peoples separated by mountains or seas, to turn darkness into light, and to make vibrations reproduce their moving images in places as far from each other as the antipodes.

"On behalf of the university representing this State I have the honor to notify you that the regents have unanimously voted to bestow upon you its highest degree, a degree conferred by universities since mediæval times, a degree which the greatest universities of to-day have desired to bestow upon you, a degree of this university which was conferred upon Joseph Henry, but is held by only one living man, a degree which, for the first time in the history of universities is conferred by means of that instrument whose worldwide use you have yourself made possible, the degree of doctor of laws, conferred upon you, not in absentia, but merely in loco remote."

JOINS HAAG CABINET CO. STAFF

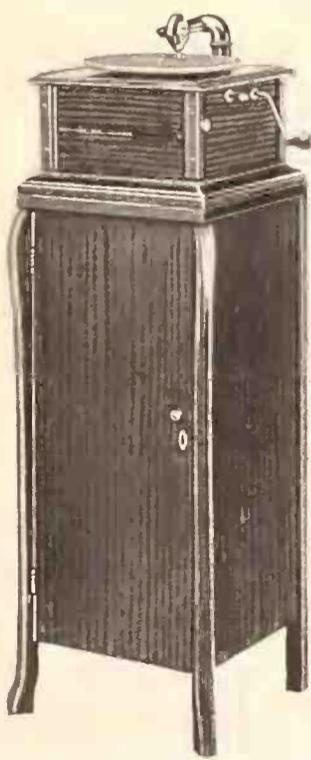
E. M. Howard, formerly connected with the Fergusson Music Co., Newport News, Va., has resigned to become sales manager of the Haag Cabinet Co., manufacturers of talking machine record cabinets in Philadelphia. He has had a long experience in the music trade.



COLUMBIA MACHINES



800—Mahogany, golden oak, fumed oak, weathered oak, nickel-plated trimmings. Lock and key, height 33 inches. Matches Columbia Favorite shelves or rack interior.
809—Matches new Victrola IX.



502—Oak, mahogany, nickel-plated trimmings, lock and key, pin box, height 33 inches. Matches Columbia 15; holds 126 twelve-inch records.
504—Same cabinet matches Victrola IV.



505—Oak, mahogany, nickel-plated trimmings, lock and key. Height 33 inches. Matches Columbia 25; holds 162 twelve-inch records.
506—Same cabinet matches Victrola VI.



507—Oak, mahogany, nickel-plated trimmings, lock and key. Height 33 inches. Matches Columbia 35; holds 174 twelve-inch records.
508—Same cabinet matches Victrola XIV.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

637-645 West 55th St.

SCHLOSS BROTHERS

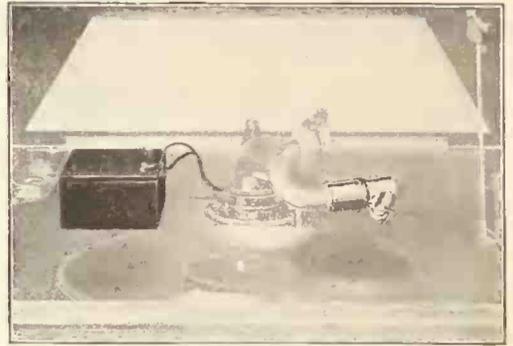
NEW YORK CITY

Phone, Columbus 7947

Announcing the RECORD - LITE

A practical invention that will be in great demand

A high class easy-selling speciality that opens a fresh field of profits for Victor dealers



The RECORD-LITE Will

- Direct light on needle point.
- Eliminate possibility of scratching records.
- Enable user to operate Victrola in darkest corner.
- Make possible the correct setting of the automatic stop.

THE RECORD-LITE

is a neat, ornamental attachment, that comes complete and ready for use. The installation is simplicity itself—the light is slipped over the end of the Taper Tube or Tone Arm of the Victrola until it snaps into position, and is then ruggedly and permanently fastened. The battery box is set in left hand rear corner of the machine, or may be concealed inside the machine.

The operation of the light is just as simple. The second finger of the left hand rests naturally on the contact spring when operating the machine and the light illuminates the record, where the needle rests. As soon as the hand is removed, the light automatically goes out.

No need to dwell on the sales possibilities of the Record-Lite

Every dealer knows the difficulties in operating a Victrola by the light of a shaded lamp and in a dark corner. This invention eliminates all such inconveniences. It is simple to operate, neat in appearance. It appeals to every Victor owner and sells rapidly.

The Record-Lite is distributed only through Victor Jobbers and Victor Dealers. The retail sale price is: nickel finish, \$3.50; gold finish, \$4.00. If your jobber cannot supply you, send us \$5.00, together with the name of your jobber, and we will send you a sample of both nickel and gold finish.



Write for further particulars at once.

Don't neglect this opportunity to add this new, fast-selling speciality to your line.

RECORD-LITE CO.

INCORPORATED

Sole Manufacturers and Patentees

135 Second St.

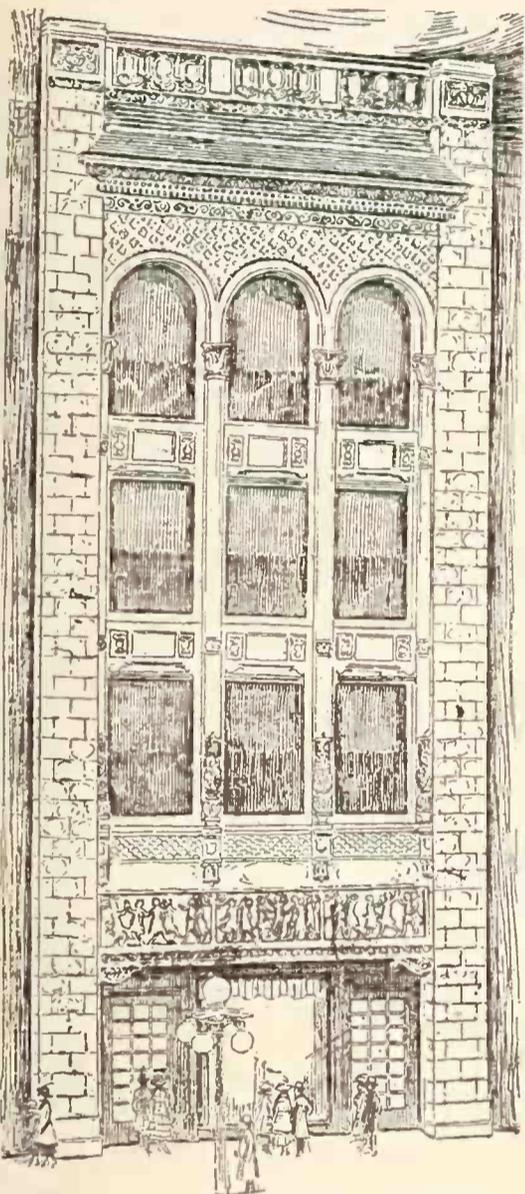
Milwaukee, Wis.

NEW EDISON SHOP IN SYRACUSE, N. Y.

Establishment of Frank E. Bolway & Son, Inc., in that City, One of Handsomest in Central New York—Elaborate Formal Opening

SYRACUSE, N. Y., November 6.—A feature of particular interest in musical circles in this city was the reception and formal opening of the Edison Shop, at 220-222 South Salina street, this city, of which Frank E. Bolway & Son, Inc., are the proprietors, held on October 26, and which served to attract a crowd of surprising proportions.

The new Edison Shop is one of the finest in-



Artistic Sketch of New Bolway Building
stitutions in Central New York devoted to the sale of musical instruments, and in the treatment of the building both inside and out individuality and distinction have been sought. The style adopted is founded upon Italian architecture of the period of the early Renaissance. The material used is a new substitute for terra cotta. Axed granite is also used extensively. The interior arrangement is most impressive, the reception room, music room and private booths offering themselves to a wide range of treat-

ment. In each instance the last detail of fixtures, lamps and drapery have been worked out with the sole idea of unity.

An interesting feature of the new quarters is the beautiful music room, where frequent demonstrations of the Edison disc phonograph and records will be given. Half-hour recitals for shoppers are among the things planned, and arrangements are being made for the personal appearance of Edison artists in tone tests.

"VOICE OF VICTOR" FOR OCTOBER

Latest View of Huge Plant Shown in Wide Cover Spread—Portraits of Victor Artists on Concert Tours and Their Schedules

The cover of "The Voice of the Victor" for October forms an impressive introduction to the interesting contents of the publication, for it presents in colors a bird's eye view of the wonderful Victor Co. plant in Camden. The view is so extensive that it runs over the edge of the cover proper and requires several inches of extra space on each side, which is folded in when the issue is bound. A view of the plant makes one wonder how it can be possible for such a shortage of Victor machines to exist when such a large output is possible and, moreover, real.

The center pages or "backbone" of the "Voice of the Victor" run over as does the cover to permit of spreading before the admiring gaze the full array of portraits of twenty-four famous Victor artists who are making concert tours this season. The dealers are urged to take full advantage of the appearance of any of the artists in their respective cities, to advertise and feature the records by that artist. In connection with the pictures of the artists there is presented a schedule of their various concert tours for the information of the trade.

NOVEL PHONOGRAPH CABINET

New Product Transforms Small "Table" Machines into Attractive Cabinet Models—Some of the Details of the Lundstrom Product

One of the latest entrants upon the stage of the phonograph business, and one which is seemingly attracting widespread attention among dealers, is a unique cabinet for use in converting small sizes of machines into enclosed cabinet types, by simply setting the machines into compartments prepared for the purpose.

The operation is extremely simple: a small machine is set into the top compartment, the winding handle inserted from the side of the cabinet into the machine, and the tone-regulating doors of the machine itself are opened outward through a space in the front that contains a door hinged at the top, and another hinged at the bottom. When all these four doors are open, it forms an oblong compartment, and thus a continuation of the "horn" or sound chamber of the phonograph, and increases the volume of sound. The lower part of the cabinet is divided off as a record rack.

The machine itself remains portable, and can

be removed at will, but when placed in the cabinet is converted into a cabinet type. It is for this reason that the cabinet has been called "Converto" enclosed-type phonograph cabinet.

It proves of considerable attraction to dealers as with this they can increase the sale of their smaller machines among many people who prefer the cabinet type, but whose purses prohibit higher prices.

Furthermore, it has for it a market already established among present owners of these smaller machines who, because of the low prices at which the two cabinets are sold, are easily persuaded to purchase a cabinet for use in connection with their machines.

The "Converto" is made by the C. J. Lundstrom Manufacturing Co., of Little Falls, N. Y., who have for years manufactured sectional book cases, filing cabinets, etc.

The Santa Rosa Furniture Co., Santa Rosa, Cal., has installed two large new music rooms in its store on Fourth street, one for the display of pianos and the other for Edison phonographs.

NATIONAL
BLUEBIRD

**"BLUEBIRD"
TALKING MACHINES**

Stand for *Quality, Value and Service*



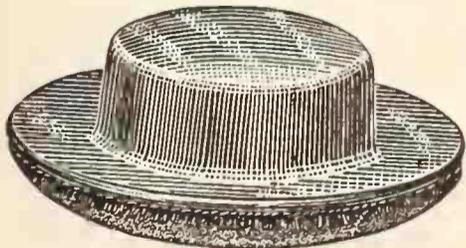
Bluebird, Style 200

They are made in genuine mahogany and oak, and are beautiful in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the *best* made. All machines play all makes of disc records without an attachment.

There are four models retailing at \$50, \$85, \$150 and \$200, with liberal discounts to dealers.

**National Talking Machine
Company, Inc.**

118 East 28th Street New York City



STANDARD CLEANER
Price 50 cents, list

"SIMPLEX" CLEANER
Price 15 cents, list

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

KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

**"STANDARD"
"SIMPLEX"
RECORD
CLEANERS**

WHOLESALE TRADE REACHES NEW MARK IN ST. LOUIS

Retailers Report Business Slightly Below Expectations With Future Prospects Excellent—Comparing Record and Sheet Music Prices—Large Shipments of Vocalions—Other News

St. Louis, Mo., November 6.—October appears to have been a little below expectations of talking machine retailers but was a wonderful month in the wholesale departments. The sales totals for October will by no means be low for the month, they probably will show the usual gains but the men of the trade are setting their standards very high these days.

Already the question of sufficient machines for the holiday trade is becoming a leading topic and it seems that few of the dealers expect that the orders they have placed now will see them through. They are ordering freely of the lower-priced machines which they have been assured will certainly be obtainable in large quantities with a view of planting these for exchange.

The record trade has been up to expectations, with the popular numbers still in the lead. Recently several record and music dealers have been doing effective window display work by

showing the talking machine record, the sheet of music and the music roll of certain popular songs or instrumental pieces. These usually carry in plain figures the prices of each and the fact that often the record is not much higher priced than the sheet music has considerable weight with the purchaser, who might have been inclined to think that his "music" was costing him too much. There appears to be an inclination for the consumer to think that he is "not being beat so bad" if the user of the old standard sheet music has to pay nearly as much as he and then supply his own rendition.

Manager Gordon of the Pathephone Co., has been busy checking in new shipments of machines and he says that he is being supplied with both machines and records very liberally. He is signing new customers for the out-of-town trade but says that for the present he is not going to urge additional local dealers to take up

his line. The record business, especially, he says, has taken a good hold. The French opera numbers and the foreign band numbers are taking well.

Manager E. W. Guttenberger at Aeolian Hall, reports excellent business for the month just closed and he says that the outside sales staff, which he spent the summer in building up to a standard that almost suits him, is putting in excellent licks. His present idea is that his business will be limited solely by the supply of machines. Also he is making an excellent impression inside Aeolian Hall, from all appearances. The entire second floor has been turned over to the Aeolian-Vocalion department and four extra sized machine demonstration rooms are being remodeled there out of player-piano rooms.

The first of the month at Aeolian Hall was made the occasion of a celebration over the arrival of a series of expensive new machines. One of the \$600 machines was sold as soon as it was unpacked. The \$1,250 model has found many admirers here. These machines will be demonstrated in the long, wide corridor of the second floor of Aeolian Hall and Mr. Guttenberger hopes soon to announce some informal recitals there.

Manager Irby W. Reid of the Columbia warerooms left as soon as he had voted for the east, expecting to be gone two weeks on a trip to the executive offices in New York and to the factory. He planned to stop in Washington for a few days, the attraction there being the home of his parents. His trip was so timed that he was to be present at their golden wedding anniversary.

Mr. Reid says that the wholesale business is taxing the entire facilities of that department of his organization and is growing wonderfully in all of the industrial districts and in many agricultural communities. The mining districts especially are clamoring for machines, while the southern territory of the local branch, where cotton has reached the price of twenty cents a pound, is breaking all previous records.

Manager Magoon of the new Kieselhorst Piano Co., reports a very surprising business for the last half of October, which is the entire term for which this department has been open to the public.

TALKING MACHINE EXPORTS

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

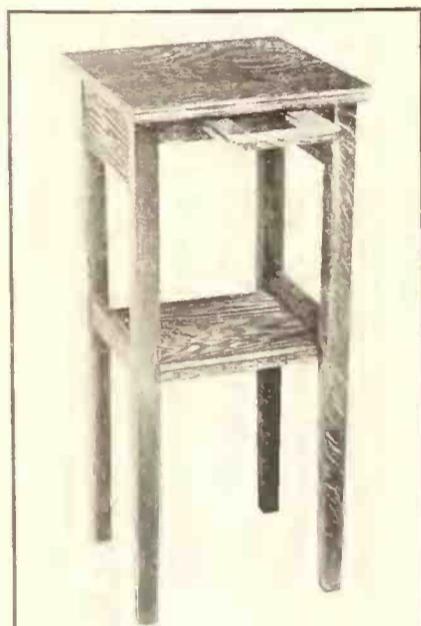
Washington, D. C., November 6.—In the summary of the exports and imports of the commerce of the United States for the month of August, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 6,078, valued at \$155,662, were exported for August, 1916, as compared with 2,002 talking machines, valued at \$62,423, sent abroad in the same month of 1915. The total exports of records and supplies for August were valued at \$112,856, as compared with \$89,419 in August, 1915. For the eight months 37,255 talking machines were exported, valued at \$946,755 in 1916, and 17,324, valued at \$496,109, in 1915, while records and supplies valued at \$717,804 were sent abroad during 1916, as against \$496,289 in 1915.

DEMANDS GROW IN VOLUME

"The double spring motor which we recently placed in our No. 5 machine has been the subject of considerable praise from our dealers," said Hugo S. Radt, vice-president of the Wonder Talking Machine Co., New York. "In fact our general trade for the holiday season has been considerably ahead of what we had anticipated, and we have been adding to our equipment and facilities in every department. We feel that 1917 will be a prosperous era for all factors of the talking machine industry, and we are now making plans to give our dealers more efficient service than ever before."

KANE INSTRUMENT STANDS



No. 594

For Victrola IV, Columbia Meteor and smaller machines.
Top 13 1/4" x 14 1/4". Height 30".

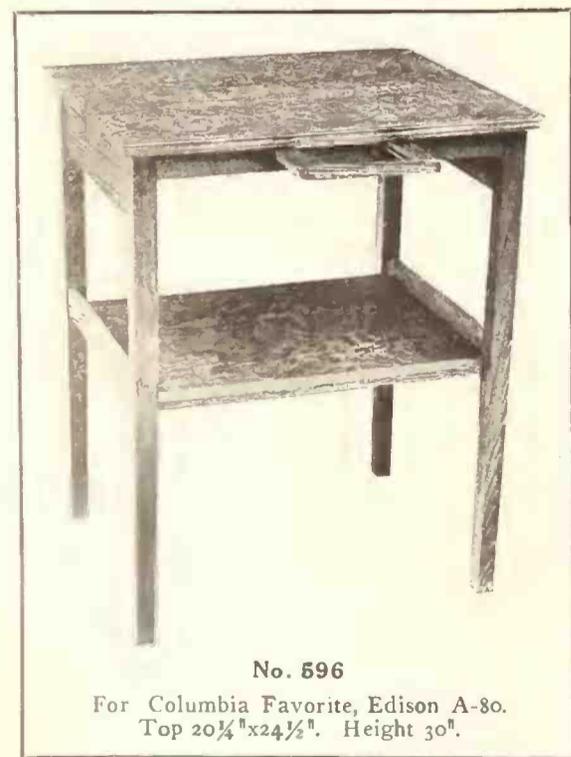
Praise
Any
Home

They Sell
as
Easily
as
Needles



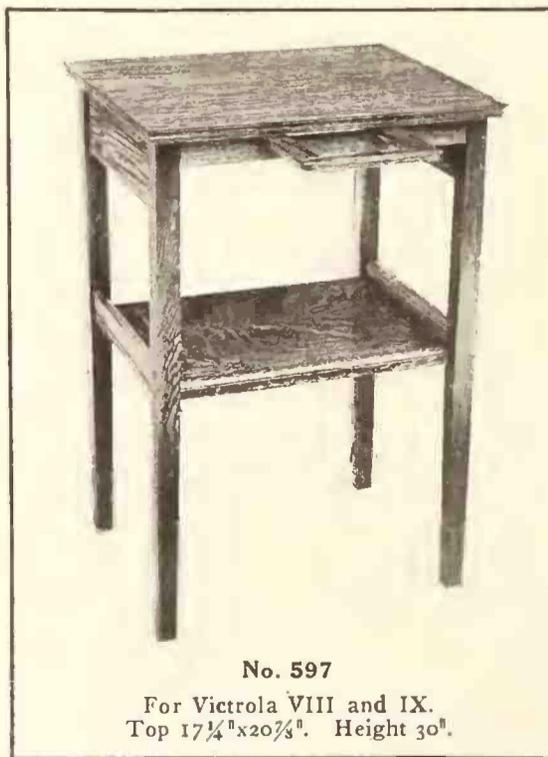
No. 595

For Victrola VI, Columbia Eclipse, and Jewel
Top 17" x 17". Height 30".



No. 596

For Columbia Favorite, Edison A-80.
Top 20 1/4" x 24 1/2". Height 30".



No. 597

For Victrola VIII and IX.
Top 17 1/4" x 20 3/8". Height 30".

Rubbed Finishes—Mahogany; Golden, Weathered or Fumed Oak

The slide under the top is a "third hand" for changing records.

The shelf is convenient for record files.

A large stock for the holiday trade. Immediate shipments.

KANE BLIND AND SCREEN CO.,

KANE, PENNA.

THE HARMONOLA

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.

Substitute 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. 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.



Harmonola No. 21—\$85.00

Mahogany Cabinet with compartments for 200 records. Size, 44 inches high; 20½ 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, 12½ inches high; 16½ 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—\$55.00

Mahogany Cabinet furnished regularly. Size, 40½ inches high, 18½ inches wide, 20½ 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 TRADE IN NEW YORK CITY AND VICINITY

"Best month we ever experienced," is the consensus of opinion in the local talking machine trade when referring to October business. As a matter of fact, October sales were ahead of expectations, in view of the general shortage of machines, which it had been feared would exercise a detrimental effect on sales totals. Such was not the case, however, and the dealers concentrated their efforts on selling the styles of machines which they had in stock. As a result October business was very satisfactory to all factors of the industry.

Banner Record Business

A most gratifying feature of last month's business was the increased proportion of record sales. For several months past the manufacturers and jobbers have pointed out to their representatives that record business should be

given very careful consideration this fall, especially as the shortage of machines would continue throughout the year. The great majority of dealers have heeded these suggestions, and have found that their record sales are increasing day by day. There is no doubt but that record business next year will be the subject of extended thought and study on the part of all dealers who are desirous of making their business profitable in every department.

A shortage of machines is general, including practically all styles and finishes. The record situation is excellent, the manufacturers and jobbers filling their orders complete as soon as they are received.

Interesting Discussion of Record Possibilities

"October business showed a very fine increase over the previous year," said J. N. Black-

man, president of the Blackman Talking Machine Co., New York, Victor distributor. "This has been true of every month since the start of our new fiscal year in May, and this result is due very largely to our efforts to increase our record business through educating the dealer to the importance of that part of his business. The tendency has been without doubt to take the easiest course, and confine business to machines, which have practically marketed themselves, whereas, the foundation on which any successful Victor dealer can hope to permanently and successfully stand is a record business built on an adequate stock and efficient knowledge of the catalog. I cannot impress the importance of developing record business too strongly, nor am I in sympathy with the dealer who, in spite of what his competitors show an ability to do, says 'my case is different.' Probably it is different, only his interpretation of the difference is not the correct one. Otherwise, he would see the difference and apply the remedy."

Remarkable Cash Business

Referring to our October business, R. F. Bolton, district manager of the Columbia Graphophone Co., New York, said, "Our cash receipts during October were the largest in the history of our store. We collected more than one-half of our September business on a discount basis, which indicates the very prosperous condition of our dealers. The Lazaro records are going very well. In fact their sales to date have been ahead of expectations, and there is no doubt but that the sales of these records will increase rapidly when our advertising campaign is in full swing."

Featuring Recitals in Auditorium

The Edison Shop, at 473 Fifth avenue, New York (the Phonograph Corp. of Manhattan, proprietors), has been conducting an extensive advertising campaign in the newspapers featuring its auditorium. During an entire week Rudolph Polk, first violinist of Walter Damrosch's New York Symphony Orchestra, appeared at the Edison Shop and gave two concerts each afternoon. In connection with Mr. Polk's playing, several famous violin selections recorded on Edison Diamond Disc records were played, and the audiences were enthusiastic in their praise of these records.

A Sales Productive Campaign

Winterroth & Co., one of the leading local piano houses with several stores in Greater New York and nearby territory, has been conducting a very successful campaign in behalf of the Pathé line. Major E. J. Winterroth, head of the company, has been devoting a considerable part of his time to developing Pathé business, and under his able direction the Pathé departments in his stores have shown very gratifying sales increases.

Display Posters Producing Sales

The New York Talking Machine Co., Victor distributor, reports the closing of a splendid record business this season, with increases all along the line. This has been particularly noticeable since the company started to issue its series of four display cards each month with their attractive wooden frames for window and demonstration booths display. Many of the dealers have acknowledged that a considerable portion of their increased record business could be attributed to the use of these display cards. The display posters for the December Victor records will be unusually artistic, one poster being given over to Red Seal records as a class; another being a comic poster with a drawing by Herb Roth, the famous cartoonist, who conceived the very popular poster for the Victor records, "I Can Dance With Everybody but My Wife."

Special Window Displays

A number of local Columbia dealers have been
(Continued on page 54)

MORE PROFITS FOR YOU

TO-DAY

It is your record stock that counts.

The Victor Record Library with its wonderful array of talent is your greatest strength.

Your record stock therefore, should have your best thought and constant attention.

Upon your ability to supply from stock the records your customers may want to hear, depends the measure of your success.

No matter what you do you can't get enough machines for your needs.

But record business is unlimited. You can get records now.

Place your orders at once and provide against losing any record business.

C. BRUNO & SON., Inc.

ESTABLISHED 1834

Victor Distributors to the Dealer Only

351-353 Fourth Ave.

NEW YORK

We Do Not Retail

Splendid In- c r e a s e s i n Record Business

—produced entirely by
these Service Features—

Record Supplement Envelope
Record Supplement Form Letter
Record Window Posters
Record Delivery Bags
Record Standard List and Letter

They are for YOU—Victor Dealer

Samples if you wish

**NEW YORK TALKING
MACHINE COMPANY**

EXCLUSIVELY WHOLESALE

119 WEST 40th STREET

TRADE IN NEW YORK AND VICINITY

(Continued from page 52)

using special Lazaro window displays to feature the new Columbia records made by this distinguished tenor. Spear & Co., 18 West Thirty-fourth street, New York, and Hardman, Peck & Co., Brooklyn, N. Y., are two of the Columbia representatives who have used this window with excellent results.

Using Full Page Advertising

The Sonora Phonograph Corp. has been using full page advertisements in the rotogravure sections of the leading Sunday newspapers. These full pages have featured the new Sonora warehouses at 279 Broadway, and also presented a general discussion of Sonora merits and qualities. The advertising has been exceptionally artistic and the subject of general commendation.

Record Lists Proving Popular

The specially selected lists of Victor records, which were recently issued by C. Bruno & Son, Inc., New York, Victor distributors, are meeting with a very gratifying reception from Victor dealers, and C. F. Bruno states that the first edition is already exhausted. Many of the company's dealers have expressed their appreciation of the practical assistance represented in these lists.

BLACKMAN OFFICERS DINE GILES

James H. Giles, a member of the traveling staff of the Blackman Talking Machine Co., New York, Victor distributor, returned to New York last week after a stay of several months on the Texas border, as a lieutenant in the First Field Artillery in the New York National Guard.

Mr. Giles was the guest of honor at an informal dinner given him on Monday by the officers of the Blackman Talking Machine Co., and the members of the sales staff. J. N. Blackman, president of the company, presided at this dinner, and a number of impromptu addresses contributed to the dinner's success.

STRIKING WINDOW DISPLAY

Made by the Butler Music Co., of Marion, O., During Edison Week

MARION, IND., November 6.—Edwin Butler, of the Butler Music Co., created a sensation in local business circles by the way he featured Edison Week. Butler struck an idea for his window display that was not only novel but was exceedingly effective as a business getter and in driving home the selling points of the Edison machine.

He placed a big Edison machine in the window which was surrounded by nine telephones in charge of two telephone operators. A violinist was also there to accompany some of the records which were played.

Butler then proceeded to send the joy of Edison music into 15,000 homes by telephone. His patrons and prospects were surprised when they were first called to the phone and heard the music but they were immensely pleased at the idea. It got them to talking about Butler's store and the Edison machine until the whole city began to take a personal interest in the demonstration.

Butler sent some of the music by telephone to Mr. Edison and Mr. Maxwell at Orange, N. J. He also called Walter E. Kipp, the Edison distributor in Indianapolis, and Mr. Kipp became enthusiastic over Butler's idea.

INTRODUCE MONTHLY AD SHEET

The advertising department of the Columbia Graphophone Co. has perfected a new idea which should be of practical assistance to Columbia dealers. Instead of issuing every-once-in-so-often a cut book with suggested ads, it has been decided to issue a monthly ad and cut sheet, which will give dealers the newest advertising ideas and illustrations every thirty days. These advertisements will be prepared to link up with the national Columbia campaign in magazines and newspapers.

Cuts are furnished Columbia dealers free of charge of any size advertisements they may de-

sire to use, and the new idea will enhance considerably the value of Columbia advertising co-operation.

OPEN MANY NEW ACCOUNTS

Excellent Reports Made by National Talking Machine Co. Regarding Progress

The National Talking Machine Co., 118 East Twenty-eighth street, New York, manufacturer of "National Bluebird" machines, reports the closing of a very satisfactory business since the first of September, a number of important accounts in New York and in other large cities having been established during the past few weeks.

"We have not endeavored to place our line before the trade on a price basis," said Albert Epstein, secretary of the company, in a recent chat with *The World*, "but have tried to point out to the dealers that our machines are offered them on the basis of quality and value. The dealers are beginning to appreciate the sales possibilities of our products, and the repeat orders we are receiving augur well for our future business.

"Last week we shipped twelve machines to one of the leading stores in a large Western city, and the following day received an order for fifty more, with a letter telling us of their entire satisfaction with the merits of our machines already received."

SPECIAL VICTOR FOREIGN RECORDS

The Victor Talking Machine Co. has just issued a new special series of foreign records, including two in German, one in Hungarian and five in Italian. The selections are of the timely sort, as is indicated by the inclusion of the "Hindenburg-Marsch" in the German list, and a series of scenes of the Italo-Austrian war. With one exception all the records are ten-inch.

The Edison Diamond Disc Studio, of Edmiston, N. Y., was opened last week.

OUR 5 NEW VALUABLE SELLING POINTS

MAKE THE WONDER TALKING MACHINE

the biggest value, the most satisfaction giving and the easiest selling phonograph on the market.

1. Noiseless Worm Gear Motor, Absolutely quiet.
2. Die-Cast Tone Arm, removed by a simple turn.
3. Universal Sound Box, plays any style record.
4. Double Spring Motor, can play two 12-in. records on one winding.
5. Cabinet Stand—Beautifully designed, at astonishingly low prices.

WONDER TALKING MACHINES, \$6.00 to \$25.00

WONDER CABINET STANDS \$5.00 to \$7.00

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

WONDER TALKING MACHINE CO.

113-119 FOURTH AVENUE, at 12th Street NEW YORK
Telephones: Stuyvesant 1666, 1667, 1668



SONORA PHONOGRAPH CORP. ISSUES "SALES HELPS"

Some Valuable Suggestions for Dealers in Handling the Sonora Line, All Based on Actual Experience, Included in New Volume—Other Interesting Features of the Book

"Sales Helps" is the title of one of the most artistic and valuable publications that has yet made its appearance in the talking machine trade. This book was sent out last week by the Sonora Phonograph Corp., New York, to every dealer handling the Sonora phonograph line. The purpose of this publication is well summed



George E. Brightson

up in the paragraph appearing on the first page which reads, "Sales helps, being suggestions and recommendations based upon the methods and experience of many successful Sonora phonograph dealers."

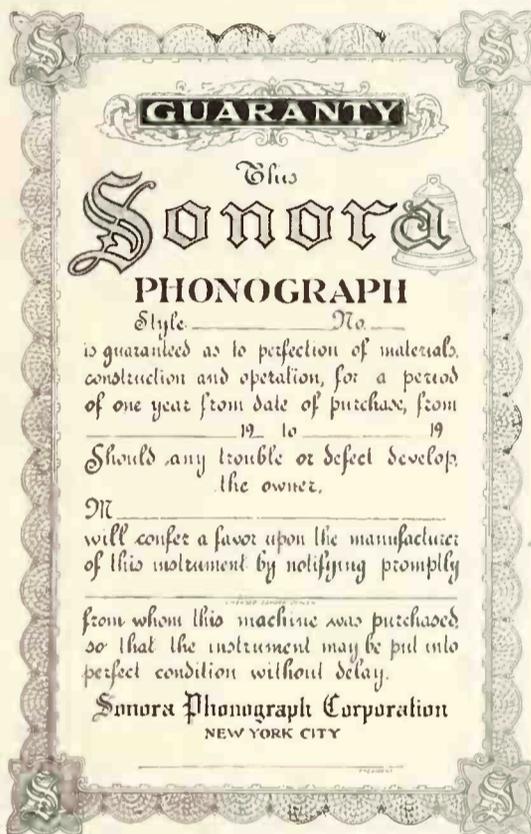
Briefly summarized, this new book contains new advertisements for use locally, notes as to better methods of conducting business, ideas worked out successfully by Sonora dealers, plans that have brought in new customers, practical effective sales-making literature, forceful result-getting form letters and many other valuable helps for Sonora representatives.

The frontispiece of this new Sonora publication presents the latest portrait of Geo. E. Brightson, president of the Sonora Phonograph Corp., accompanied by the following inscription: "The man who in less than ten years has obtained definite and undisputed recognition for the Sonora as 'the highest class' talking machine in the world."

Two pages in this book are devoted to a

concise description of some of the many features of the Sonora phonograph. A full page illustration is used to convey a visual idea of these talking points which include universal playing, tone quality, cabinet work and design, tone control, sound box, automatic stop, motor, sound amplifier or horn and envelope filing system. These various features are briefly described, arrows from each paragraph pointing to the different parts of the Sonora phonograph on the facing page.

One of the most interesting full pages in the Sonora book is the reproduction of the guaranty which is given to every purchaser of a Sonora phonograph. By the terms of this guaranty every Sonora phonograph is guaranteed for one year (the "Supreme" for five years). A white guaranty is filled out by the dealer and given to each purchaser; a blue duplicate is retained

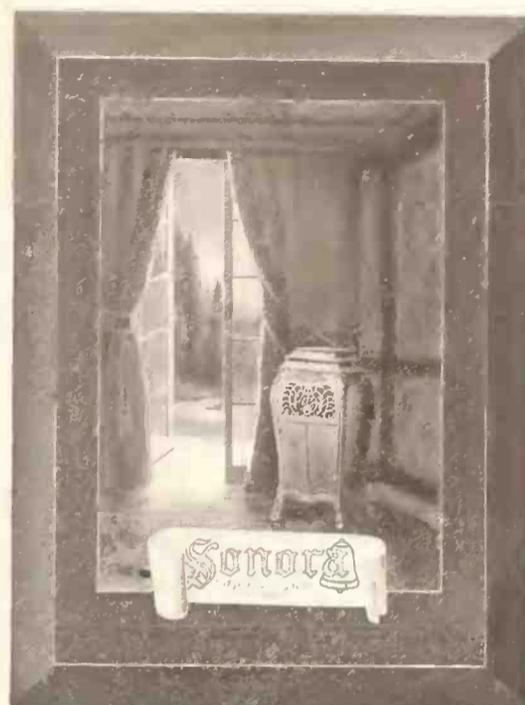


The Sonora Guarantee

by the dealer and a yellow triplicate is filled out by the dealer and forwarded to the Sonora Phonograph Corp. for future references.

An unusual photograph which is shown here-

with is a reproduction of an artistic oil painting that is being used extensively in various ways by the advertising division of the Sonora Phono-



The Sonora Picture Done in Oil graph Corp. The original of this painting is by an artist whose work is well known both here and abroad, and reproductions are being sent to Sonora dealers who are planning to display it prominently. The size of the picture is 18 3/4 x 13 inches.

Other pages in this dealer book illustrate hanging signs, window cards, brass door signs, price cards, etc., which can be used to excellent advantage by Sonora dealers in attracting the attention of passers-by, and in stimulating real interest on the part of the casual visitor.

Under the heading "Getting Business," there are presented two interesting pages of letters and sales literature which have been carefully prepared for mailing to dealers' lists. One page gives a series of six letters to possible purchasers which have proved to be business getters for Sonora dealers. One of these letters is intended for mailing to the purchasing agent of a school; another to the purchasing agent of any public institution; a third letter suitable for names taken from an automobile directory, and the remaining three letters for use on general mailing lists.

The center spread of the Sonora book is devoted to photographic reproductions of all the machines in the Sonora line, consisting of the following models with their respective retail prices: "Supreme," \$1,000; "Invincible," \$350; "Grand," \$225; "Laureate," \$190; "Elite," \$175; "Baby Grand," \$150; "Imperial," \$100; "Troubadour," \$75; "Barcarolle," \$60, and "Melodie," \$45.

Following the illustrations of the Sonora phonographs are several pages reproducing postals which have been prepared for the use of Sonora dealers, catalogs and folders, street car and display cards, dealers' newspaper advertising and reproductions of some of the advertising used by the Sonora Phonograph Corp. in the leading national magazines.

The concluding pages of this book are entitled "A Heart to Heart Talk With Dealers" over the signature of Geo. E. Brightson, president of the Sonora Phonograph Corp. This talk is filled with helpful ideas.

Typographically this new Sonora book is well worth the close attention of the advertising world, as it represents the highest type of perfection in the production of dealer publications. The general color scheme is blue and cream, the shade of blue used being that distinctive color which is now recognized as "Sonora Blue" and which is being used in all Sonora publicity. The size of the book is most impressive, as it measures 17 by 12 1/2 inches.

From cover to cover this publication reflects the quality and standing of the Sonora phonograph, and the Sonora Phonograph Corp. is well deserving of hearty congratulations upon the issuance of a book which is a credit to itself and the talking machine industry.

We are Headquarters for Tone Arms and Sound Boxes for all makes of Talking Machines

WE MAKE attachments for all Standard Phonographs and Talking Machines to play other makes of records.

Write us for Quantity Prices.

THE UNION PHONOGRAPH SUPPLY CO.

Successors to THE UNION SPECIALTY & PLATING CO.

1100 to 1108 WEST NINTH ST.

CLEVELAND, OHIO



*"Gentlemen, You Are
About to Play to the
Greatest Audience in
the World"*

So said Hugo Riesenfeld, Director of the celebrated Rialto Theatre Orchestra at the beginning of their work at the Emerson Recording Laboratory.

"No orchestra renditions have ever reached by other mediums as many hearers as yours have through Emerson 25c. double discs, whose votaries will far outnumber those who bear any other kind of record."

"Gentlemen, you are playing to America!"

MR. RIESENFELD is a great Orchestra Director. He knows how to effect spiritual communion with the great lay audiences. At the Rialto Theatre, New York, he has gained an enormous following, because he gives the people what they want and is raising the standard of music.

Mr. Riesenfeld has been engaged to direct the Rialto Orchestra for the Emerson Phonograph Co. His new Emerson 25c double discs are remarkable for their quality.

To reproduce in their very subtlest effects, the ensemble, the new Emerson reproducing room has been built. When you put on Emerson orchestral records you won't have the slightest difficulty in recognizing the strings, the brasses, or the woodwinds.

If you want to reach the millions rather than the few, give them Emerson 25c double discs. It is the now old story of Ford automobiles against Packards and Rolls-Royces.

EMERSON DOUBLE DISCS 25c

Play on all but one positive feed machine without extra attachments. Full 7 inches in diameter, each side plays three-quarters of the time of the standard 10-inch record.

Investments are small, the profits liberal, the turnover quick. There is no equal to Emerson in the entire industry. Mail your request for complete details of our proposition and list of new hits, today.

EMERSON PHONOGRAPH CO., Inc.
3 WEST 35th STREET NEW YORK CITY

PROFITABLE INSTALMENT ACCOUNTS

Certain Rules Should Be Followed in the Matter of Credits and Collections—The Latter Factor One of the Most Important

"We've got a Grafonola at our house."
"So've we. We got ours on the insolvent plan."
—Childhood's Artlessness.

And alas! this is not always a joke! There have been cases where many a dealer on looking over his instalment accounts has sadly admitted they much more resembled "insolvent" accounts than good, healthy, money paying, profitable instalment deals.

To the dealer who has had some such sad experience we write these words: Your Instalment Accounts should be a big profitable part of your business. They can be and will be if you follow a few clear rules. These rules we will give you in this article, compiled from the knowledge and experience of Marion Dorian, treasurer of the Columbia Graphophone Co., and some of the most successful district managers.

There are two major factors—and only two—in handling instalment accounts. One is "Establishing Credit," the other "Collecting the Account." We will now go over the first factor:

"Establishing Credit."

(a) Investigate the customer in advance of delivery of goods.

(b) Sell him no more than he can pay for comfortably.

(a) Investigate the customer in advance of delivery of goods. Here lies the crux of the success of your instalment accounts. When you go to work establishing credit establish it. Don't be backward in asking questions. A man comes and asks you to trust him; it is only business to give you all the information you need to protect yourself. The first great law in "Establishing Credit" is to make all investigations before making delivery of goods. In the majority of cases this is easy. Occasionally a man will come in with money, offer a cash first payment on, say, a \$110 machine when investigation would develop he is really only in position to pay for a \$75 instrument. In a case of this kind explain very clearly you accept his money "on account," subject to further confirmation before delivery of goods. If he wishes a lease signed, insert some clause in the lease giving you liberty to return the money or arrange for different payments or machine. Form 905—Reference Blank—should be carefully and completely filled in. In investigating the references ask any questions that will develop financial responsibility, tell approximate income, refer to other instalment records,

certify the probable length of his present address.

Get all this information before delivery of goods.

(b) Sell him no more than he can pay for comfortably. After credit is substantially established you have a good basis to decide the best lease to draw up. Limit all final payments on instalment accounts to one year. The longer an instalment account is drawn out, the more likely it is the customer will become weary of payment which indirectly will cause him to become weary of his machine. Suppose a prospect receives a salary of \$30 per week and has a family of four. If he has been receiving this salary for some time and his reputation is good, you are justified in assuming he can safely pay \$2 or \$3 per week. More than that is dangerous, because allowances must be made for possible sickness in some of his family. Allowing for a \$2 a week payment over a period of eight months the customer could in that time pay for an outfit costing \$64. This would be the limit which the wise dealer would sell him. In proportion to weekly payments it is safe to negotiate more expensive outfits. The larger a purchase, the larger should be the initial payment. By paying careful attention to the original arrangement of your instalment account you will secure satisfied customers and run far less risk of future unpleasantness.

With carefully established credit and satisfactorily arranged payment, the success of your instalment account business depends on only one other factor—"the collection of the account."

Van Veen Booths Satisfied SONORA



Van Veen Booths in New Sonora Warerooms, 279 Broadway, New York

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

We Know They

Will Satisfy You

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

WE DESIGN and BUILD COMPLETE INTERIORS

HAS 200,000 RECORDS IN STOCK

Neal, Clark & Neal Well Equipped at Present—Buffalo Association to Elect Officers—Dealers Carry on Special Campaigns

BUFFALO, N. Y., November 6.—"We have about 200,000 records in stock," said W. J. Bruehl, manager of the retail department of Neal, Clark & Neal. This firm is well equipped in its jobbing and retail sections to take care of a fine holiday trade in Victrolas. Mr. Bruehl reports that the dealers in Buffalo and vicinity are all busy. He says the Talking Machine Dealers' Association of Buffalo, of which he is secretary, will hold an election of officers November 25.

Herbert A. Brennan, manager of the Victrola department of the William Hengerer Co., recently conducted a "Victrola Week" at that store.

Four of the latest official models of the Edison were shown in the display window of the Albert Schuler Piano Co. during Edison Week. A picture of Mr. Edison was draped with American flags. William H. Reilly, sales manager of the company, arranged an artistic setting for the display.

Russell C. Downes, formerly with the New York Talking Machine Co., is now with Neal, Clark & Neal, Buffalo, N. Y.

Music Teacher: "Our son is improving, but when he gets to the scales I have to watch him very closely."

Mamma: "That's just like his father. He made his money in the grocery business."

MOTORS—TONE ARMS—SPRINGS

Double Spring Worm Gear Motor

Complete with 10" or 12" turntable. Plays three 10" or two 12" records with one winding. This is the best double spring motor on the market.

Sample price \$4.75.

Ask for quantity price.

Single Spring Straight Gear Motor No. 10

Perfect true running—plays two 10" or one 12" record with one winding.

Sample price \$1.75.

Single Spring Straight Gear Motor No. 15

Very strong motor, first class workmanship. Plays two 10" or one and one-half 12" records with one winding.

Sample price \$2.50.

Ask for quantity price.

Universal Tone Arms

Acoustically perfect. Sample prices \$1.25 and \$1.75.

Main Springs

Size 10 ft. x 7-8" x 22".

Sample price 35c.

Size 8 ft. x 3-4" x 0.21".

Sample price 25c.

Also Needle Cups

Ask for quantity price.

C. KRONENBERGER TELEPHONE SPRING 6229 438 Broadway, New York

ISSUE NEW FOLDER ON CABINETS

Globe-Wernicke Co. Offer Some Information Regarding the Brown Disc Record Cabinet

CINCINNATI, O., November 6.—A very attractive four-page folder has just been issued by the Globe-Wernicke Co., of this city, featuring the Brown disc record cabinet, which it manufactures. This folder is being mailed in large quantities to Victor dealers throughout the country, who can doubtless use it to excellent advantage.

The first page of this folder shows a view of the Brown cabinet with the drawer in its third position, having the spring pressure released and allowing the owner of the cabinet to have every record in front of him and instantly accessible. The second and third pages illustrate the cabinets with the Victrola IV, and Victrola IX, the photographs indicating clearly that the cabinets match these Victrolas perfectly. The fourth page presents the Brown disc record cabinet with the drawers in the first and second position.

Brown disc record cabinets are furnished in mahogany and oak to match Victrolas IV, VI, VIII and IX, and the wide demand for these cabinets would indicate that they have filled a long-felt want. The cabinets are made with flat or table tops to suit the requirements of Victor dealers.

INAUGURATE A SERVICE DEPARTMENT

ELYRIA, O., November 9.—The latest departure at the plant of the Otto Heineman Phonograph Supply Co. is the inauguration of a service department for the benefit of talking-machine manufacturers. This department is under the management of Paul Wood, for some time past master mechanic at the Heineman factory, and generally recognized as one of the leading motor experts in the country.

The plan of installing a service department has been under consideration for some time past, and all details were completed upon the

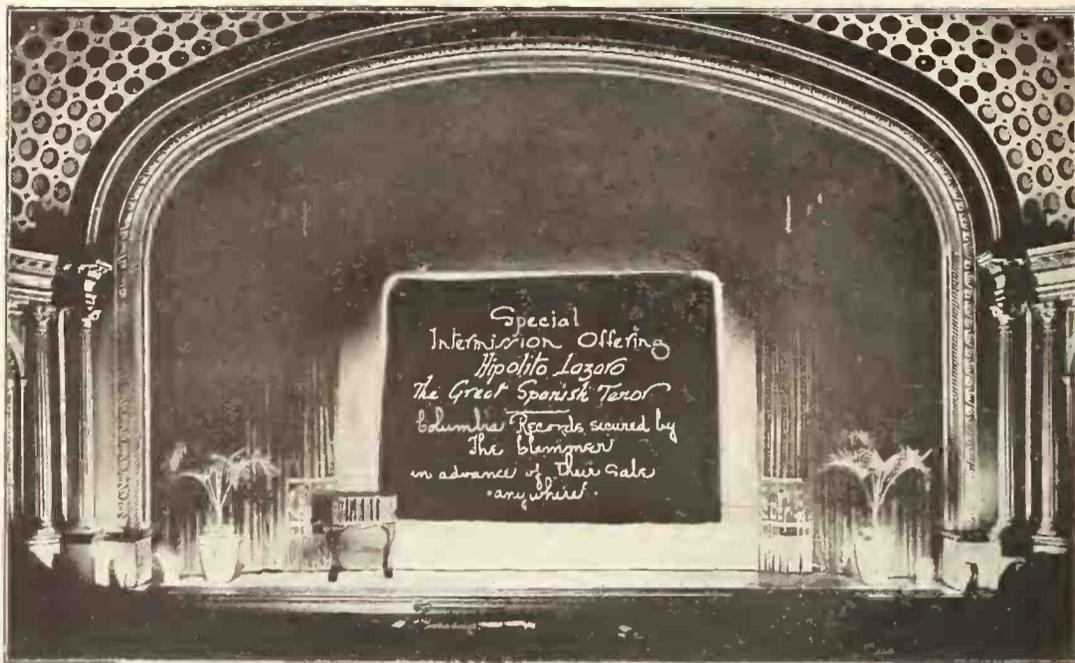
INTERMISSION CONCERT TO INTRODUCE LAZARO RECORDS

One of the most unique and startlingly successful methods of introducing the Columbia records of Hipolito Lazaro was staged recently in Spokane, Wash.

Arrangements were made with the manager

of the Clemmer Theatre, Spokane, to give "intermission concerts" on a Columbia grand. This idea was successfully planned and announcement made on the screen of the theatre, as shown.

The novelty of this introduction of the great tenor's voice made a sensation in this city and



"Intermission Concert" at the Clemmer Theatre, Spokane

of the Clemmer Theatre of that city, one of the largest and most popular moving picture houses on the Pacific Coast, to give "intermis-

sion concerts" on a Columbia grand. This idea was successfully planned and announcement made on the screen of the theatre, as shown. The novelty of this introduction of the great tenor's voice made a sensation in this city and

recent visit of President Otto Heineman. Mr. Wood will tour the country extensively, visiting all the manufacturers using Heineman motors and other products, and giving them practical service and assistance in every direction.

received considerable press notice. It can doubtless be adopted by Columbia dealers throughout the country with equally as pleasing results. Arrangements for large shipments of Victrolas and Victor records, and also taking care of a number of important business matters. Mr. Becker spoke encouragingly of the business situation in Guatemala, stating that conditions in that country had improved considerably the past few months.

A VISITOR FROM GUATEMALA

C. Becker, owner of El Centro de Sport, exclusive Victor jobber in Guatemala, C. A., was a visitor to New York this week, making ar-

rangements for large shipments of Victrolas and Victor records, and also taking care of a number of important business matters. Mr. Becker spoke encouragingly of the business situation in Guatemala, stating that conditions in that country had improved considerably the past few months.

Most Convenient Record File

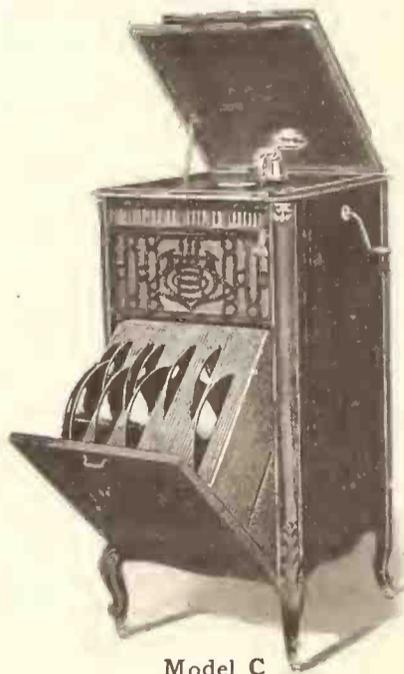
Holds 93 to 108 Records

Appeals at once to prospects because there is nothing else like it

Automatic Stop

Plays any Record

The
Delpheon



Model C

Tone Modulator

Shades music while playing. Renders it individual in character, the opposite of machine-like. Realistic reproduction. Plays 3 to 7 records with one winding.

"The Phonograph With an Individuality"

It is worth the purchase price to any dealer to learn at first hand the sales possibilities of this instrument. And there is just one way to convince yourself—see and hear the Delpheon. Examine the exclusive features and test the Tone Modulator and Stop. Lists at \$100.00 up—best grade throughout—a beautiful cabinet—Oak, Walnut and Mahogany—immediate delivery. Remember hundreds of phonographs will be sold before Christmas. You can make more sales with the Delpheon than with any other. Isn't it worth a chance?

THE DELPHEON COMPANY

811 Boutell Place, BAY CITY, MICHIGAN

References: Bradstreets; First National Bank, Bay City
Wire or Write for Catalog and Terms

All the way between the opera and the one-step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia Double Disc Records makes a buyer every time the owner of a talking machine hears the first Columbia 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**



CINCINNATI DEALERS BUILDING UP RESERVE STOCKS

Wurlitzer Co. Increasing Size of Record Department—Vocalion Department of Aeolian Co. Has Strong Line-up of Salesmen—Many New Dealers Being Listed—Recent Trade Visitors

CINCINNATI, O., November 4.—Language of the day is used by Charles Byars, manager of the Vocalion department of the Aeolian Co., in describing the results of the past month and the holiday prospects. After reporting that there was a remarkable increase in the sales of October as compared with the same month last year, Mr. Byars said: "A sales force of eleven live, enthusiastic men are now in the Vocalion line-up, and the game is waxing hot and furious. Every indication points to a landslide in favor of the Vocalion in the next sixty days. In fact, the problem we are facing now is how we can best take care of the Christmas rush in the limited accommodation of our Vocalion parlors."

The Rudolph Wurlitzer Co. just now is making the necessary changes towards securing the largest record shelf department in the Middle West. The time-honored violin department, which graced the west side of the main lobby of the big Fourth street house, was torn out Saturday and when the changes are completed the Wurlitzer house will have facilities for storing 40,000 records. The firm has decided that the principle of selling a record is not so much of having a machine handy as to get the buyer interested in picking out a list of the discs. The try-out is regarded as a secondary consideration.

The Edison folks are doing big things in the way of having tone tests in the Ohio district through the greater part of November. These

are being held in all the principal cities and where they have occurred the Phonograph Co. is receiving favorable news from its dealers. Miss Helen Clark, assisted by Herman Sevely, 'cellist, will give an Edison demonstration at the Alms & Doepke Co. next Wednesday. The other artists are Elizabeth Spencer and Miss Kaiser.

John C. Weber's band, of this city, is in healthy demand by the Remington factory of the Starr Piano Co. for recording purposes. The entire organization was at Richmond early last week. The Starr folks are now getting out quite a catalog. It is reported in the same connection that the Aeolian Co. will likewise enter the record field on a large scale.

R. J. Whelen, manager of the local Columbia store, stated: "Never in the history of the Columbia Co. has there been such a demand for its products. The biggest question is the ability of the factory to supply this demand. However we are keeping our heads above water and we will have the biggest year the Cincinnati store has ever had."

John Cromelin, general manager; W. C. Fuhri, United States manager; Mr. Sterling, European manager; S. H. Nichols, district manager, and Mr. Parker, Australian manager of the Columbia Graphophone Co., visited the local Columbia store in a body this past month, en tour of the country, taking in the principal stores.

One of the big features of the past two months was the decided increase in the outlet for Colum-

bia machines and records. Numerous new dealers have been landed right in the Cincinnati district. Their combined publicity campaigns are giving the Columbia people much prominence.

A. Hughes, formerly with the Pathé people, now has charge of the wholesale department of the Starr Piano Co.'s talking machine business. He will take up the question of putting on Starr agencies. One of his talking points will be the fact that the Starr manufactures every part of its machine.

Divisional Manager Wells, of Steinway & Sons, is just getting ready to push the Clayola, an electric talking machine.

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., as enthusiastic as usual, to-day made the following statement of interest to Victor dealers.

"The ideal weather enjoyed at the Cincinnati end during the month of October had its effect on the talking machine business, in the way of curtailing the demand for both Victrolas and records. In spite of conditions, however, the demand is now very active.

"The record situation is very good indeed, both the supply and the demand being very heavy. On machines, however, the shortage is growing more acute daily, because with increased shipments from the factory, there has also developed a vastly increased demand from dealers everywhere. The talking machine people of the Middle West, however, are pushing the record business, being assured of big returns for energy and money invested. The coming season will be a rare money-making opportunity to every wide awake dealer."

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.

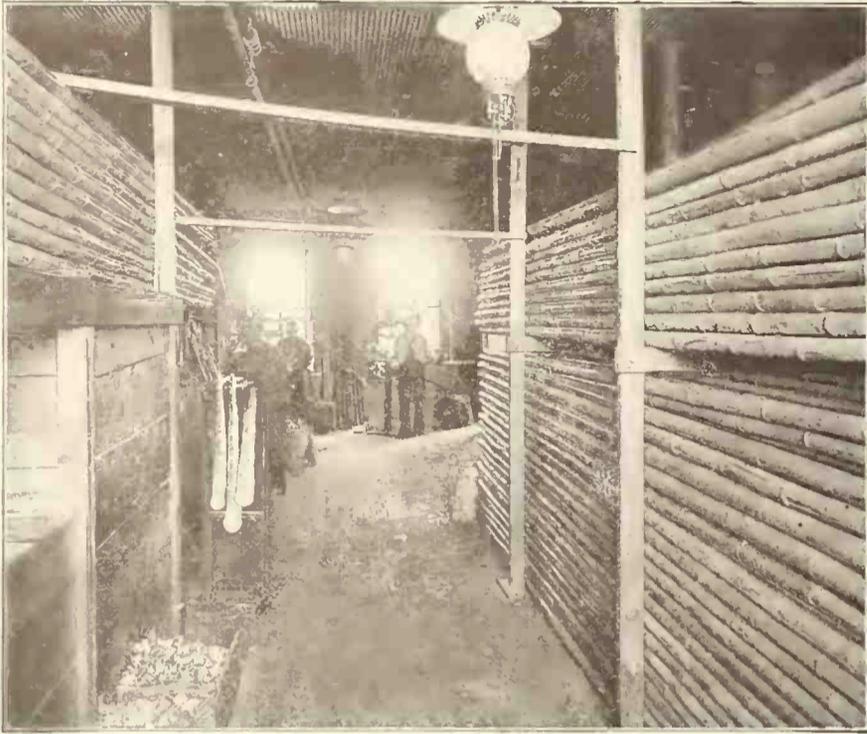
All our experience is put into the kind of service we render to Victor dealers. This "EXPERIENCED SERVICE" is yours to command.

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

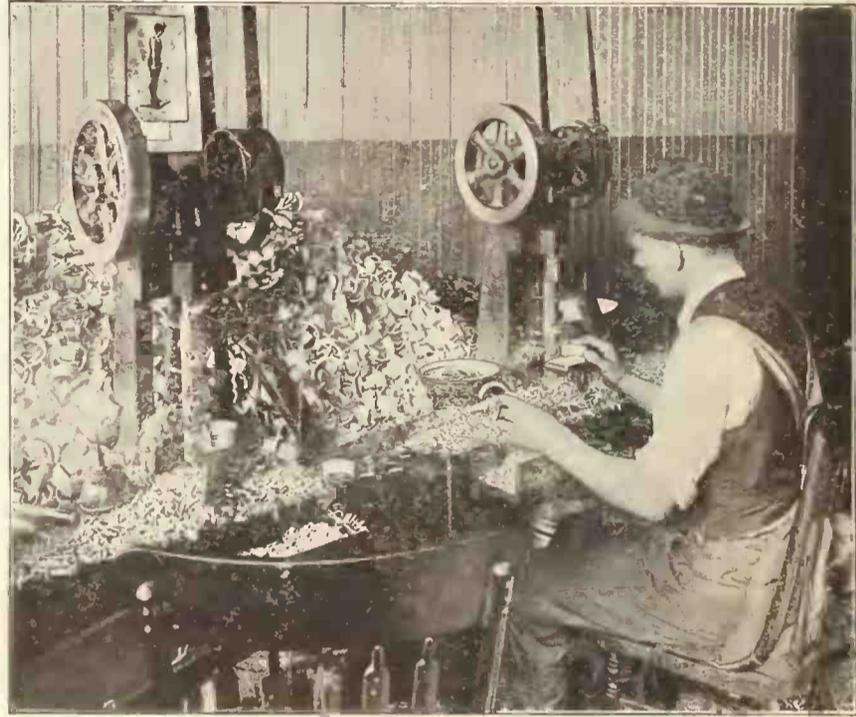
Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

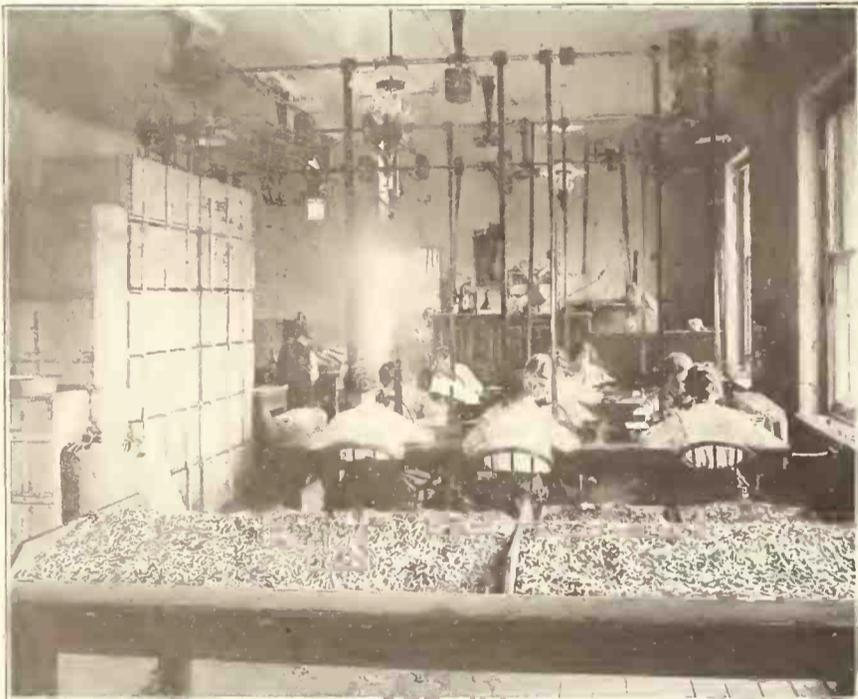
GLIMPSSES OF THE

B. & H. FIBRE

5,000 poles—20 feet long and 3 inches in diameter—are here stacked until thoroughly dried, then sawed between joints.



Blocks, sawed from joints, are here shown being fed into specially devised splitting machines. Capacity of each machine—162 needles per minute.



Section of pointing department.



Showing details of pointing machine into which one needle, at a time, is fed.

THE pictures shown above illustrate, in a small way, some of the many steps in the process of making fibre needles—by no means a simple one. The recognized charm of the fibre needle is its refinement of tone. The round, mellow transference of the delicate tonal shadings from the record to the tone chamber is the best testimonial to the inherent qualities peculiar to the fibre needle only—add to this the fact, that the fibre needle cannot wear or injure

33 & 35 W. Kinzie St.

B. & H. FIBRE

E NEEDLES IN THE MAKING



100,000 needles in each dripper are being immersed in chemically prepared bath at 380 degrees of heat.



Polishing needles in hardwood sawdust and wax.



Corner of seasoning room. (Each pan contains 100,000 needles.)



Section of room where needles are assorted, gauged and packed.

the record, and you have all the most convincing arguments in its favor. 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.

We are now allowing, on above price, the usual discounts on all orders received from jobbers and through them, to dealers.

MFG. COMPANY CHICAGO, ILL.

BUSINESS BRISK IN MONTREAL

Shortage of Stock Only Cloud on Horizon—New Dealers Enter the Field—Records That Are Selling Well—Some General News

MONTREAL, CAN., November 3.—Business at present writing is very active and gives promise from now on until the end of the year of being especially brisk, the only cloud on the horizon being the scarcity of machines.

C. W. Lindsay, Ltd., Ottawa branch, recently featured a "Victrola Week." Their show windows and store were devoted to a large display of Victrolas more especially for the children, and their advertising that week was along the lines of developing the tastes of the children, drawing the inference that the Victrola keeps the children at home and happy.

Wilders, Ltd., 292 St. Catherine street West, have taken on the representation of the Pathé as has also N. G. Valiquette, Ltd., 477 St. Catherine street East.

J. W. Shaw & Co., in a recent advertisement, featured the Columbia machine, and Al Jolson's record, in conjunction with that artist's appearance in Montreal this week.

Victor Tungs-tone needles are now being introduced in Montreal, and are to be had at the stores of the Berliner Gram-O-Phone Co., Ltd.

Charles Culross has opened up Sonora and Columbia parlors at 610 St. Catherine street West, where he has fitted up-to-date showrooms with the machines most attractively displayed. Business in both lines is reported as exceptionally good.

Henry Hamlet, advertising manager of Layton Bros., has been placed in entire charge of the firm's Edison and Columbia talking machine department, and has already made good. Business with them is now in full swing with the tendency in buying of Edison and Columbia machines leaning towards the higher priced models.

Almys, Ltd., report through the manager of their talking machine department, Miss Havard, that Columbia Rena records are enjoying considerable popularity.

The Berliner Gram-O-Phone Co., Ltd., are working with full forces in order to fill the orders they have on hand. Additional orders promise operations at full capacity for some time to come.

DELIVERING EDISONS BY AUTO

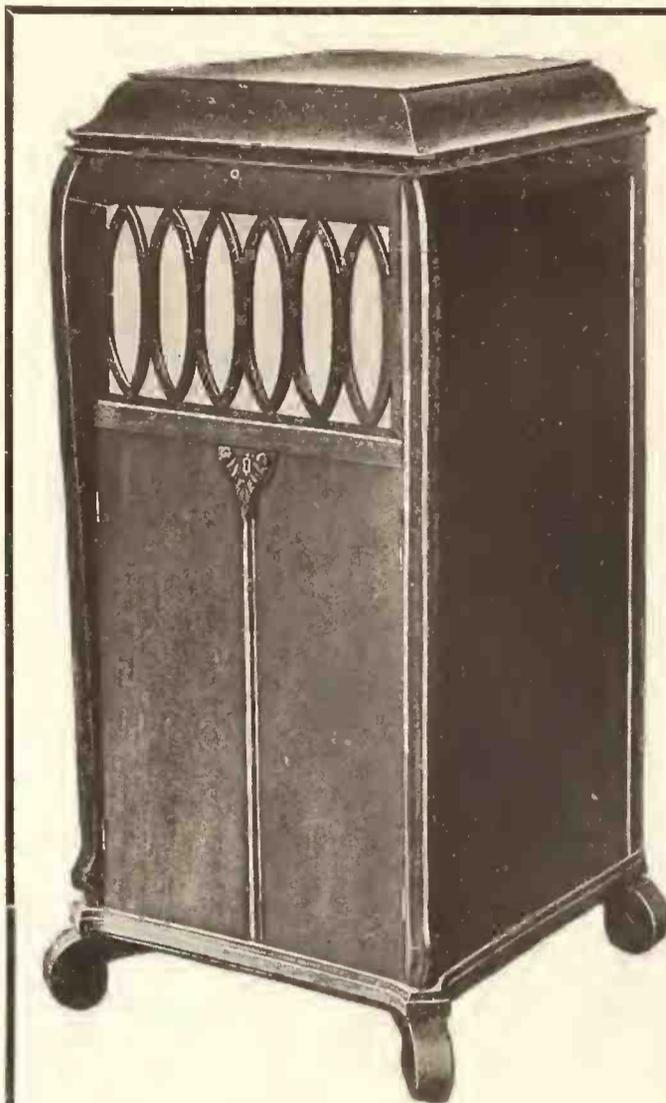
Irving H. Klein Uses Up-to-Date Methods in Supplying a Constantly Growing Clientele

FARIBAUT, MINN., October 30.—The R. H. Bach Piano Co. reports a constantly growing demand for the Edison Diamond Disc phonographs and



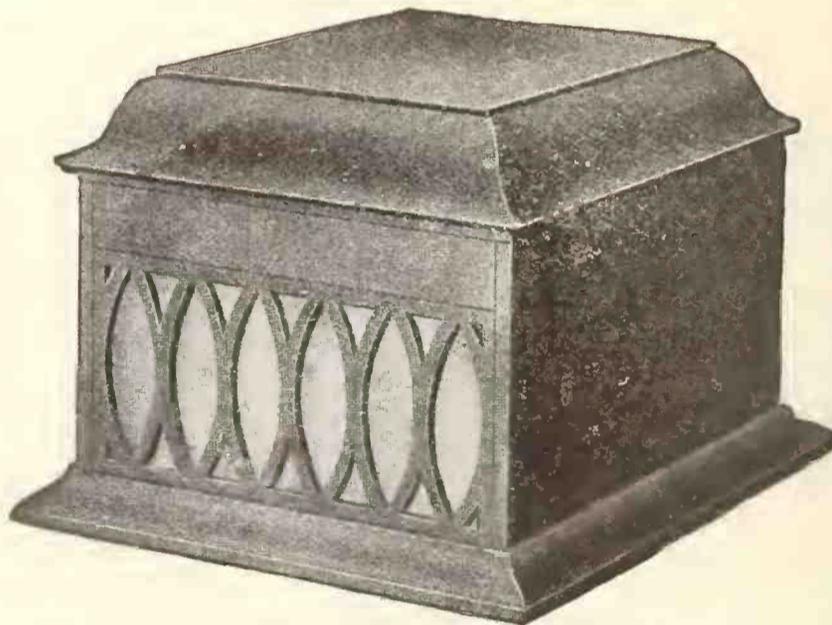
Irving H. Klein and His Auto

records. Irving H. Klein, the manager of the concern, believes in up-to-date methods of merchandising, as is demonstrated by the six-cylinder automobile which he uses for delivering Edison phonographs and records to purchasers. The accompanying photograph shows Mr. Klein standing beside his machine, the picture being taken while he was on his way to deliver a high-priced Edison machine to a suburban customer. A special box has been constructed on the rear of the auto, in which the instruments and records are carried.



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.



SAVOY—Style 25

Mahogany, Highest Grade Finish. Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

How do you Measure the Value of a Line of Machines?

Savoy machines embody all the qualities that your customers will ever demand.

The cabinet work is excellent.

Double spring-worm gear, Swiss motors absolutely guaranteed.

Savoy machines play all makes of records without extra attachments.

The Savoy line is complete; consisting of five models.

Immediate shipments guaranteed.

Write or wire for open territory.

Nanes Art Furniture Co.
Grand St. and East River, New York

MEETING OF TALKING MACHINE MEN

Monthly Session of Local Organization Addressed by Albert Leon on Interesting Subject—New By-Laws Are Adopted

The monthly meeting of The Talking Machine Men, Inc., was held Wednesday, October 18, at Keen's Chop House, 70 West Thirty-sixth street, New York, and was attended by over twenty members of the organization. In the absence of President Hunt, J. T. Coughlin, vice-president, presided.

As a guest of the association Albert Leon, president of the National Home Furnishers' Association, attended a luncheon prior to the meeting, after which he addressed the gathering, speaking on the value of organization, his remarks showing to a great extent the history of the early period and the later accomplishments of the body of which he is head. In a few supplementary statements in answer to questions, which were in order at the close of his talk, Mr. Leon showed the need for all organizations co-operating in their efforts to have

the Stephens bill passed by Congress. An especially interesting statement was given Mr. Leon's hearers when he told them that there were now pending ordinances in New York, Newark, Philadelphia, and other cities compelling storage and moving men to register the names and addresses of every one whom they moved. After finishing his address Mr. Leon was given a rising vote of thanks.

The executive committee then presented the new by-laws for adoption, which had been prepared pursuant to resolutions which were presented at the last meeting.

After a full discussion of their merits, the by-laws were then adopted.

EDISON DEALERS DINE

DALLAS, TEX., November 5.—The Texas-Oklahoma Phonograph Co., wholesale representative for the Edison Diamond Disc phonograph, gave a banquet to seventy of its dealers at the Oriental Hotel recently. It marked the close of the Edison week celebration, and was a most enjoyable and successful affair.

TO CHARGE INTEREST IN DETROIT

Local Association Reaches Definite Agreement on That Matter—Other Accomplishments

DETROIT, MICH., November 6.—Detroit talking machine dealers have been devoting much time lately to their local organization, known as the Detroit Talking Machine Association. And their time has surely been well spent. First of all they got together and agreed upon a uniform schedule of allowances, which is printed elsewhere in this issue. This is bound to work out to the advantage of the dealer and will cut down the exaggerated allowances, thus giving the dealer a greater profit on sales. This was followed up by an agreement regarding interest. Not all of the dealers have come in under the agreement, but most of them can see the great advantage to be gained and have assured the association of their hearty support. Some of the downtown installment furniture houses are throwing their support to the agreement to the extent that while they will not charge interest they do not intend to advertise it or use it in any way to get business away from some dealer who does charge interest. A few of the smaller dealers throughout the city are willing to cooperate, but they want to wait a while. Irrespective of what others may do, such firms as J. L. Hudson, Grinnell Bros., Max Strasburg, Wallace Brown, Henry S. Doran, Frank Bayley and The Edison Shop, intend to get full 6 per cent. interest; they would rather lose an occasional sale than fail to charge interest.

NEW ADVERTISING ILLUSTRATIONS

Victrolas Featured Effectively in Sketches Prepared by Richardson Co.

A new series of eight clever and lifelike advertising illustrations just issued by the Richardson Illustrating Co., New York, for the use of piano and talking machine dealers, includes two illustrations featuring the Victrola very effectively in home scenes. There are also illustra-

tions regarding pianos and player-pianos in the series. Electros and mats of the illustrations are supplied in various sizes, all of which, together with prices plainly marked, are shown on a special sheet issued by the Richardson Co.

DOMESTIC RECORDS ANNOUNCED

Domestic Talking Machine Corp. Enters Field With Seven-Inch Vertical Cut Record—First List Made Up of Popular Numbers

The Domestic Talking Machine Corporation have entered the record as well as the machine end of the talking machine business, and their first offering to the trade is announced in this month's issue of The World.

Their records are vertical cut, seven inches in size, and are recorded with a fine groove whereby they secure practically the same running time as with an ordinary ten-inch record.

In manufacturing this record, particular attention has been paid to two features, namely, that the quality of recording should be clear, brilliant and musical, and that surface noises be eliminated so far as possible, as the object of the Domestic Corporation has been to produce a record that will measure up to the requirements of high grade purchasers.

The original offering of Domestic records largely consists of popular selections of the day, and the company proposes to make frequent additions to their repertoire so as to fill the popular demand for high-grade records at a popular price.

Many well-known record artists will be found among the talent appearing on Domestic records.

WANT TO FIND SALESMAN

Information regarding the whereabouts of Willard N. Crissy, a talking machine salesman formerly employed in Buffalo, is very much desired by the Brunswick Phonograph Shop, 19 East Jackson boulevard, Chicago, Ill., according to advices sent to The World.

TAKE OVER THE KNABE-CRYSTOLA

The National Talking Machine Co., Holder of Patent Rights, Secures Release from Knabe Bros. and Organizes a New Company With Capital Stock of \$100,000 to Handle Line

CINCINNATI, O., November 6.—Negotiations, whereby the Knabe Bros. Co. give a release on their rights to the manufacture and sale of the Knabe-Crystola, were consummated to-day, according to an announcement by A. J. Swing, inventor and president of the National Talking Machine Co., holder of the patent rights.

Steps are now being taken for the formation of a new corporation, the Crystola Talking Machine Co., which will absorb the National Talking Machine Co. This has a capitalization of \$100,000 and that sum is to be increased.

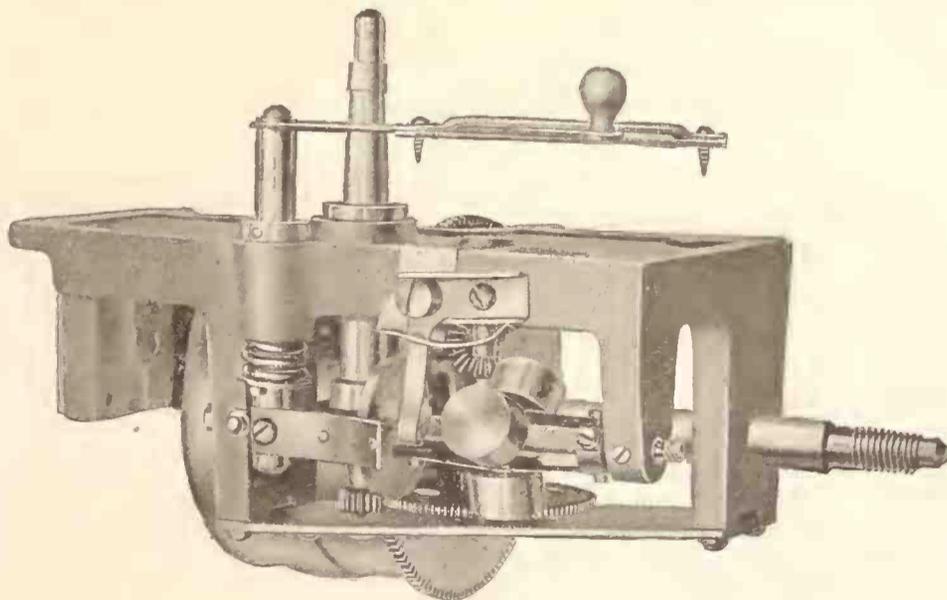
The factory is to be retained in Cincinnati and from the start particular attention is to be paid towards landing local business. A retail store is to be opened for the holiday business. W. O. Black, now in Chicago, is to have charge of the selling department.

DEALERS PRAISE WINDOW SERVICE

Get Excellent Results With Display Material Furnished by S. B. Davega Co.

The manner in which the window service offered to the dealers by the S. B. Davega Co., is appreciated by those who take advantage of it, is indicated by a recent letter to that company from Joseph Isaacs, 164 Sixth avenue, who said: "In filling my order for the November records, will you be sure to include the window display signs issued by you? I might state that this service has increased my record sales 300 per cent. on the new records, and believe it to be the best record poster yet."

We may say that the S. B. Davega Co. has also received many other unsolicited testimonials regarding the value of its service from the various dealers.



This is our No. 16 Motor, which will play five 10-inch or three 12-inch lateral cut records with one winding.

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

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and dial is furnished with this motor. Exceptionally silent winding mechanism and silent running. By the turning of one screw, the spring cup can be readily removed, without taking apart the entire motor. When you see this motor in any machine, it represents the

highest quality motor that can be made, barring none. It has been made by a concern that has thirty years' experience in this line. 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.

A. F. Meisselbach & Bro., Newark, N. J.

Lucy Gates, "the Maude Adams of Grand Opera"—another Columbia exclusive—a popular favorite—a singer of records that sell—a magnet for your store.

(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



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.]

UNPACKING MACHINES IN THE WINTER

A condition which the dealers will have to meet within the next few weeks is the delivering and unpacking of machines, the motors of which have become very cold or chilled from exposure on trains or express wagons.

Take for example a few days before Christmas—the dealer sells a machine—the customer wants it delivered that day—the dealer takes a machine from the store floor, puts a canvas cover over it and pushes it out on the sidewalk to await the express or delivery wagon. From the even temperature of the store where it has probably been standing for a week or so it is put out into a temperature somewhere near the freezing point. The motor is instantly chilled, and the grease on the gears or spirals becomes congealed. When the machine arrives at its destination, the demonstrator will take off the canvas cover—immediately takes the winding key and starts to wind up the springs. He is generally in a hurry—both to get the machine running and then to get back to the store. In many cases the first few turns of the winding key will result in a broken mainspring, or if the springs stand the test it sometimes happens that the grease has congealed so that gears cannot turn. He never gives a thought to the fact that the motor has been subjected to the cold air, and is astonished to think that any-

think could become wrong with a machine which worked perfectly an hour or so before in the store.

It is good policy and a great saver of time and sometimes money to keep in mind during the coming cold months this little point: "Never wind up motor when it has just been subjected to intense cold." Always make it a point to have motor warm—place it near the heat, and allow it to become acclimated, as it were, before attempting to demonstrate it.

When the Motor Becomes Suddenly Weak

"EDITOR, The Talking Machine World.

"Dear Sir—While operating a machine with a strong double spring motor recently there was a load report from some section of the motor which I have been unable to trace. The machine still runs but requires considerable more winding than formerly. In other words, it does not run so long with one winding. The gears seem to be all right. Could you suggest where I can find the trouble?"—Chas. Frank, New York.

ANSWER.—There is no doubt but that you have broken the second spring, for in that case motor will wind up to about half strength and you would be able to use same for playing one record before rewinding. I would suggest that you look for the break in the spring near the cage rivet or second cage.—A. H. Dodin.

Repairing a Broken Spring

"EDITOR, The Talking Machine World.

"Dear Sir—On several occasions I have had springs break very close to the center pinion, as close as one-half inch in fact which, of course, has necessitated the insertion of a complete new spring at considerable expense. Would it be possible to remove the spring from the cage, cut off the broken end and redrill the hole to fit the pinion?"—W. B. D., Newark, N. J.

ANSWER.—If spring breaks near the outside end it is possible to drill a new hole providing you first heat end of spring and draw out temper. It would be very difficult to do this when,

as you state, the spring has broken near the center shaft, for after drawing temper and drilling hole it would be necessary to reshape the spring to fit the shaft, and this cannot be successfully done unless you have a shaping tool. Without the proper tools for doing the work it would be a greater saving of time and expense to put in a new spring.—A. H. Dodin.

Wax in Center of Reproducer Diaphragm

"EDITOR, The Talking Machine World.

"Dear Sir—I have noticed in various sound boxes I have received where the needle arm is brought through the center of the diaphragm, the connection is covered with some form of wax and in some cases the wax does not add in the least to the appearance of the reproducer. Could you advise me if this wax could be removed or if it is really necessary?"—A. M. G. W., Youngstown, O.

ANSWER.—Wax is placed at the point of contact of needle box and diaphragm in order to make the connection positively air tight. For maximum results would advise you to continue to use wax in all cases and with a little practice there is no reason why you cannot place same so that it will not detract from the appearance of the sound box.—A. H. Dodin.

PHONOGRAPH CO. IN NASHVILLE

New Concern Takes Over Edison Phonograph and Piano Department of F. A. Leatherman

NASHVILLE, TENN., November 8.—M. H. Skolowski, who has been in business in Nashville for several years, has become principal owner of the Phonograph Co., a new concern that has taken over the Edison phonograph and piano department of F. A. Leatherman. The Phonograph Co. will be located in handsome quarters at 305 Fifth avenue, North.

Scott Bros., who handle an excellent line of pianos, players and talking machines in Ashland, Ky., are utilizing the local publicity to good effect in calling attention to their line.

EVERY VICTOR DEALER

First of All—RELIABILITY

IN Ohio, Indiana and Michigan has a BIG field to do a BIG business in FOREIGN records. We are ESPECIALLY prepared to help dealers take PROFITABLE advantage of this demand, because we've stocked in heavy on the following records:

ARABIAN
BOHEMIAN
CROATIAN-SERBIAN
GERMAN
HEBREW
GREEK

HUNGARIAN
ITALIAN
LITHUANIAN
NEAPOLITAN
POLISH
RUSSIAN

ROUMANIAN
RUTHENIAN
SERBIAN
SLOVAK
TURKISH
CHINESE

AMOY
SHANGHAI
CHANGCHAO
CANTONESE
MANDARIN
AND OTHERS

If it's a foreign record you want, we've SURELY got it, and in quantities.

THE WHITNEY & CURRIER CO.

VICTOR Distributors

TOLEDO, OHIO

EMERSON PIANO HOUSE HOLDS ITS FORMAL OPENING

Victrola and Piano Dealers of Decatur, Ill., Go Into Handsome New Home With Great Celebration—Elaborate Concert Program a Feature—Some Distinguished Guests

DECATUR, ILL., November 1.—The formal opening of the new store of the Emerson Piano House, of this city, on Saturday, October 14, was a gala occasion, and a number of members of the talking machine trade, among whom jobbers' representatives predominated, were invited by Manager Harry I. Spayd and Guy W. Deetz, manager of the Victor department, to spend a day with them, inspect the store and participate at a dinner in the evening, where a general interchange of ideas was indulged in.



Two Victrola Rooms in Emerson Piano House

The visitors found a beautiful store, ideally equipped for the sale of pianos and talking machines. The decoration of the store is of the Adam period, ivory and rose being the dominating colors. The frieze and pillars and even the artistic indirect lighting fixtures, telephone and typewriter are in ivory, the draperies in old rose, the ceilings a clear white. The fixtures and furniture are in white enamel and mahogany. The delicate green tinting of the

wall contrasts admirably with the color scheme. The reception room, the office and the piano and player rooms are on the right as you enter. The Victrola department extends along the entire left side of the store.

First comes the record sales department. As will be seen in the illustration there is a remarkable record cabinet containing 10,000 Victor records. It is of mahogany, and is divided into six sections, each five shelves high. The numerical indexing system makes it extremely easy to locate the records at once. A drop cover closes each section of the cabinet when not in use. There are bottom drawers under each section for supplies and accessories. An ingenious strip in the back of the shelving permits the use of either twelve or ten-inch records as desired. The cabinet is the work of the Decatur Fountain Co., and is their first installation. Adjoining the record sales department are two beautiful record demonstration booths followed by three commodious machine sales rooms, which contain every device for the convenience of the customer. The machine rooms each have a small cabinet containing a special set of records for demonstrations. In the rear is a recital hall seating eighty people, where concerts will be given every afternoon and Saturday afternoon and evening.

Back of the store is a garage for the housing of a White motor truck and a Ford with truck body used for delivering pianos and talking machines and for going after the country trade within a radius of fifty miles around Decatur. Goods are loaded direct on the trucks from the shipping platform or from an electric elevator, which brings the goods from the basement.

Manager Deetz, of the talking machine de-



View of the Record Department

partment, is cultivating the field in a very intensive manner. The staff consists of Donald J. Starr, salesman; Wilhelmina C. Requarth, who is devoting herself to educational work; Celeste B. Abel, in charge of the record sales, and John R. Myers, repair man, who has a completely fitted up shop at his disposal.

Among the rules in force in the talking machine department is that records sent out on approval can be retained only twenty-four hours, and that at least one-fourth must be retained. The fibre needles must be used.

One of the notable features of the opening day was the singing of the Imperial Quartet, of Chicago, who are Victor recorders.

A dinner to the visiting members of the trade was given in the evening at the Orlando Hotel.

Guy W. Deetz, manager of the Victrola department of the Emerson Piano House, presided. The speakers of the evening were: L. C. Wiswell, of Lyon & Healy, who spoke on the conduct of a retail talking machine store, and Roy J. Keith, of the Chicago Talking Machine Co., who discussed the feature of the Victor business. F. E. Noble, of the Chicago branch of the Rudolph Wurlitzer Co.; George Stewart, of the Stewart Talking Machine Co., of Indianapolis; H. Reynolds, Victor traveler; Roy Page, of the Victor Talking Machine Co.; Roy Page, of Putnam-Page Co., Peoria, Ill., and V. B. Taylor, of the Koerber-Brenner Co., St. Louis, were called on and made brief talks. Among the others present were H. R. Smith, Lyon & Healy, Chicago; H. Woodward, Chicago Talking Machine Co.; H. H. Prescott, Stewart Talking Machine Co., Indianapolis; H. Elthorn, Rudolph Wurlitzer Co., Chicago; A. E. Severe, Putnam-Page Co., Peoria; C. S. Main, manager of the Victrola department of Block & Kube, Peoria; J. F. Goberdiehl, and A. E. Binckley, of the Scovill Co., and Fulton De Forest, of Linn & Scruggs, both Victor dealers of Decatur; D. G. Starr, Emerson Piano House, and Ben Tufts, Oliver Johnson, G. Robert Wood, and Wallace Moody, members of the Imperial and Wallace Moody, of the Imperial Quartet.

LINE OF STANDS ARE POPULAR

The Kane Blind & Screen Co., Kane, Pa., has been very successful with its line of stands which it introduced to the trade a short while ago. These stands are designed to fit all of the types of table machines, manufactured by the leading manufacturers, and their moderate price has enabled dealers to offer them to practically every customer on their books.

The stands are equipped with a slide under the top, which acts as a convenient rest for changing records, and the long experience which the company has had in the manufacture of other household equipment is reflected in the attractive finish of these stands, which are made to match mahogany, golden, weathered and fumed oak machines.

Stop! Look! Listen!



Metro-Phone No. 110
Retail Price \$110.00

Cabinet of Mahogany Finish, measuring 51 inches high and 24x25 inches. Artistically designed, two doors to compartment for storing records, which is fitted underneath the sound chamber.

12-inch turn-table. Strong double spring worm-gear motor, playing three 10-inch records with one winding, and can be wound while playing.

Equipped with reversible Tone-Arm playing all makes of disc records.

Investigate the Metro-Phone Proposition

before arranging to handle any line of machines. We offer the dealer a complete line of seven models, retailing from \$10.00 to \$110.00; every model equipped with reversible tone arm.

We are making prompt shipments of all models and our factory is equipped to turn out large quantities of machines.

*Wire today at our expense
for open territory*

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

REGULATE APPROVALS IN ST. LOUIS

Local Association Agrees on Plan to Mitigate Trade Evil—50 Per Cent. Limit Set

St. Louis, Mo., November 8.—After much discussion the members of the Talking Machine Dealers' Association have got together on a record approval plan. The following letter, drafted by Sidney Baer, of the Stix, Baer & Fuller Dry-goods Co.; Mark Silverstone, of the Silverstone Music Co., and Charles Lippman, of the Field-Lippman Piano Stores Co., is being sent to all record customers by members of the association:

"In a spirit of fairness and protection to you, and in justice to the merchant, The Talking Machine Dealers of the Associated Retailers of St. Louis are obliged to make the following just and reasonable request concerning sending records on approval—a privilege granted the purchasers of records which has been considerably abused in many instances in the past.

"(1) All records sent on approval should be returned within twenty-four hours, and then

only returnable if in perfect condition. They will be considered sold and not returnable if kept in the customer's possession longer than two days.

"(2) Not less than 50 per cent. of the amount of records sent out on approval should be kept by the customer. (This refers to the cost of the records—not to the number of them.)

"We ask your co-operation in complying with the above request, which is fair to the customer, and just to the stores and salespeople, who suffer a hardship for the loss of time (which means money to them), in selling goods which are returned.

"THE ASSOCIATED RETAILERS OF ST. LOUIS."

The signature of "The Associated Retailers of St. Louis" is that of the larger organization, of which the Talking Machine Dealers' Association is a bureau. The larger association includes the department stores and practically all large retail stores.

CONDITIONS IN ARKANSAS

Plenty of Money in That Section Declares E. C. Rauth, of the Koerber-Brenner Co., After Trip—Looks Good for Victrola Business

St. Louis, Mo., November 6.—E. C. Rauth of the Koerber-Brenner Music Co., Victor distributors, returned Monday from a Southern trip, which included Arkansas and neighboring territory. He said that he saw more evidences of money in Arkansas this year than ever before, and that business, if anything, was too good in the Victor line. This territory, Mr. Rauth says, is beginning to take a large number of records, this feature of the trade is developing strongly. The favorite records in that section are the "Blues." There is also a strong demand for the dances and popular airs.

Local business, Mr. Rauth finds, is gaining at an unusual rate this year.

SALES MANAGER FOR MANOIL CO.

E. P. H. Allen Appointed Head of New York Offices of Manufacturers of the Manophone

Announcement was made this week of the appointment of E. P. H. Allen, as sales manager for the New York office of the James Manoil Co., Inc., makers of the Manophone, whose executive offices and factory are at Newburgh, N. Y. Mr. Allen was at one time connected with Thos. A. Edison, Inc., and later with the Keen-O-Phone Co. Mr. Allen has had wide experience as a sales organizer, especially in the talking machine industry. He is at present developing a most effective selling force.

NEW VICTOR STREET CAR CARDS

Five Handsome New Designs Now Ready for Use of Dealers—One for Holiday Trade

The Victor Talking Machine Co. has issued to its dealers a sheet showing five new street car cards printed in brilliant colors, and which are furnished free of charge imprinted with the dealer's name and address, provided, his contract with the street car company calls for twenty-five or more cards. When a less number are required they are furnished without imprint. The cards are handsomely designed, well diversified, and one is particularly designed for the holidays, bearing the well-known slogan: "Will There Be a Victrola in Your Home This Christmas?"

CHANGES COMPANY NAME

For the purpose of dealing in musical instruments, the T. R. Goodwin Co., Providence, R. I., has changed its name to the Orpheus Corporation. The capital stock of the concern is \$25,000.

SPEED INDICATOR

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

THE PHANTOM-METER CO., NEEDHAM, MASS. Sample to Dealers upon Request.



No. 496 [Vertical Interior] For Columbia "Favorite"

Height, 30 in. Width, 19 in. Depth, 22 in. Holds 144 records. Mahogany. Quartered Oak. Average weight, crated, 65 pounds. [When felt interior is desired, order No. 496F.]

ORDER NOW
to insure delivery

We are booking orders for

1917 Shipment

100 LOUD PLAYING



For Use on all DISC TALKING MACHINES

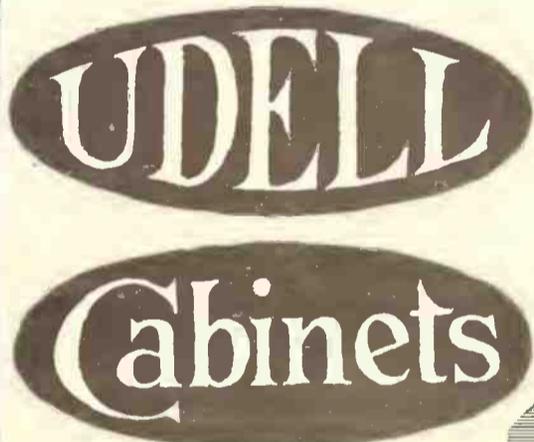
HIGHEST GRADE
EVER MADE

"The Needle they come back for and pay the price, 10c."

- | | |
|-------------|-------------|
| Extra Loud | Finest Tone |
| Loud Tone | Opera |
| Full Tone | Half Tone |
| Medium Tone | Musical |
| Soft Tone | and others |

Samples and prices upon request

NEW YORK DISC NEEDLE CO.
110 Worth Street
NEW YORK



Our Piece of News

We can't begin to "show" the Udell line of cabinets in this space.

BUT

We've just issued a GIGANTIC new catalogue with over seventy illustrations.

It will "show" you the host of different models we make for Victor Victrolas, Columbia Grafonolas, Pathé Pathephones, Aeolian Vocalions, Sonora, Empire, and other machines.

This Catalogue is written for YOU. 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.

Stewart

Phonograph

Dealers—There's an Unlimited Market for This Wonderful Instrument

Millions of people want the new and perfected Stewart Phonograph.

Beyond any question of a doubt it offers dealers the greatest money-making opportunity of the kind in the world.

It is just what everyone has been wishing for—a beautiful, practical phonograph that they could buy for a popular price. Everyone can afford to buy the Stewart Phonograph.

The retail price of \$6.50 places it easily within reach of every customer that comes into your store. Your market is as large as the population of your vicinity.

A big, comprehensive, national advertising campaign which started last month will bring you immediate sales.

The demand was already there. The market was ready and waiting. Our smashing two-page announcement in the Saturday Evening Post, October 14th, brought it to life with a jump.

Are you getting your share? If not, you had better hurry. The Stewart Phonograph is new—but not a novelty in the cheap sense of the word. It is a handsome, finished phonograph that will play—and play beautifully—any record on the market. Read the description on the opposite page.

Put the Stewart Phonograph on sale in your store. And do it now! Do it in time to get full benefit of our first big announcements. Do it before your nearest competitor takes the cream off your own legitimate market.

Write or wire us today for the extremely liberal proposition we are making to dealers. You will find it attractive and interesting.

Equipped with the Stewart Universal Reproducer

Plays records of any type, any make, any size, any price

Automatic Needle Stop, (prevents gouging records)

Stewart Instantaneous Time Control

Tone Arm and Sound Chamber Improvements greatly increase volume and tone quality of music

Improved Stewart Silent Motor



Stewart Phonograph

\$650

**A Marvel
at the Price**

Unlimited Production

The Stewart Phonograph is backed by the same men, the same brains, the same facilities that have developed and built up the Stewart-Warner Speedometer Corporation—the largest automobile accessory business in the world.

The production of Stewart Phonographs is now unlimited.

Our mechanical facilities and our manufacturing organization are unexcelled. Our daily production right now runs into the thousands.

That, and that alone, enables us to build such a phonograph to sell for so remarkable a price—and yet offer dealers an unusually generous profit.

We have the material, equipment and money to increase production to any amount. You know what that means to dealers.

In a very short time we expect to have over one million Stewart Phonographs in use in America alone.

Dealers, get busy!

Stewart Phonograph Corporation
2827 Lincoln Street Chicago, Ill.

Both in tone and appearance the Stewart Phonograph is one of the most finished and beautiful machines ever offered to the American public.

It is handsomely finished in that verde green so often used in high grade clocks, vases and other works of art. It will harmonize with the decorations of any room in any home.

The improvements on this new and greater Stewart Phonograph are numerous and important.

First, there is the universal reproducer, by means of which the Stewart instrument can play records of any type, make, size or price. This is a very important improvement and a big selling point. There are two types of phonograph records, known as the lateral cut record and the hill and dale record. The hill and dale record cannot be played on a phonograph designed for the lateral record, and vice versa. But with the Stewart universal reproducer you can play both kinds of records.

To play the lateral cut, the Stewart universal reproducer is turned to the right angle position, as shown in the illustration. To play the hill and dale record the reproducer is turned lateral or crossways with the tone arm.

The quality and tone of the music is unsurpassed. The tone volume—as well as the quality—has been greatly improved by means of the newly designed tone arm. An improvement in the sound chamber adds to the quality, tone and volume.

Another big improvement is the new motor, acknowledged to be the best designed motor in any popular priced phonograph. Its quietness and smoothness are astonishing. With a single winding you can play one twelve-inch or two ten-inch records.

A new stop, which works on the tone arm, stops the arm automatically when the piece is finished. This Stewart improvement prevents the needle from swinging across and gouging or ruining the records.

The new time control is an exclusive feature of the Stewart Phonograph. It is instantaneous. No fussing. The desired time is obtained immediately.

For beautiful appearance; for beautiful, accurate and life-like reproduction; for up-to-dateness and durability, this new Stewart Phonograph is superior to any other popular priced phonograph ever offered.

Do not overlook the wonderful business opportunity offered by this instrument. You will find it a fast seller—a money-maker in every sense of the word.

Communicate with us at once. Use the coupon below.

*The big factory in
which the Stewart
Phonograph
is made*



**Use This Coupon or
Send a Wire**

Stewart Phonograph Corp.
2857 N. Lincoln Street
Chicago, Illinois

Gentlemen:

I am interested in your dealer proposition. Please send me full particulars by return mail.

Name

Business

Street Address

City State

BUSINESS GROWING IN BALTIMORE

Same Old Story Regarding Sales Volume and Possible Shortage Causes Worry—Sales Staffs Being Increased—Good Reports—Other News

BALTIMORE, Md., November 10.—October proved to be a banner month with the talking machine dealers in Baltimore and had they been able to obtain all of the machines and records they required the business would have been so great that it would have probably set a mark for a long time to come.

Distributors of every line of talking machines are all in the same class as to the lack of machines to supply their trade. The Victor people are the hardest hit in this direction and the failure of some of the dealers to obtain more machines than they did in October of last year prevented business from showing increases that they would have made.

Besides the large regular monthly advertising by the Victor and Columbia and Edison companies various dealers throughout the city advertised their lines and there was also liberal advertising featuring the Aeolian-Vocalion.

The record situation improved somewhat toward the end of the month and the tremendous increase in the sale of records is what prevented many of the firms from showing a decrease in their sales. Another feature of the local business is the increased demand for the better grade of machines. Cash business is also one of the bright spots in the trading.

As the holiday season draws near the dealers no longer worry about the amount of business they will do, but just how they will be able to get sufficient machines to accommodate their customers. This despite the fact that many dealers have been able to get in a stock ahead to care as far as possible for the rush, which is sure to come.

W. C. Roberts, manager of E. F. Droop & Sons Co., distributor of the Victor goods, is more than pleased with the way business is coming in. As usual his only complaint is that he is short on a number of styles. This is particularly true of the \$75 and \$100 machines although there are several other styles he is having a great deal of difficulty in securing. Mr. Roberts recently visited the Victor factory and was successful in getting additional stock.

The business at the Droop house is growing in such leaps and bounds that the manager has found it necessary to put on additional men. This makes five more employes put on during the last two months. Mr. Roberts reports quite a demand for Victrolas in fancy woods and believes this has been brought about mainly because of the shortage in mahogany.

A. J. Heath, manager of the Columbia Graphophone Co., reports a phenomenal month's business in October. It was by far the greatest month's business Columbia ever did since its entrance into the field. Mr. Heath was very much gratified to receive a telegram from District Manager Eckart which stated: "Congratulations to you and yours on the wonderful showing last month."

Mr. Heath stated that business just goes ahead by leaps and bounds. The machines are coming in right along and while not as many arrive as they can use still they are able to keep their customers in high spirits. The record shipments improved during the month and there was a fine sale on the new records that have just appeared.

I. Son Cohen, of Cohen & Hughes, Victor distributors, says business manages to keep rushing ahead despite the shortage of goods. "If ever we are able to get all the machines we need," said Mr. Cohen, "our volume of business will be so great that the results would be hard to realize." During the month Mr. Cohen went weekly to New York and to Camden, N. J., visiting the Victor headquarters for the sole purpose of trying to get more machines. Before the end of the month Mr. Cohen expects their new establishment to be ready for occupancy.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, reports a big business in his

**THORPE ELECTRIC MOTORS**

FOR TALKING MACHINES (Operates on all currents)

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

line, but has the usual cry of not being able to obtain machines as fast as he could put them out. There has also been a shortage on records. Three new accounts are announced to handle the Pathé—P. Coyne & Sons, Baltimore; Salvoy Collieries, Kingston, Va., and the Newport News Furniture Co., Newport News, Va. A big shortage in \$25 and \$75 machines is one of Mr. Rosenstein's troubles.

H. R. Eisenbrandt Sons, Inc., Victor distributors, report their biggest shortage on \$75 and \$100 machines, which are having the biggest run. Business is good, but would be better if they could but get the machines.

The Sanders & Stayman Co., Inc., is having an exceptionally fine business in Vocalions. The

heaviest demand is for machines of \$200 and over. The firm also handles the Columbia line.

The talking machine department of the Mann Piano Co. is showing to wonderful advantage. While the department is but a few months old, the volume of Victor business has exceeded all expectations. Charles Stran, manager of the department announces that Miss Rose Armstrong and E. Ogilvie, formerly in the talking machine department of Stewart & Co., have joined their salesforce.

H. T. Kennedy, manager of the Victrola department of William Knabe & Co., reports a great increase in all lines of the business and says that most of the machines being purchased are of the higher price.

A Chance for Someone to Make a Retail Sensation

Picture your store with a great big sale of 6-inch single faced records—never retailed at less than 10 cents, at phenomenally low prices. Do you think it could pack your store to the doors?

And then consider this! I represent an international record manufacturer who has empowered me to clear his shelves of

150,000 VERTICAL CUT RECORDS

He has discontinued vertical cut records and wants the space they now occupy. He says, "Sell at anything they will bring."

The selection is admirable—representative of his complete catalogue. Every record perfect in all details.

I Will Sell All or Any Part and Put On Any Label Desired.

No Reasonable Offer Refused

Wire or write me and I will give you information complete. Speedy action essential.

**"CLEAN-UP"—Box X, Talking Machine World
373 FOURTH AVENUE
NEW YORK CITY**



Otto Heineman Phonograph Supply Co.

INCORPORATED

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



1917

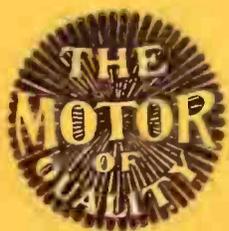
A Phonograph for Every Home

The demand for phonographs in 1917 will be larger than ever in history.

Make Your Contracts for Motors NOW

The situation in the raw material markets is becoming very serious, and may limit our production. We therefore suggest placing motor orders with us well ahead of time.

WE ARE AT YOUR SERVICE



Otto Heineman
President



ALL DEPARTMENTS UNDER ONE ROOF

Operaphone Manufacturing Corp. Move Recording and Electroplating Departments to Main Factory in Long Island City

The Operaphone Manufacturing Corp., manufacturers of Operaphone records, have moved their recording and electroplating laboratories to the commodious factory building occupied by the company in Long Island City. Having all the departments under one roof serves to facilitate production greatly, and makes for convenience generally. The company is steadily increasing its output of records to meet the growing demand, and is constantly improving its distributing facilities, in various sections of the country, through the addition of new wholesale and retail representatives. Several prominent concerns who have specialized on lower priced machines, particularly on a mail order basis, are featuring the Operaphone records in connection with those machines, which has had the effect of substantially increasing the demand.

DEVELOPING CHRISTMAS BUSINESS

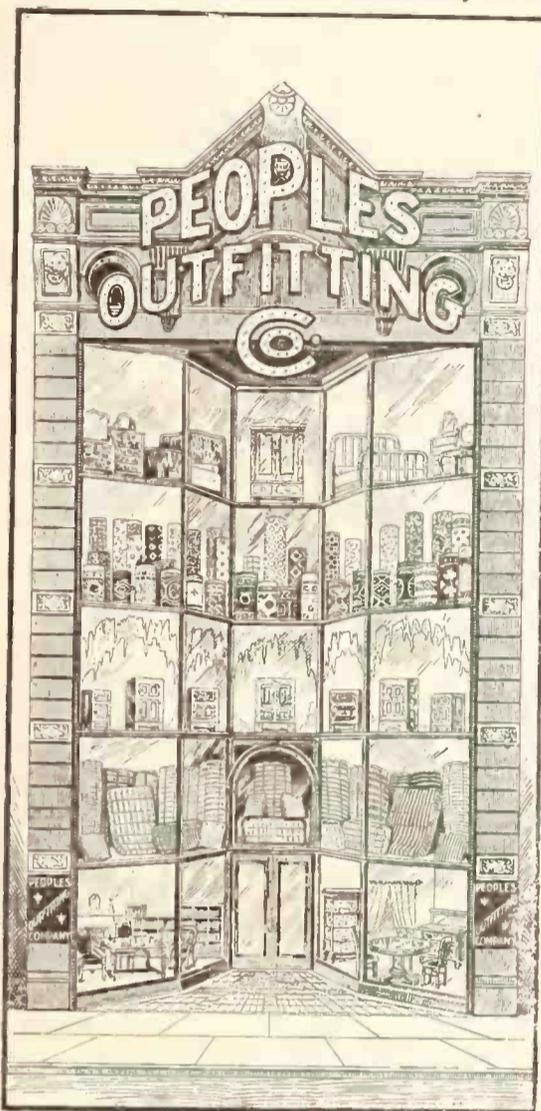
How the Talking Machine Department of the People's Outfitting Co., of Wilkes-Barre, Are Featuring the Pathé Phonograph Line

M. A. Oppenheim, manager of the People's Outfitting Co., Wilkes-Barre, Pa., was a caller this week at the executive offices of the Pathé Frères Phonograph Co., New York, spending some time in consultation with the officers of the company relative to his plans for a holiday campaign. Mr. Oppenheim outlined his ideas for developing Christmas business to Advertising Manager Bernat, of the Pathé Frères Co., who will give him every assistance in achieving his purposes.

The People's Outfitting Co. is one of the most successful retail institutions in Wilkes-Barre, and owes a great deal of its success to its energetic and progressive methods and policies. It

is planning to move into a new building in the near future, which will give it ample room for expansion.

The Pathé line is handled exclusively in the



Home of Pathé Agents in Wilkes-Barre company's talking machine department and an extensive advertising campaign has been instituted in behalf of these products. This cam-

paign has been productive of splendid results, and Mr. Oppenheim is exceedingly enthusiastic regarding the future of the Pathé line in his territory.

BIG HEINEMAN MOTOR SHIPMENTS

November 9 was a red-letter date for the Otto Heineman Phonograph Supply Co., for on this day, the actual shipments of Heineman motors from the company's plant at Elyria, O., reached the remarkable figure of 3,200, a record-breaking one-day total.

When it is considered that the Otto Heineman Phonograph Supply Co. has only been in the American market for the past two years, this figure is doubly impressive, as it indicates conclusively that the "Motor of Quality" has gained in this short space of time a premier position with talking machine manufacturers.

PUTNAM-PAGE CO.'S NEW QUARTERS

PEORIA, ILL., November 9.—The Putnam-Page Co., Victor distributors of this city, have just moved from 211 South Adams street, to 329 South Adams street, where they have much larger quarters, both for their wholesale and retail business. The retail department on the main floor has an attractive reception room, and a number of demonstration and machine booths. The booths are white enamel finished in light brown inside. One of the booths is entirely for the educational department. The wholesale stock occupies a floor by itself, and the new quarters are most attractive and splendidly arranged in every way.

SONORA AGENCY FOR McLEAN BROS.

DANBURY, CONN., November 6.—The McLean Bros. store has become a retail distributing agency for the Sonora phonograph, and a full shipment of machines has been received. The concern expects to push the Sonora line energetically in its territory.

**Talking Machine Built-up Stock
in all woods
For Complete Cabinets**



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

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

Send us your specifications for quotation

THE LOUISVILLE VENEER MILLS

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

LOUISVILLE, KY.

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

SERVICE SUPREMACY



A DEALERS SERVICE ROOM

Here's the culmination of the efforts of an organization—devoted exclusively to Wholesaling Victor Products.

You'll find here samples, specimens and forms of all the latest ideas used by the Best Victor Dealers in Sales, Systems, Advertising, Accounting and Collecting.

You'll find it profitable to use many of these ideas in your business—come in—discuss the problems of your store with our Service and Efficiency Department. You'll be interested, too, in learning how other dealers handle the proposition of records on approval, the interest question, the matter of terms on deferred payments, and other questions of policy.

Come in—we'll be glad to see you.

Chicago Talking Machine Company

Victor Distributors

Wholesale Only

12 North Michigan Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., November 9.—The situation does not greatly differ from that of preceding months. October was a record-breaker with local jobbers in point of shipments, and November bids fair to follow suit, and yet the shortage, relatively speaking, is as great as ever. The demand for records has been immense, and dealers generally are evidently pushing this branch of the business as never before.

Locally, the retail departments as well as stores report sales both of machines and records steadily increasing as the season advances. October was a good month and ahead of last year, but the volume of business in November, from present indications, will exceed it.

Lyon & Healy's Big November

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is again in the East in the interests of the National Talking Machine Jobbers' Association, of which he is secretary, together with representatives of the leading talking machine manufacturers, at a meeting of the official classification committee. The talking machine men are opposing a new proposition by the roads to raise the classification on talking machines from third to second class. They are also arguing in favor of a reduction in the minimum weight of carloads from 24,000 to 16,000 pounds.

J. B. Ryder, assistant to Mr. Wiswell, said that November was an exceptional month in point of shipments in spite of the shortage on some models of machines.

"Our record sales are simply enormous," said he, "the dealers responding to the arguments we have been making continually through letters, and our salesmen as to the advantage of making a special effort on the record proposition."

Lyon & Healy are having a remarkable demand for their latest poster on the Victrola for Christmas, one of the most attractive of the remarkable Victor posters they have issued from time to time. It is a twenty-four-sheet poster, nine feet in height, twenty feet in length, printed in four colors, and is a most artistic production in every respect.

Lyon & Healy are now ready to furnish their trade with a set of attractive highly polished mahogany frames for special decorative window display cards on Victor goods, four of

which are issued each month. There are two single frames and one containing two cards. These cards have proven efficient business builders for the dealers, and they will welcome the opportunity to show them in a still more attractive manner than heretofore.

Columbia Business Soaring

C. F. Baer, local manager of the Columbia Graphophone Co., is one of the busiest men in the entire Columbia institution, judging from appearances as witnessed this week. Clattering typewriters and continuous 'phone ringing joined with hustling clerks and worrying visiting dealers in taking care of the big orders and the question of securing sufficient goods to fill them.

"October was the biggest month this office ever had," said Mr. Baer. "It beat October of last year by 97 per cent., and also beat September of this year—a busy month—by 20 per cent. Every class of machines and records is enjoying a big call, and as for the electric machines, we simply cannot get enough of them. My principal trouble is keeping the dealers satisfied, and this is quite a job when you realize the amount of goods that they are demanding."

Some of the new dealers who are realizing how busy the talking machine industry can be at this season of the year, and the Columbia business in particular, are the Austin Talking Machine Shop, 238 Chicago avenue, Chicago; Geo. E. Taylor, Genoa Junction, Wis., and Geo. Brand & Sons, Bloomington, Ill.

Six Best Sellers

The six best sellers in the Victor list the past month were, "Cradle Song, 1915," sung by John McCormack; "There's a Little Bit of Bad in Every Good Little Girl," "Saxophone Sobs," "On the Beach at Waikiki," "Sweet Genevieve" and "Sing Me to Sleep."

The Columbia Co.'s six best sellers included: "Aida-Celeste Aida," "La Boheme-Che Gelida Manina," "L'Africana—O Paradiso!" "I Puritani—A to O Cara," all sung by Lazaro; "Parla Waltz," and "Lo, Here the Gentle Lark," and "Carmen—Two Spanish Dances" and "Sleeping Beauty Waltz," played by the Chicago Symphony Orchestra.

The six best Edison sellers for the month as reported by the Edison Shop are: "San San Soo-Hip, Hip, Hooray," "Little Cotton Dolly,"

"Vissi D'Arte," "Monologo," by Verdi; "Home to Our Mountains—Il Trovatore."

H. K. O'Neil, manager of the State Street Pathephone Shop, gives as his best sellers for the past month: "I Pagliacci," "Out of the Cradle Into My Heart," "Aloha Oe," "I Ain't Got Nobody," "Serenade" and "On the South Sea Isle."

Wurlitzer Increases Sales Force

Fred. A. Sieman, manager of the talking machine department of the Wurlitzer Co., states that, owing to the increased volume of business being done by the retail department, they have materially added to the sales force. He reports a special demand for the \$150 and \$200 styles of Victrolas. Because of the recitals given here by McCormack and Gluck, there has been a large call for records by these artists. Mr. McCormack's "Cradle Song" has proven one of the best sellers of the month. Other best sellers at the Wurlitzer rooms are, "On the Beach at Waikiki," "There's a Little Bit of Bad in Every Good Little Girl," "Walking the Dog," a saxophone record, and Pietro Diero's "Poet and Peasant."

L. F. Noble, assistant manager of the wholesale talking machine department of Wurlitzer's, is equally optimistic in his reports concerning shipments made to dealers, and emphasizes the fact that the \$350 styles of electric Victrolas are selling as never before.

New Brunswick Dealers

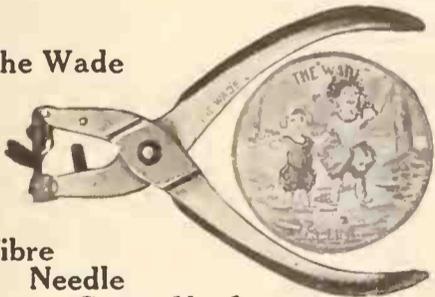
The Brunswick-Balke-Collender Co. are getting rapidly lined up through the country with a most desirable class of dealers who are pushing vigorously the Brunswick phonographs in connection with the Pathé records, for which the company is a distributor.

The national advertising campaign which was started with an imposing double page spread in the Saturday Evening Post of October 28, will be followed up with frequent pages in that medium, and other periodicals will be used extensively after the first of the year. Through various sources the company have already received a large number of inquiries, which are being turned over to their dealers.

The company has also established a dealers' advertising service department in charge of H. E. Nelson. An especially desirable class of newspaper advertising copy will be furnished the dealers through this department, together with dealers' helps of various kinds, including attractive booklets, direct mailing literature of

(Continued on page 75)

The Wade



Fibre Needle Cutter No. 1

Price \$1.50

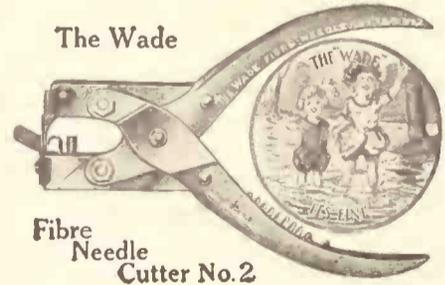
Wade & Wade Products

FOR THE

Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

The Wade



Fibre Needle Cutter No. 2

Price \$2.00

Wade & Wade

manufacture a fine lubricant oil for talking machines, a grease to eliminate the noise in gears, a spring barrel lubricant to stop the jumping of springs and a polish for cabinets.

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.

It is made of the finest Swedish tool steel by expert mechanics.

There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE

3807 Lake Park Ave.

CHICAGO, ILL.

Everything Known in Music

ORGANIZATION WINS!

Efficiency the short road to Supremacy!

Have you called for the co-operation of the Lyon
& Healy Efficiency Expert?

*This Service is free to Victor Record and Victrola
dealers. Write, and find out if your territory
is covered!*

Efficiency will add nothing to your cost, but *will
increase your sales and percentage of profit.*

This efficiency department is only one branch of
our Victor Business.

WRITE TODAY!

*Do not overlook the advantages of purchasing
all of your musical supplies from one house. It
means one shipment, one bill, one freight charge*

LYON & HEALY

VICTROLA DISTRIBUTORS

Wabash Ave. and Jackson Blvd., CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 73)

various kinds, form letters, etc. The department is already prepared to furnish Brunswick dealers with motion picture films for use in their local theatres. This film has already been shown in a number of theatres in Chicago, and has proven very effective. It shows a young woman demonstrating the Brunswick phonograph and shows her changing the sound boxes for playing the different kinds of records.

Will H. Davenport, sales manager for the Brunswick phonograph department, reports that among the important Middle Western dealers just established are the following: Hayden Bros., Omaha, Neb.; Boutell Bros., Minneapolis, Minn.; Field-Lippin Piano Stores Co., and the May-Stein Co., of St. Louis, Mo.; C. E. Armstrong & Sons, Clinton, Ia.; Davison Bros. Hardware Co., Centerville, Ia.; Renier Music House, Dubuque, Ia.; L. Ginsberg's Furniture Co., Des Moines, Ia.; George B. Deyen, Bellevue, Ia.; Jacobs Novelty Co., Stevens Point, Wis.; C. S. Daniels, Wichita, Kan.; Lethin Bros., Moline, Ill.; Herman Hamm, Cleveland, O.; Mayer-Marks Co., Cleveland, O.; Olof Olson, Muskegon, Mich., and J. W. Olds, Winfield, Kan.

In Chicago the Brunswick Phonograph Shop at 19 East Jackson boulevard, is doing an excellent business, and is advertising vigorously in the dailies.

The Spiegel's House Furnishing Co. is handling the Brunswick line at its main store at 127 South Wabash avenue, and at the company's four branch stores.

Albert N. Bensinger has opened a Brunswick Phonograph Shop at 113 East Fifty-fifth street. It is exquisitely furnished, has two demonstration booths in white enamel, and the wall decorations and tapestries are in light blue. The store is already doing a good business in that locality.

C. C. Briggs, formerly Iowa representative for the Edison Co., has been added to the Brunswick traveling staff, and will cover Iowa and Nebraska, making his headquarters in Des Moines.

Heinemann Co. Enlarges Quarters

The Otto Heinemann Phonograph Supply Co. have added to their local offices at 19 West Jackson boulevard and have increased their force. Mr. Ribolla, manager of the Chicago office, states that the business has increased enormously within the past few weeks and months. A large stockroom has been added adjoining the office rooms, and now a large

stock is being carried. Mr. Ribolla says that the great increase in business has necessitated more than doubling the former force of employes. W. C. Pilgrim, recently appointed assistant sales manager of the Central West division, expresses his satisfaction with the new work.

Three Talking Machine Dealers Move

Another result of the excellent business conditions in the talking machine trade is to be seen in the recent removal of three local dealers to larger quarters. All three of the companies are located outside of the loop and unite in affirming the business of the present year to be the best in the history of the talking machine trade.

The Boller Piano Co., formerly located at 2164 Milwaukee avenue and now at 2385 Milwaukee avenue, has an increased number of booths at its new store and finds the talking machine department of its business steadily developing. Its only complaint is the shortage of machines. At present its warehouse is empty. The Boller Piano Co. handles the Victor line.

The Central Piano Co., of which Ray Healy is president, has removed to 204 South Wabash avenue and is doing a large volume of business. This concern has also opened up a small branch store on Adams street in a part of the old Lyon & Healy Building. It handles the Columbia.

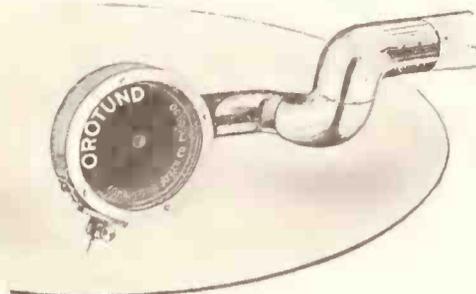
The A. G. Dundore Piano Co. is removing from 1914 Irving Park boulevard to 3940-42 Lincoln avenue. The new quarters are located upon a busy corner at the intersection of Irving Park boulevard and Lincoln avenue. Mr. Dundore states that the month of October was the greatest in the history of the company. The A. G. Dundore Piano Co. handles the Sonora and Magnola talking machines.

George B. Dow, who is moving from 352 West Sixty-third street to a new double store at 336-338 West Sixty-third street, will in the future handle talking machines. No announcement has been made yet regarding the line of machines that he will carry.

McCormack Adds Old Violin to His Collection

John McCormack, the famous tenor, was recently in Chicago and while here purchased a rare old violin, a Joseph Guarnerius Del Gesu dated 1724. The instrument is one of the finest specimens of this great maker's work in existence, and was bought from Lyon & Healy for \$18,000. Mr. McCormack gave a recital while in the city at the Auditorium Theatre. Seats

"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.

for the entertainment were sold a week in advance. There was also a noticeable increase in the sale of McCormack records caused by the tenor's visit.

Grafonola Shop Has Attractive Display

In the window of the Grafonola Shop on Michigan boulevard appears this month an attractive display of Columbia records. Surrounding one of the larger styles of Columbia Grafonolas



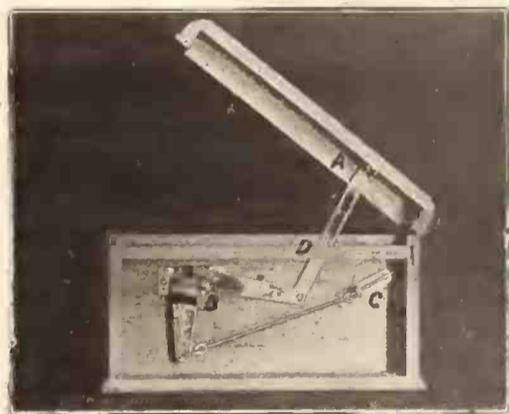
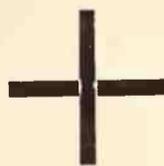
Attractive Columbia Window

are pictures of operatic stars contributing to the Columbia library. From each of these a white ribbon extends to the records of the artists that are displayed beneath. At the left of the window Lazzaro, the famous Spanish tenor, is specially featured in a separate display, four of his principal records being shown. Among the twenty other artists featured in the window are Mary Garden, Lillian Nordica, Emmy Destinn, Olive Fremstad, Slezak, Zenatello and Ysaye. Manager A. T. Boland, in preparing the display, used colored prints from the Columbia Co.'s publicity department. The border draping at the top of the window is especially worthy of note, giving as it does, a luxurious atmosphere to the entire display.

Empire's New Advertising Matter

The Empire Talking Machine Co. has just issued a new catalog for dealers, together with a folder containing six full-sized advertisements for use in dealers' local newspaper campaigns, and a small booklet entitled "Dorothy Decides," for distribution amongst prospective Empire customers. The catalog contains twenty pages of interesting reading matter and illustrations colored in mahogany of the various Empire styles. A brief introduction at the front of the book is signed by John Steinmetz, president of the concern, which effectively puts before the dealer the policy of the Empire organization. "Dorothy Decides" is an interesting short story featuring the tribulations of a family who have long done without a phonograph and who, after a period of doubt and hesitation finally decide upon the purchase of an Empire. The six advertisements for use in local newspaper campaigns have been prepared by advertising experts and emphasize the advantages of the talking machine in the home.

(Continued on page 77)



The cover without a catch.
 The cover that needs no catch.

AN ABSOLUTE ESSENTIAL

To the manufacturer who is talking quality. It provides salesmen with an unanswerable argument, "There is no 'just as good.'"

The Chicago Hinged Cover Support and Balance

perfects perfection. A deft touch upwards and the cover stays open—noiseless—mechanically perfect. Of vital importance in a demonstration.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

144 South Wabash Avenue, Chicago

This double spread appeared in the Saturday Evening Post Oct. 28th

ALL PHONOGRAPHS IN ONE
Such is the Brunswick—
Now Introduced by Its Own Name

THE House of Brunswick presents to the American people a final type phonograph—a composite model in which are found all the desirable present-day features, plus.

Up to now, it has been the custom for each phonograph to have its own individual refinements. Some had two or three—maybe four valued features—but none had them all. The Brunswick phonograph is frankly a combination of all wanted perfections. Thus new levels in the phonographic art are attained. We owe this idea to music lovers themselves, who by their preferences have shown what ideas please most. Their commands have made the Brunswick a Phonograph that plays all records.

Now Come New Delights

Our experts and designers made a scientific study of all the finest phonographs of Europe and America, appearing all current improvements.

Our new motor, based on the work of all different attempts, among various models, is the most perfect, what is the most perfect? It has been made—none but the best of it. It is not only the most perfect, but it is also the most perfect in sound. At the very beginning we decided that a unit motor is not only the most perfect, but it is also the most perfect in sound.

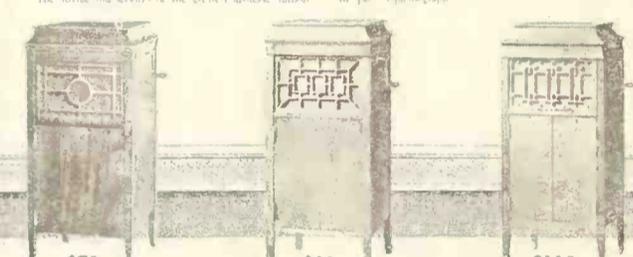
Our experts and designers did not stop at that. Some of the most perfect records in the world are not only the most perfect, but they are also the most perfect in sound. At the very beginning we decided that a unit motor is not only the most perfect, but it is also the most perfect in sound.

ADVANCED ACOUSTIC IDEAS

In the Brunswick we do not stop at that. Some of the most perfect records in the world are not only the most perfect, but they are also the most perfect in sound. At the very beginning we decided that a unit motor is not only the most perfect, but it is also the most perfect in sound.

ALWAYS PLUS

Our experts and designers did not stop at that. Some of the most perfect records in the world are not only the most perfect, but they are also the most perfect in sound. At the very beginning we decided that a unit motor is not only the most perfect, but it is also the most perfect in sound.



\$70 \$90 \$110

An International Alliance
Between the Brunswick Phonograph and Pathe Records

AFTER the complete investigation made in Europe, an arrangement was made between the House of Brunswick and Pathe Records Phonograph Company. Now Pathe records may be had at all Brunswick studios and dealers.

The Pathe Library is perhaps the largest musical collection the world has ever known. All Pathe Records have numbers on both sides. We now introduce many of Europe's celebrated artists never before heard in America.

A MUSICAL TREAT AWAITS YOU

Music, a knowledge of the world's greatest love songs, a wonderful voice, Anna Fitze, the beautiful young American Prima Donna, who won such an unusual success at the Metropolitan Opera House, Detroit, marvelous harmonic fancies in the role of Boris Godunov, Thomas Edin, singer of sweet Irish songs, Lita Co. Abasco, Anson—de Gomez—Gallego—Journes—Olive—Tina Rollon—Stark—Olive—Wells—are only a small part of the world's famous talent heard at this hour in Pathe Discs.

But remember that not only Pathe Discs, but any record may be played on the Brunswick.

As a result, come an improved automatic stop, an improved motor, a simplified tuning system, plus other unique characteristics. Brunswick musicians had the world to choose from and were able to improve upon or discard all features.

Where several ideas were available the best was chosen, regardless of cost. They knew that until a masterpiece was perfected it could not bear the name of Brunswick. They knew that when it was ready to announce it would be the last word with phonographs.

FOR YEARS THE MASTER CRAFTSMEN

Long ago the leading phonograph companies joined in the House of Brunswick for their services. They are still being utilized in the work for ever more.

From grandfather to father and son he passed the art of manufacturing according to Brunswick's plan. Some credit

secret finishing processes. Other have acquired from their kind others the delicacies of wood carving.

For years American industries have graciously granted Brunswick's top place as a cabinet maker.

New the House of Brunswick comes to you with its own name, with its wonderful cabinets in many fine wood—gives of craftsmanship, in different sizes, finishes and prices. We would they have been credited to others.

HOW YOU PROFIT

With our foresight you plan and our \$11,000,000 worth of resources, we are able to give you extra value—extra experience not found elsewhere. They, we believe, will attract all who want the best at the greatest price and in the best care at considerably less.

During this introductory period we want everybody to have the Brunswick Phonograph and become acquainted with its capabilities. We invite you to the nearest Brunswick Studio, where you may ask the Director to play any records you please. And ask him to show you just how we have combined all phonographs in one. These studios are located in the fifty-four largest cities. In other cities you may obtain the same service from Brunswick dealers.

Write today for our beautiful, illustrated catalog and the address of the nearest place where you may see and hear the Brunswick Phonograph.

THE BRUNSWICK-BALKE-COLLENDER CO
Main Office: 623-633 S. Wabash Ave., Chicago
Branches in 24 Cities in the United States and Canada

OPPORTUNITIES FOR DEALERS

The Brunswick Phonograph and Pathe Records are the most complete and up-to-date phonograph system ever devised. They are the most perfect in sound, the most perfect in appearance, and the most perfect in construction. They are the most perfect in every way. They are the most perfect in every way. They are the most perfect in every way.



\$125 \$150 \$175

A PHONOGRAPH SENSATION— SUCH IS THE BRUNSWICK

The two-page announcement above appeared in the Saturday Evening Post October 28. It heralded a new day in the talking machine world. The trade read it with surprise and interest—then responded!

To thousands of American homes it opened a new and broader field of music. To music lovers everywhere it announced new artistic standards. The day after the publication of this announcement advertisement the House of Brunswick felt its effect. We knew that this super-phonograph would create a sensation, yet we hardly dared to hope for such an immediate and extensive response.

Eager Interest

This came from two sources. First, from music lovers themselves, the actual purchasers of machines. They wanted to know more about this master phonograph and where it might be heard and obtained locally. Second, from people and concerns wishing to handle the Brunswick phonograph.

From both we realized that our work of years was appreciated and that the Brunswick was destined to become a leader.

The House of Brunswick is not new in the phonograph world. Its executives and craftsmen are not unfamiliar with phonograph requirements.

For years this organization has been manufacturing the finer cabinets for the leading concerns. But the credit for Brunswick cabinets has gone to others.

Now we give our master production our own name, having spent much time and money in perfecting the mechanism.

New Day Perfections

A great European genius designed and is now building our extra-capacity motors.

Acoustic experts were engaged to study the sound chambers and give the Brunswick a perfect one, built like a Cremona.

Other inventors gave the Brunswick its remarkable tone modifier, its accurately timed automatic stop, and other improvements and extras.

Brunswick officials specified that this new phonograph must be a combination of all the better machines.

The Brunswick plays all records. In other words, it is not limited to one make of records, as is the usual practice.

An International Alliance

Then we went still further. Through an arrangement with Pathé, every Brunswick dealer may now distribute Pathé records, Europe's favorites.

This opens up to all American homes the largest musical library the world has ever known.

With the Brunswick we furnish a special Pathé sound box and sapphire ball. Also the needles required for other records, such as the jewel point, steel, etc.

We believe sincerely that the Brunswick offers to dealers an unbeatable proposition, on which larger-than-usual profits may be made.

We have been very particular in arranging our dealer policy. We feel sure that as fast as it is known, men will say that it is most liberal.

Under the Rightful Name

We save thousands of dollars in manufacturing and selling costs. Workmen already trained in making phonograph cabinets save us money. Few concerns make their own cabinets. Our distribution system and sales force is already organized throughout the United States, handling our complete line.

So in these and other ways our economies mean more money for you—and less cost for the purchaser, an attraction.

Throughout the United States and Canada there are opportunities for progressive dealers to become local representatives of the House of Brunswick.

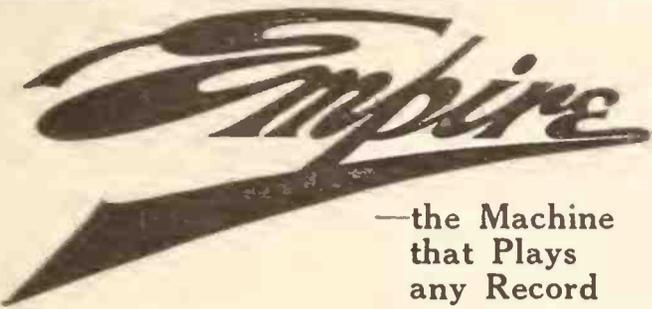
We Predict A Stampede

Our national advertising campaign in magazines and newspapers is just starting. We mean to make the Brunswick phonograph a tremendous success.

If you are interested in joining us, we have a tempting proposition. Write today for particulars. First come, first served.

Brunswick-Balke-Collender Co.

Dept. 208 623-633 S. WABASH AVE., CHICAGO



—the Machine
that Plays
any Record

You Have No Competiton
When You Sell the
Empire—Because

The EMPIRE wins at every point in direct comparison with every other standard machine.

The EMPIRE Plays any record.

The EMPIRE is equipped with a Tone Modifier.

The EMPIRE is equipped with the Perfect Automatic Stop.

The EMPIRE Tonal quality is superior.

The EMPIRE Covers have a "support without a catch."

The EMPIRE designs are original and artistic.

The EMPIRE is head and shoulders above them all in workmanship and finish.

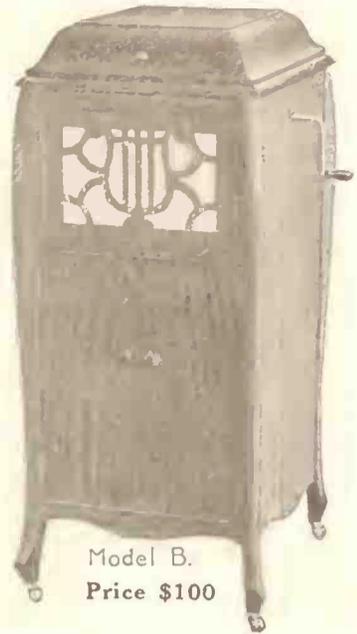
Write at once for the new EMPIRE Catalog, and particulars of our proposition and sales-winning dealer helps. No obligation, and you will not be fair to yourself if you remain without these facts.

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

Some Valuable Jobbing Territory Still Open.

429 S. Wabash Avenue, CHICAGO, ILL.



Model B.
Price \$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

Kennedy Furniture Co.'s New Store

The Kennedy Furniture Co., of which E. W. Richards is manager of the talking machine department, has recently opened a branch store at 1968 Milwaukee avenue. In its new store the Kennedy Co. has placed strong emphasis on the talking machine department of the busi-



Kennedy Co.'s Window Display

ness. The accompanying photograph shows a window display, arranged by James Keevil, manager of the branch store, which has been productive of results. The scattering of a few autumn leaves about the floor adds to the color scheme of the window and indicates a thorough knowledge of harmony in window display. The Kennedy Furniture Co. handles the Columbia phonographs and records. A large proportion of the customers are foreigners or of foreign extraction, and a good business in foreign records and in the more expensive types of machines is reported.

Emerson Records Finding Ready Sale

The present prosperity that is resulting in the increased sale of very high-priced talking machines and records is likewise helping the cheaper articles. F. W. Clement, manager of the Chicago office of the Emerson Phonograph Co., reports a greatly increased demand for their 25-cent double disc records. The present difficulty, says Mr. Clement, is not in getting sales, but in obtaining materials and records to supply the orders that are flowing in.

Crescent Sales Co. Establish New Agencies

William R. Everett, Chicago manager of the Crescent Sales Co., states that ten new Crescent talking machine agencies have been established

in and about Chicago. Six of these are located inside of the city and four outside. Mr. Everett is contemplating a change of quarters, as the present ones are too small to effectively handle the business that is being done. Especially is the talking machine parts business booming. Mr. Everett complains of a growing scarcity of suitable mica for diaphragms, and predicts that before long prices on this item will go sky-high.

New Straube Store at Hammond

The Straube Piano Co. will, a fortnight hence, move into their new retail store at Hammond, Ind., where their factory is located. The new warerooms will be located in a fine new structure to be known as the Straube Building. On the first floor there will be a reception room and the talking machine department, with five booths devoted to Victor and Edison goods. An electric elevator will carry customers to the second floor, which is devoted entirely to the piano department. There are four private piano and player demonstration rooms and a large recital hall, which can be converted into a general sales room when not in use for concert purposes. President E. R. Jacobson, of the company, is very enthusiastic regarding the beauty and perfect equipment of the new store, which he is quite certain is one of the most beautiful establishments for a town the size of Hammond in the West.

How Credit Makes a Difference in Delivery

"A common fallacy which has played the dickens with many talking machine dealers," says Jeffery B. Schiff, secretary of the Vitanola Talking Machine Co., "is the policy of the dealer who is slow and shiftless in his credit obligations."

The demand for talking machines has been so great in the past year that hardly a talking machine manufacturer has been able to keep up with the vast amount of orders that have been pouring in upon him. They have built addition after addition to their already large plants, and added 50 to 100 per cent. more help and still have been unable to achieve the necessary output. Therefore, there has been but one path to follow, which leads to best results. This has put the manufacturers in closer touch with their accounts. They have gone over their books, showing partiality to their customers that have met their obligations on or before maturity.

At this time the dealers who have been "on the square" with the manufacturers, and have met their obligations properly, should be given preference in shipments. The slow, indifferent dealer that says, in reference to meeting an obligation, "Oh, they can wait!" should wait for his goods.

Increases Magnola Capacity

The Magnola Talking Machine Co., which is a subsidiary of the M. Schulz Co., will soon be in a position to greatly increase their output, an imperative necessity in view of the favorable reception given the Magnola talking machine. The additional two stories being built

on to the main Schulz plant, which will be devoted exclusively to the finishing departments of the Magnola talking machines, will be equipped and in operation in the course of a few days. Not only is the Magnola distinctive because of its original tone chamber and artistic case designs, but in a short time, President Otto Schulz announces, they will be equipped with a special record filing system, which will render them especially desirable from this viewpoint.

Miller's Withdraws From Business

Miller's, which has been one of the principal talking machine shops of the South Side for the past several years, has been withdrawn. Mr. Miller has joined the sales force of the Mandel Manufacturing Co. The business, which was located at 1223 East Sixty-third street, was discontinued about November 1, and part of the assets of the concern were bought by the Woodlawn Phonograph Co., located at 1314 East Sixty-third street. The latter concern was established by R. R. Rundell and his associates about two months ago.

New Mandel Bros. Department Busy

Mandel Bros. department store, which recently opened a new department on the ninth floor for handling phonographs and records, is at present enjoying an exceptionally good business. (Continued on page 79)

**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



MANUFACTURERS OF

**Turntable
Felts**

Our extensive stock and specially designed machinery enable us to offer you

**Quality-Service
Price**

We also want to quote you on
**Felt and Rubber
Bumpers**

May we submit estimates on your requirements?

THE WIDNEY CO.
316 S. Jefferson St. CHICAGO, ILL.

Are There Any Live Wires in the Phonograph Business? Do You Know a Good Thing When You See It? Would You Be Interested?

in a real good automatic stop that works every shot on every kind of machine and on every kind of record?

I am not going to sell this stop to every Tom, Dick and Harry. I want people that are able to buy in quantities. I know a good thing when I see it and I have the exclusive sale for the best and only good automatic stop that was ever put on the market, bar none.

If you want a cracker-jack talking point and one that makes good, drop me a line.

You won't have to make excuses when you use this stop. I have had experience with others, I know.

The price is *small*. The value is big.

If you are not rated, please do not write me, as I have no time for pikers. Are you going to get this good thing or are you going to let your competitors beat you to it? It is known as the "Sure-Stop" Automatic Brake.

In writing state how many you can use a year.

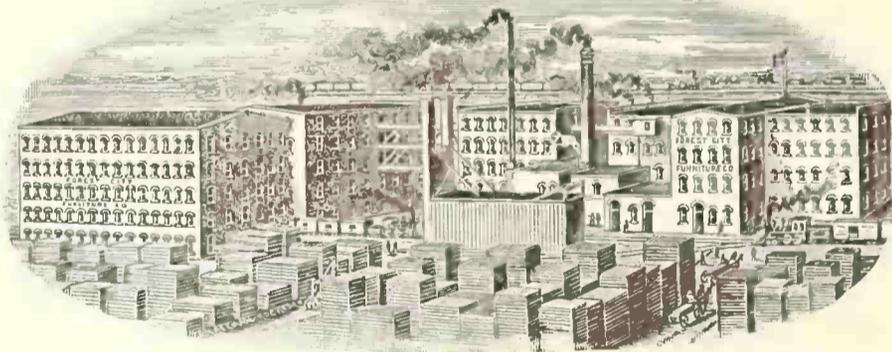
Better write today before the output is all sold.

United Phonograph Parts Company

HENRY T. SCHIFF, President

ROCKFORD

ILLINOIS



ANNOUNCEMENT

H. T. SCHIFF, formerly president of the Vitanola Talking Machine Co., has accepted the management of the Forest City Furniture Company, of Rockford, Illinois.

It is the intention of the Forest City Furniture Company to manufacture a complete line of the very highest grade phonographs. Also record and player roll cabinets—novelties in the phonograph line, etc.

Watch this space in the near future. I have some wonderful propositions in the phonograph line. Entirely different from anything ever shown.

We are in the market for motors, tone arms, sound boxes and phonograph hardware and everything pertaining to the phonograph business. Anyone interested in the above kindly send samples and lowest prices in first letter. We buy quantities.

Address all correspondence to the

FOREST CITY FURNITURE CO.

HENRY T. SCHIFF, President

ROCKFORD, ILLINOIS

Chicago Office: 3248 W. 16th St.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

ness. Miss Peters, manager of the phonograph department, who has had considerable experience in the talking machine business, and who's last connection was with Hillman's department store, states that, although in existence but a few months, the phonograph department is already commencing to feel the general shortage of machines. She reports a lively demand for the new Mandel phonograph. Mandel Bros. handle the complete Columbia line of machines and records, and in addition carry the Mandel and Stewart talking machines.

Melophone Office Reports Good Business

Louis M. Heymann, who a short time ago, opened a Chicago office for the Melophone Co., at 1216 Heyworth Building, reports an excellent business, and predicts that the remaining months of 1916 will be record-breakers. Mr. Heymann is satisfied that Chicago will prove a fertile field for the handlers of the Melophone line.

Early Orders Get the Goods

Wade & Wade, manufacturers of Wade fibre needle cutters, in a letter to their trade urged the placing of orders immediately to meet the holiday demands. The firm state that they are doing all they possibly can to give the customers the promptest deliveries that conditions will permit, and urge that their friends cooperate with them to the extent of anticipating their requirements, and thus avoid delay and possible disappointment.

A \$200,000 Incorporation

The Fort Dearborn Music Co., of Chicago, has been organized with a capital stock of \$200,000. The organizers are Ephraim J. Garrett, Clarence T. Edwards and Thomas Makierman, according to the papers filed with the Secretary of State of Illinois. No information seems to be available as to whether this company will engage in the manufacture of talking machines or not.

Cable-Nelson Store Enjoys Good Business

The retail store of the Cable-Nelson Piano

Co., located at 959 Milwaukee avenue, is doing a very good business according to T. M. Harris, the newly appointed manager, who comes from St. Louis, and has had considerable experience in the talking machine field. The Pathé line is being handled. Five large demonstration booths have been built for that department.

Open New "Talking Machine Shop"

The Talking Machine Shop, which has been conducted by G. W. and C. L. Davidson for the past several years on the fourth floor of the Steger Building, is now established at 234 South Wabash avenue, in the heart of Piano Row, where it occupies an entire four-story building. The first and second rooms are used for showrooms, demonstration booths and record libraries; the third floor is devoted to stock and office rooms, and the fourth contains stock rooms and repair shops. The basement, also, is used for storage purposes. In the front

are fourteen of the latter, stretching back towards the rear of the store, all well-sized, well finished compartments. The reception rooms and the demonstration booths are decorated with panelwork in ivory and a delicate pink. A special ventilating system has been installed in the building which provides fresh air at all times for the occupants. A large shaft leads



Second Floor of New "Talking Machine Shop" the air from the roof, through heating devices that warm it and distribute it about the building. The show window of the Talking Machine Shop is commodious and very well arranged. A number of late Victor records are displayed to good advantage, together with two of the more expensive Victrolas. The exterior of the building is now being repainted. The passerby upon the street is greeted by a large colored electric sign stretching far out above the sidewalk and bearing the legend "Victrolas" in large letters. The Talking Machine Shop has an efficient sales force of young men and women, experienced in the business. There are thirty employes in the building. The Davidsons, it will be remembered, were among the first to introduce the personal service idea into the selling of talking machines.

Open Talking Machine Department

The new retail Victor talking machine department, of the Cable Piano Co., was opened (Continued on page 81)



Reception Room, First Floor, Showing Demonstration Booths

of the building upon the first and second floors are spacious reception rooms, where customers can make themselves at ease and examine the various styles of Victrolas that are placed about the rooms. Directly off the two reception rooms are the demonstration booths. There

And the Tone DOES Come Right Out



Watching the Music Come Out

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.	Volume of tone controllable at will.
Plays <i>all</i> makes of records without extra attachments.	Best designed, best looking, best finished cases.

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.
That's what you will say, too, when you first hear *Magnola Tone*.

LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

Magnola Talking Machine Company
OTTO SCHULZ, President 711 MILWAUKEE AVENUE, CHICAGO

Easy Sales and 100% Profit

on the MANDEL Line

Dealers—here's your opportunity to connect up with the livest phonograph proposition on the market to-day. Get this straight.

WE CONTEND

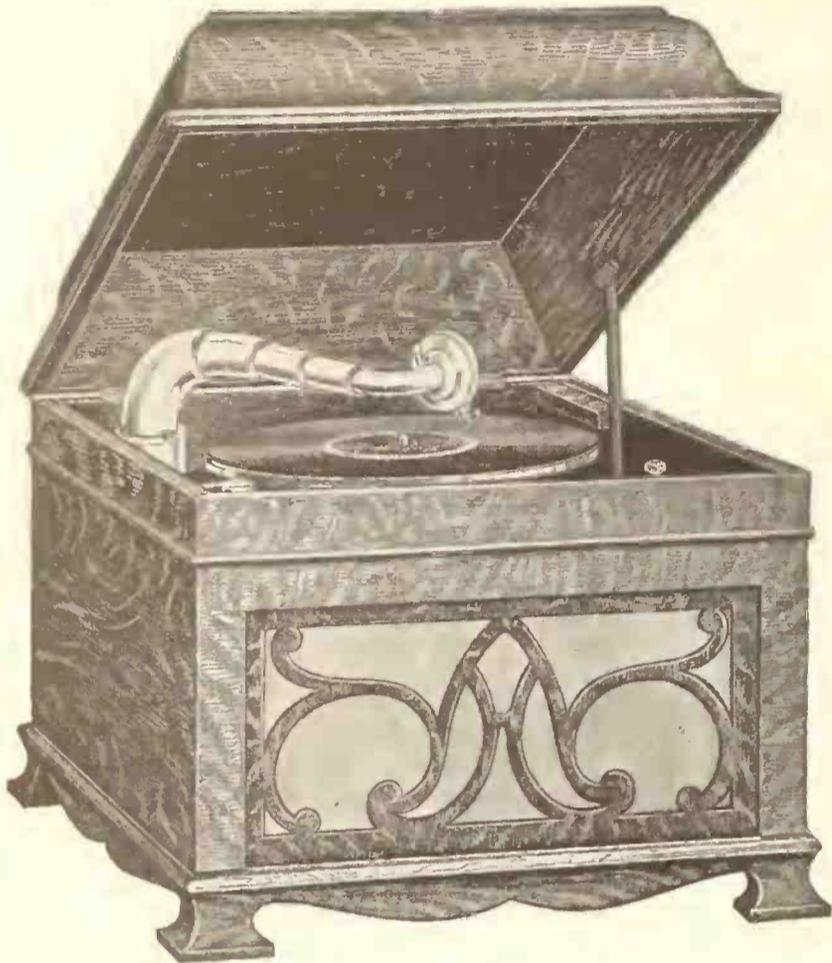
- 1st—We've got competition beaten on quality.
- 2nd—Our goods sell for half the price of others.
- 3rd—You make 100% on each sale.

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.

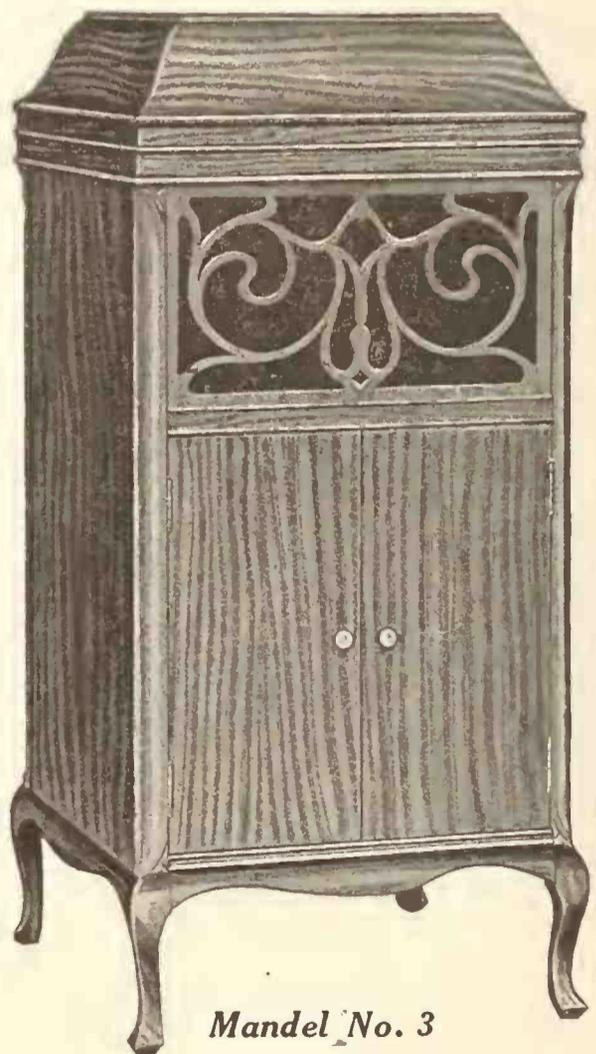
The Mandel Table Model, No. 2—regular retail value \$50 to \$75. The Mandel retail price only \$35.

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 79)

CHICAGO TALKING MACHINE CO.'S NEW SERVICE IDEA**New Dealers' Service Room an Outcome of Years of Effort of This Company to Help Victor Dealers Better Conditions of Their Business and Increase Profits**

this week. The department occupies quarters with a frontage of forty feet on the main floor of the Cable Building on Jackson boulevard. They have been fitted up beautifully for the purpose. The woodwork and the demonstration booths are all in white enamel trimmed in mahogany. There are nine commodious record demonstration booths and two large machine salesrooms, while the balcony is devoted entirely to machine display and sales. The record stock and sales counter is located in the center of the room, and is admirably arranged for quick sales. The manager of the department is P. S. Ridgway, who for eleven years was with Sherman, Clay & Co., and for the last eight years in charge of the wholesale and retail store at Seattle.

Department Stores Planning for Holiday Trade

Prosperous conditions in the talking machine business are nowhere so well reflected as in the phonograph departments of the large department stores. The pulse of the shopping public, the men or women who do the buying for the home, is constantly flowing through them. On a tour through the city's largest stores it was discovered that in almost every talking machine department preparations are being made for the handling of a greater volume of business than has ever been anticipated in years past. Over half of the stores visited are taking on more salespeople in anticipation of the late fall and holiday business.

Rothschild's department store is at present remodeling its talking machine quarters and promises to have an excellent environment in which to receive customers. The Rothschild talking machine department occupies an unusually large floor space to accommodate its large stock of instruments. Manager Dvorak has recently added a number of new salespeople, among whom is Miss Helen Wiley, formerly in the talking machine business in Marion, Ill.

R. A. Hicks, manager of the talking machine department of Hillman's department store, states that they intend taking on new salespeople in the immediate future. Hillman's has had marked success with the Christmas Club method of marketing holiday goods. Fifty cents a week is collected from the purchaser over a period of time during the fall and holidays, then a week before Christmas the machine is delivered. The phonograph department of Hillman's is one of the best arranged of those in Chicago department stores. They handle the Victor and Columbia lines.

The Boston Store's talking machine department is already doing a lively business, especially in the smaller sized models. A considerable business is also reported in foreign records.

The Fair's talking machine department, of which Harry D. Schoenwald is manager, has also had a business that indicates a wonderful record for the entire year and for the coming holiday season in particular.

Mr. Eaton, manager of the talking machine

CHICAGO, ILL., November 7.—“Our dealers' service room is just the natural outcome of our many years of effort to help Victor dealers better the conditions of their business and increase their profits,” said Griffith P. Ellis, assistant sales manager of the Chicago Talking Machine Co., in this city, and who is in charge of the service and efficiency department of that company.

“A good many years ago,” continued Mr. Ellis, “we realized the necessity of maintaining relations with our dealers in such a way that they would have confidence in our judgment and accept our advice in matters pertaining to the general policy and conduct of their Victor business. We could only grow in proportion to the ability of our dealers to expand and elevate the tone of the talking machine industry.

“It meant that our interests were inseparable—we had to look far beyond the few dollars involved in their orders at that time. We had to work together and help each other. Our interests did not conflict in any way—in fact, they were identical. It was simply up to us to devise ways and means to give our dealers the help which they had a right to expect from us.

“First of all, then, we had to think of ways to get the records off a dealer's shelves that we'd tried so hard to put there. We knew we couldn't be giving a dealer that full measure of service which we were determined he was entitled to from us, unless we went a step further and helped him merchandise his goods. We knew, too, that these plans had to be practical, and must bring returns with the lowest possible expense to the dealer. As we look back on our efforts now, we find we didn't quite come up to our own expectations in every respect.

“But some of our suggestions were good. They made money for our dealers, and we felt we were on the right track. So we kept plugging away, giving the dealers the benefit of our rapidly growing experience, and many of our dealers loyally trailed along with us—trying some of our suggestions—passing up others—but on the whole, very well satisfied with the sincere effort we were making to be of a real help to them.

“As the years went on, we found our dealers were depending more and more on our sales

department of Siegel & Cooper's Department Store, is at present placing strong emphasis on the record department of the business. A very large number of late records have been placed on display with a few small talking machines placed handy for the use of record buyers.

New Quarters of Adam Schaaf Co.

Adam Schaaf is now located in the company's

suggestions. So we started in to give them pamphlets on how to get business, how to develop what they already had and, in short, how to make \$2 grow where they were getting only \$1. We put out special lists, circulars, pamphlets, advertising schemes, plans for systematizing their business, and dealers' helps of all kinds. This end of our business became so large and so important that we had to enlarge our organization and detail this work to those especially trained for it. That was the start of our service and efficiency department. From that time on, this department grew steadily in size and importance. Dealers began coming in to consult us about their business—to discuss the policy of their merchandising methods.

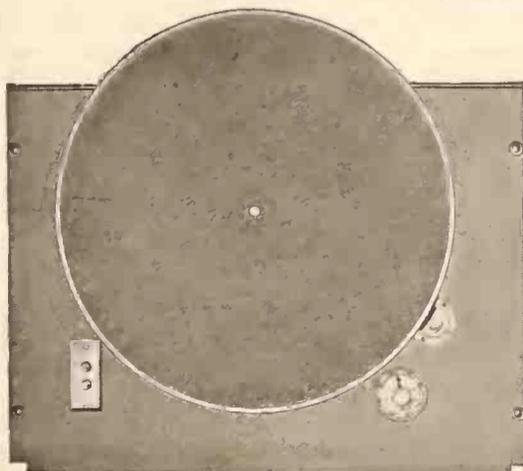
“Our wide knowledge of retail conditions throughout the country, and especially in Chicago, where the Victrola business is gone after probably more intensively and aggressively than any spot in the country, was also a tremendously big factor in enabling us to work out successful plans for increasing Victor business.

“As our sales schemes and campaigns for enlarging a dealer's record business increased, and our dealers' interest grew correspondingly, we found it necessary to go a step further and provide a special room where we could show specimens and samples of our numerous sales and efficiency items. That's how we evolved our dealers' service room. We're ready for our dealers now. We have this beautiful, well equipped room where our dealers can come in and talk over all their individual problems with us, and get the benefit of our wide experience in the Victor business—an experience extending over the entire period of the Victor's history.

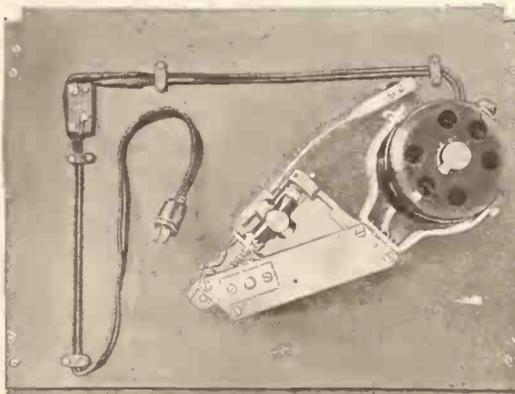
“So far as I can learn, we are the first and only distributors in the country to devote a room exclusively to supplying service and efficiency helps for Victor dealers. We hope dealers will flock in—they can't come too strong for us. It makes no difference whether they buy \$100 worth or \$100,000 worth of goods a year from us, they'll all be equally welcome, and we'll give them something to think about anyhow in connection with their business, whether they approve of all of our suggestions or not. And if we can do that—stimulate a man's mind and make him think out his own problems—we'll be perfectly satisfied with the investment this dealers' room represents.”

new building at 311 South Wabash avenue. The new talking machine department on the third floor of the building is a model one in that it is commodious and completely equipped with everything that provides for the comfort of the purchaser and salespeople. There is a large hall in the front part of the building where a number

(Continued on page 82)

The “PLAY-RITE” Electric Motor

View From the Top



View From Bottom

earned its name by its performance. It plays right. It never fails. It's built for durability.

It is inexpensive to operate—less than a cent a week. What more can you ask?

The price is only

\$12.50

State whether for use with alternating or direct current.

We also sell spring motors, tone arms, etc.

American Phonoparts Co.
212 S. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

of expensive machines are placed for inspection of visitors. In this hall there is also placed a long glass-covered counter where records can be displayed, wrapped and sold, and which connects directly with record shelves that extend back to the rear of the store. Eight large booths extend back from the salesrooms, four on either side with a smaller hallway running between. The booths are finished in ivory and constructed largely of glass. Each booth contains two or three comfortable chairs and at the side there is a bell button that enables the customer to summon a salesperson from the front of the store when he or she has finished playing a record. The interior decoration of the new quarters is in ivory and light yellow. The appearance of the inside of the entire building is best described as modest and artistic.

Besides the large hall and demonstration booths upon the third floor, there is considerable space at the rear devoted to a repair room for both the talking machines and pianos of the company. Also on the main floor in the rear

there has been set apart a recital hall which will be used principally for talking machine recitals. The basement of the building and a part of the fourth floor are devoted to store rooms. The efficient and modern methods throughout the establishment are especially worthy of note.

Hyde Park Shop Changes Hands

W. William Winberg, formerly proprietor of the Hyde Park Music Store, located first at 5101 Lake Park avenue, and now at 1401 East Sixty-third street, has sold the business to Arthur Byre, of this city. Mr. Byre will continue the business at the same location and under the same name.

Reports Increased Business

Manager Aylesworth, of the Julius Bauer & Sons Co.'s talking machine department, reports a greatly increased business in the Sonora line. Mr. Aylesworth has placed two new men on his staff of outside salesmen, and intends taking on another one in the very near future. He secures his prospects himself, largely through the aid of customers who have purchased

Sonora talking machines and who are enthusiastic about them. Mr. Aylesworth, unlike many of the Chicago dealers who have been doing a great business the past few weeks, has now a fully adequate supply of machines for his future trade.

Pathé Sales Increasing

Harry K. O'Neil, manager of the State Street Pathephone Shop, states that the demand for Pathé machines and records has gone far in advance of the supply obtainable. He states further that his concern is doing only one-third of the business possible could more machines and records be obtained.

Personals and Visitors

C. F. Tinker, who has succeeded Mr. Ginsburg as manager of the new Victor talking machine department of Wolf & Dessauer, Fort Wayne, Ind., was a recent visitor. Mr. Tinker was formerly for four years with the Eclipse Musical Co., of Cleveland, O., and afterwards with the Pathé agency in that city.

Among the visitors the past month were the

THE VITANOLA

TALKING MACHINE COMPANY



MODEL 100
VITA-NOLA

desires to extend to its friends its cordial thanks and appreciation for the overwhelming orders that it has received and wishes to assure established Vita-Nola dealers that it will do its utmost to take care of them during the rush season.

We regret to announce that owing to the great demand for our goods we cannot open any new accounts for delivery before

January 1st, 1917

THE VITANOLA

TALKING MACHINE COMPANY

208-210 South Wabash Avenue

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

following: George Getts, Getts Music House, Grand Forks, N. D.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; H. B. Hughes, Oshkosh, Wis.; Floyd Adams, Cable Piano Co., Flint, Mich.; E. C. Rouch, Emerson Piano Co., Decatur, Ill.; E. Forbes, Forbes-Meagher Music Co., Madison, Wis.; H. M. Friedrich, Friedrich Music House, Grand Rapids, Mich.; Alonzo Wookey, Wookey & Co., Peoria, Ill., and L. L. Archibald, Putnam-Page Co., Peoria, Ill.

Floyd Walter Adams, manager of the Victrola department of the Cable Piano Co., Flint, Mich., who visited the city last month, reported a "spectacular" business in Flint.

R. J. Von Fossen, of the Von Fossen Music Co., Beardstown, Ill., and Mr. Simon, of the Simon Bros. Co., Gary, Ind., were visiting dealers in town recently.

L. C. Schrader, of Schrader's, Music House, Escanaba and Ishpeming, and C. L. Fisher, of the Fisher Music Shop, Kalamazoo, were Michigan dealers who visited the Chicago trade last month.

Fred Gennett, secretary of the Starr Piano Co., was a recent visitor from Richmond, Ind.

Hartman Out of Phonograph Co.

C. A. Hartman, who some time ago took over the general management of the new Majestic Phonograph Co., resigned the first of the month. His successor has not yet been appointed. B. B. Blood, who continues as president, announced that the company is planning considerable expansion and activities in the near future.

The Widney Co. Busy

The Widney Co. are now nicely settled in their extensive new factory at 318-322 South Jefferson street, and are in a better position than ever to take care of the demands of the talking machine trade for turntable felts, bumpers, etc. The company has a fine stock of felts, especially adapted for turntable purposes, and their facilities for producing goods

of superior quality is being clearly appreciated by the trade as shown by the liberal orders from talking machine manufacturers from all over the country.

New Talking Machine Shop

H. Wechter has opened warerooms at room 430 Republic Building under the name of the Music Master Talking Machine Shop.

New Columbia Assembling Plant

The Columbia Graphophone Co. has leased the five-story building at 16-22 South Peoria street, and will establish a large assembling and distributing plant in it. H. A. Budlong, assistant manager of the works department, arrived from the East the first of the month, and in company with H. A. Yerkes, district manager, closed negotiations for the new building. The building is well adapted to the purpose for which it is to be used, and under Messrs. Budlong and Yerkes' direction will be equipped and fitted in such a fashion as to attain the maximum result from the 45,000 square feet of floor space. Mr. Budlong is equipping it with all the necessary machinery, and as a result Columbia dealers are expected to enjoy a vast improvement in deliveries.

This is one of the first steps taken in a movement upon the part of Eastern manufacturers to establish factory facilities in the Middle West, and Chicago was chosen because of its unequalled transportation facilities and its central position.

Some Good Edison Promotional Work

Madam Marie Kaiser and Philip Scheib, who have been appearing regularly in the work of tone re-creation recitals, have added Edison dealers in all parts of the territory contiguous to Chicago. Some of the many cities in which they have spread the fame of the Edison Diamond Disc are Kalamazoo, Savannah, Clinton, Monmouth, Pontiac, Tegtmeier, Kankakee, Paxton, Freeport, Flint, Loyola, Michigan City, Elgin, Aurora and Blue Island.

C. E. Goodwin, manager of the Phonograph

Co., local Edison jobbers, is in the East. He will spend some time visiting his mother at Ithaca, N. Y., and will also visit the Edison factories at East Orange, N. J.

John Rogers, manager of the traffic department of Thos. A. Edison, Inc., was in Chicago the early part of the month.

One of the visiting Edison dealers was Mr. Rahn, of Schoenberg & Rahn, St. Joe, Mich.

R. P. Kiep, of Joliet; George H. Fleeer, of Elgin, and Mr. Seaton, of the Seaton Piano Co., Aurora, were Edison dealers in from nearby cities.

A. H. Heller, of the Heller Furniture Co., of South Bend, was an Edison Hoosier in town a short while ago.

Three of the new Edison dealers are A. Burman, 5749 West Chicago avenue, Chicago; C. W. Huckleberry, of Albion, Ind., and Towle & Meyer. The latter partnership operates a large department store at Clinton, Ia. Howard Wigell, who was formerly with the Phonograph Co. of this city, is in charge.

Record Manufacturing Co. Projected

F. W. Matthews, who has been connected with the talking machine trade for a number of years, and who has had experience, particularly in record manufacture, is said to have made connections with a new record manufacturing company that is to be organized by Middle Western interests in the near future. Recording laboratories will probably be established in the East, but the pressing plant and general headquarters of the concern will be located, it is said, in Chicago.

Columbia Heads in Chicago

John A. B. Cromelin, general manager of the Columbia Graphophone Co., was a distinguished visitor in Chicago recently. Mr. Cromelin arrived the latter part of October for the purpose of making a general inspection of conditions in the Middle West, and conferring upon the subject of the Chicago assembling plant of

(Continued on page 84)

Immediate

Shipments

Mag-Ni-Phone



The Talking Machine that "Speaks for Itself"

Several months ago we realized that commencing with the Holiday Season there would be an enormous demand for Talking Machines: therefore we purchased large quantities of material. Send in your RUSH orders NOW: They will be filled the day received. Retail Price, \$15.00

Price to Dealers:

1 to 4 Machines, \$10 each 5 to 9 Machines, \$9.50 each 10 or more, \$9 each

F. O. P. Factory Terms 30 days less 2% for cash in 10 days.

We have a very interesting proposition to submit to merchants who will handle the Mag-Ni-Phone in an enthusiastic way, and can also offer an exceptional opportunity to those 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 to have and it will be to your interest to write us about it TO-DAY.

CHAS. W. SHONK COMPANY

American Can Co., Owner

707 St. Charles Street

Maywood, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

the Columbia Co. Accompanying him was W. C. Fuhri, manager of sales in the United States. Mr. Fuhri was pleased to once more visit the quarters that he had so long made his home, and was pleased to see that every thing was going so well.

Louis Sterling, manager of the European interests of the Columbia Co., was also in the city, and reported that despite the war business in his territory was active.

S. H. Nichols, manager of Columbia wholesale sales in the Pittsburgh district, was also a visitor.

To Represent Acme Co.

The R. E. Ellis Engineering Co., 549 Washington boulevard, Chicago, has made arrangements whereby it will represent the Acme Die Casting Corp., of Brooklyn, N. Y., in the West. F. A. Ruger, who has represented the Acme Co. in the past, will continue in charge of the work, working out of the office of the Ellis Co. Mr. Ruger will have access to additional facilities, and promises his patrons better service than before.

Opens New Store

E. A. Sayer, who has conducted a Victor department in his drug store on Grove avenue, Elgin, Ill., recently leased a large adjoining storeroom, and opened it up as an exclusive Victrola music and small goods store. The formal opening was Wednesday, November 1. An excellent program was given by local talent, and the store was crowded during the entire afternoon and evening. There are eight record rooms and a large machine display room. The new store will be conducted under the name of the Elgin Music Co.

Predicts Big Future for Electric

J. G. Roberts, of the Chicago Metal Products Co., is one of the most enthusiastic of the supporters of the electrically-driven talking machine. "There is absolutely no doubt in my mind," said he, "of the future of the electric. It is going to be the big development of the

trade within the next few years. I say this not only from my own knowledge of conditions, but also because of the big interest that almost every manufacturer displays when the subject of a really good electric motor is broached. We are getting orders for our 'Electrophone' motor from all over the country, and our trouble lies not in a lack of sales opportunities, but in a lack of manufacturing facilities. Of course, we are improving this phase of our business as rapidly as possible, and hope to be able soon to fill at least a portion of the orders on hand. If anyone doubts the future of the electric motor let him put one on the market, that is, a good one, and he will soon be cured of the idea. We are now considering contracts to supply manufacturers in 1917, and our business next year will be limited only to our output."

E. C. PLUME RESIGNS

As President of the E. C. Plume Co.—Succeeded by Edward Andrew

CHICAGO, ILL., November 5.—E. C. Plume, president of the E. C. Plume Co., creators of newspaper advertising copy and direct mailing literature for the piano, talking machine and other trades has resigned. He retains his stock and will act chairman of the board of directors. He is succeeded as president by Edward Andrew, president of the Nash-Wright Grain Co. B. L. Kelly, who has been secretary of the company since its inception, has been elected secretary and general manager.

There will be no change in the policy of the company. Mr. Plume, who has been in ill health for some time, will leave next week for Atlantic City for a much needed rest, after which he will consider the matter of his future field of operations. His long connection with the wholesale talking machine business prior to engaging in the advertising business may be taken as an indication of his possible decision.

GEO. P. BENT CO. TO MAKE TALKERS

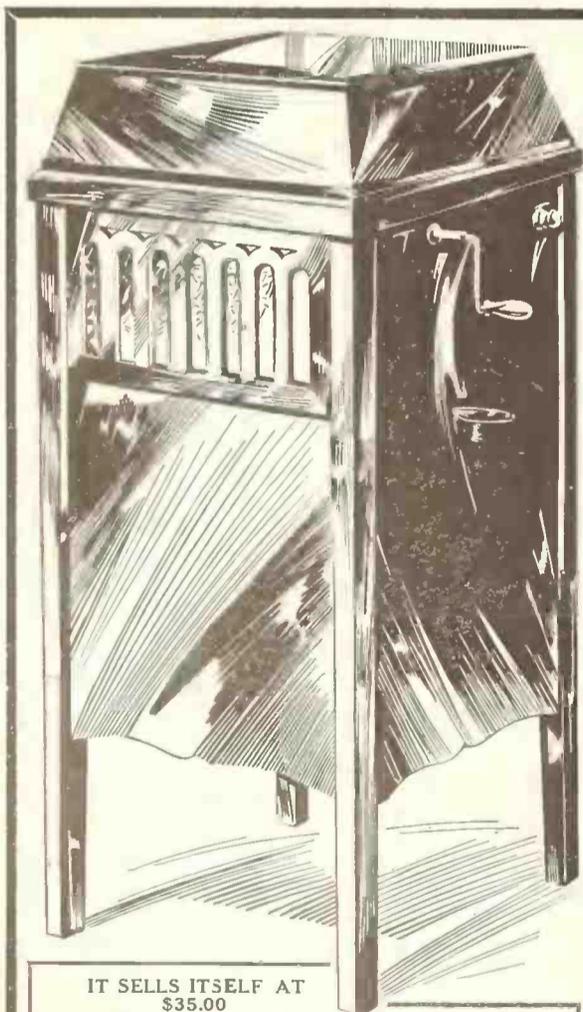
Bent Piano, Music and Phonograph Co., Incorporated in Chicago This Week With That End in View—Mr. Bent's Statement

CHICAGO, ILL., November 8.—Notice of incorporation of Bent Piano, Music and Phonograph Co., of Chicago, with capital stock of \$5,000, appeared in daily papers to-day, the incorporators being given as George P. Bent, Alfred Beck and Isadore Becker. George P. Bent, president of Geo. P. Bent Co., in speaking of the matter, would make no statement other than that the organization was formed to take over the manufacturing end of George P. Bent Co.'s business. "I cannot go into details now," said he, "but will have further information to give later on. All I can say is that we may ultimately make phonographs in addition to pianos and player-pianos, and also probably produce our own player actions. Of course, the capital stock is only nominal, and it is needless to say that the company will have plenty of money."

CONCERTS HELP PATHE SALES

MUNCIE, IND., November 6.—The W. A. McNaughton Co., of this city, one of the leading mercantile institutions in eastern Indiana, has been achieving very pleasing success with its recently opened Pathé department, which is under the management of Harry E. Paris. The company is featuring the Pathephone and Pathé discs in a high-class, energetic manner.

Last week a Pathé Pathephone concert was given by the W. A. McNaughton Co. under the auspices of the St. Vincent De Paul Aid Society. Mr. Paris personally supervised all details incidental to the concert, which attracted a capacity audience. It is planned to give similar concerts in the near future, and it is safe to predict that Mr. Paris' efforts to popularize the Pathé line will be well rewarded, as he is not only an enthusiastic admirer of Pathé products, but is also a musician of considerable renown.



IT SELLS ITSELF AT
\$35.00

A big cabinet machine, rich mahogany finish. Stands 35 inches high, 17½ inches deep and 15½ inches wide. Storage room for three albums of records. Tone regulator makes possible loud or soft playing. Special device brings new needles into place without handling. Speed easily regulated for fast or slow playing. Sound box of same wood as piano sounding board. Gives rich, full volume of sound, reproduces delicate passages with great satisfaction. Motor the same as used in many high priced machines. Has every essential feature found in highest priced machines.

Greatest Value Ever Offered in a Big High-Grade Cabinet Phonograph

The Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price \$35.00

LIBERAL TRADE DISCOUNTS

The Ashland is absolutely guaranteed in every way.

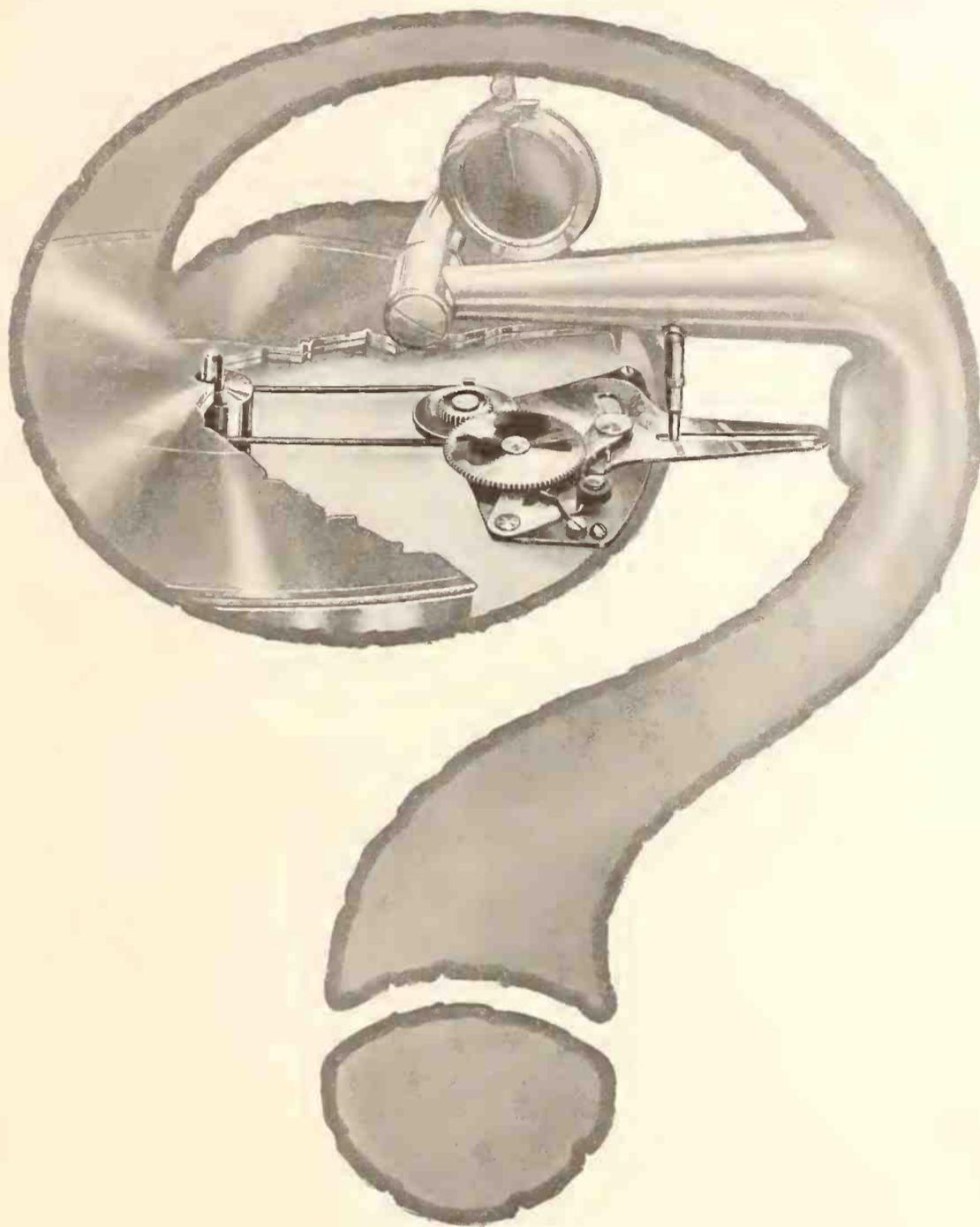
Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

Wire us today, "I want the Ashland Agency". Send complete particulars.

Ashland Manufacturing Co.

General Offices and Factory:
43rd and Hermitage Ave. CHICAGO

Wholesale and Retail Salesrooms:
14 S. Wabash Avenue



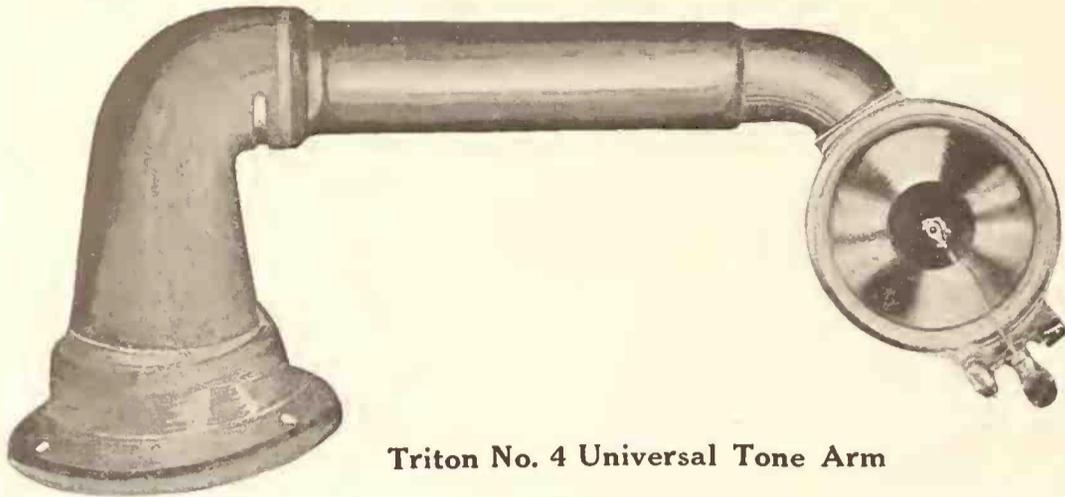
Noset is the first, patented mechanical device that automatically starts and stops the talking Machine, without setting or adjustment. ~ ~ ~

It is simple, efficient, and easily applied to any phonograph in a few minutes.

Estimate your requirements and write for price, discounts, and further particulars, to

Condon Autostop Company
47 West 42nd Street — New York

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

JOHNSON MOTOR CO. FORMED

Wm. G. Schaff, E. C. Johnson, H. D. Griffith, and Others Interested in Company to Market Electric Motors for Talking Machines

The Johnson Motor Co. has been formed with offices and factory at 3233 West Lake street, Chicago, and New York offices at 767 East 133rd street, for the purpose of manufacturing the drive and assembling it with an electric motor which will be manufactured by the General Electric Co., and available for use in talking machines. The company has been formed by Wm. G. Schaff, who is also head of John A. Schaff, well-known piano string house, with factories in New York and Chicago, E. C. Johnson, head of the Chicago factory of John A. Schaff, and H. D. Griffith, sales manager of the Simplex Player Action Co., Worcester, Mass. Associated with the manufacturing department of the company are Philip B. Woodworth, dean of the Lewis Institute, Chicago, and Walter G. Gardner, formerly prominent in the railway supply business.

The inventor of the motor is J. M. Johnson, who among other achievements perfected the fare box for street cars, and the Johnson coin counting machine, which is used by the United States Treasury Department in Washington and at sub-treasuries in various cities. P. B. Woodworth, who has charge of the engineering department of the Lewis Institute, was recently Commissioner on phonographs at the Panama-Pacific Exposition, and is engineer for the United States Gypsum Co., also an expert on sound transmission and elimination of noise in motor driven mechanisms. Walter G. Gardner was for ten years president of the Gardner Wire Co., and also associated with the American Brake Shoe & Foundry Co., New York City.

The association of Messrs. Schaff, Griffith and E. C. Johnson as directors of the sales

of the Johnson motor will in no manner change or affect their activities in the lines with which they have been identified for so many years. They are simply investing capital and lending their experience as directors of sales.

On January 1, Mr. Griffith will move to Chicago to represent the Simplex Player Action Co., in the West, and will devote his entire time to the marketing of the Simplex player action, and the Johnson Motor Co., in the territory west of New York State.

GREAT COLUMBIA BUSINESS

October Biggest Month in History of Company—W. C. Fuhri Pleased With Conditions in Western Territory Which He Recently Visited

October was the biggest month in the history of the Columbia Co., exceeding by a large margin the sales totals of September, which had been the previous banner month. This applies to both Grafonolas and records, and the record situation is particularly gratifying in view of the fact that every one of the new record plants is working to capacity to keep pace with orders. There is a shortage of Columbia Grafonolas in practically every style and finish.

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, accompanied by Louis Sterling, general manager of the company's European interests, returned Monday from a Western trip, which included a visit to all the Columbia wholesale divisions as far as Kansas City, Mo. John A. Cromelin, general manager of the company, accompanied Messrs. Fuhri and Sterling as far as Chicago, when other matters necessitated his attention. Mr. Fuhri also called upon a number of Columbia dealers in the Middle West, and his reports of conditions in this territory indicate the closing of a record-breaking Columbia business that is only limited by the amount of product available.

LATEST VAN VEEN INSTALLATIONS

Arthur L. Van Veen & Co., New York, manufacturers of Van Veen demonstration booths, have just completed installing a battery of booths for the new Columbia department opened by George B. Clark & Co., Bridgeport, Conn. This department is one of the most attractive in its locality.

Another installation of Van Veen booths was recently completed for the Sonora Phonograph Corp. in its new warerooms at 279 Broadway, New York. This makes the third contract finished by Van Veen & Co. for the Sonora Phonograph Corp., indicating the satisfaction the Van Veen booths are giving.

J. P. BRADT BACK FROM A REST

James P. Bradt, general sales manager of the Columbia Co., returned to his desk last week after a three weeks' stay at Atlantic City. Mr. Bradt is in good health and spirits, but may leave shortly for the West to recuperate fully from the effects of his recent over-exertions.

SECOND ANNIVERSARY OF VOCALION

Introduction of the Aeolian-Vocalion Two Years Ago Featured in Advertisement

The Aeolian Co., New York, carried an interesting and attractive advertisement in last Sunday's newspapers featuring the Aeolian-Vocalion. This advertisement was headed "November," and called attention to the fact that this month marks the second anniversary of the introduction of the Vocalion.

The copy included illustrations of some of the popular types of standard Vocalion designs, and also a reproduction of an art style Vocalion. An invitation was extended to the public to visit Aeolian Hall at any time for informal demonstrations of the Vocalion.

RICCA & SON EXPAND

Ricca & Son, Pathé distributors, have leased a one-story building on East 134th street, directly opposite their piano factory at 115 Southern boulevard, which will be used as an assembling and finishing plant for their talking machine business.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1916.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Estate of Edward Lyman Bill, Caroline L. Bill, Executrix, Rochelle Park, New Rochelle, N. Y.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Caroline L. Bill, Rochelle Park, New Rochelle, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and subscribed before me this 14th day of September, 1916.

(Seal.) EUGENE R. FALCK,
Notary Public, 1053.

(My commission expires March 30, 1918.)



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

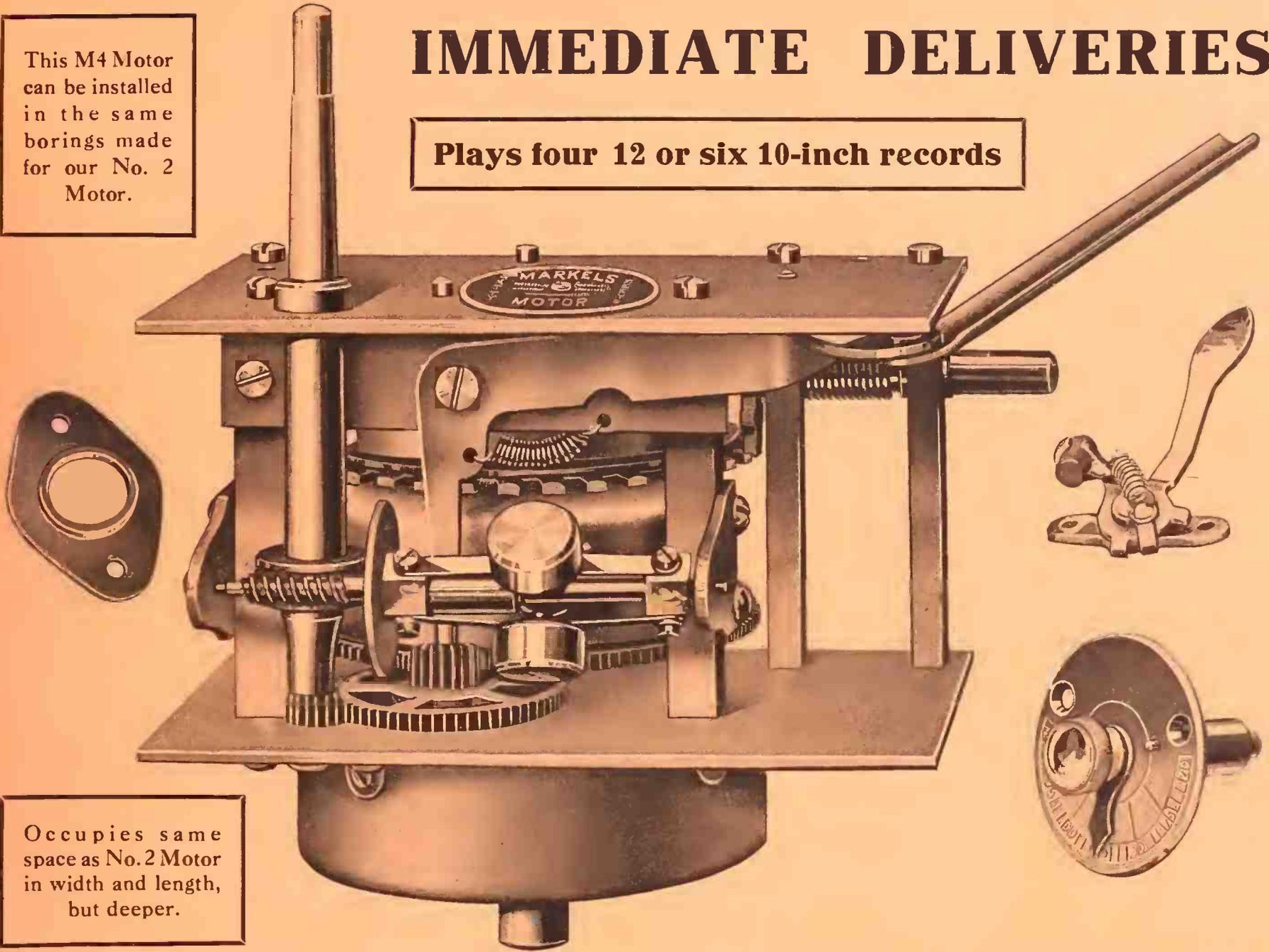
TRIPLE SPRING MOTOR

Leonard Markels Motor No. M4

IMMEDIATE DELIVERIES

Plays four 12 or six 10-inch records

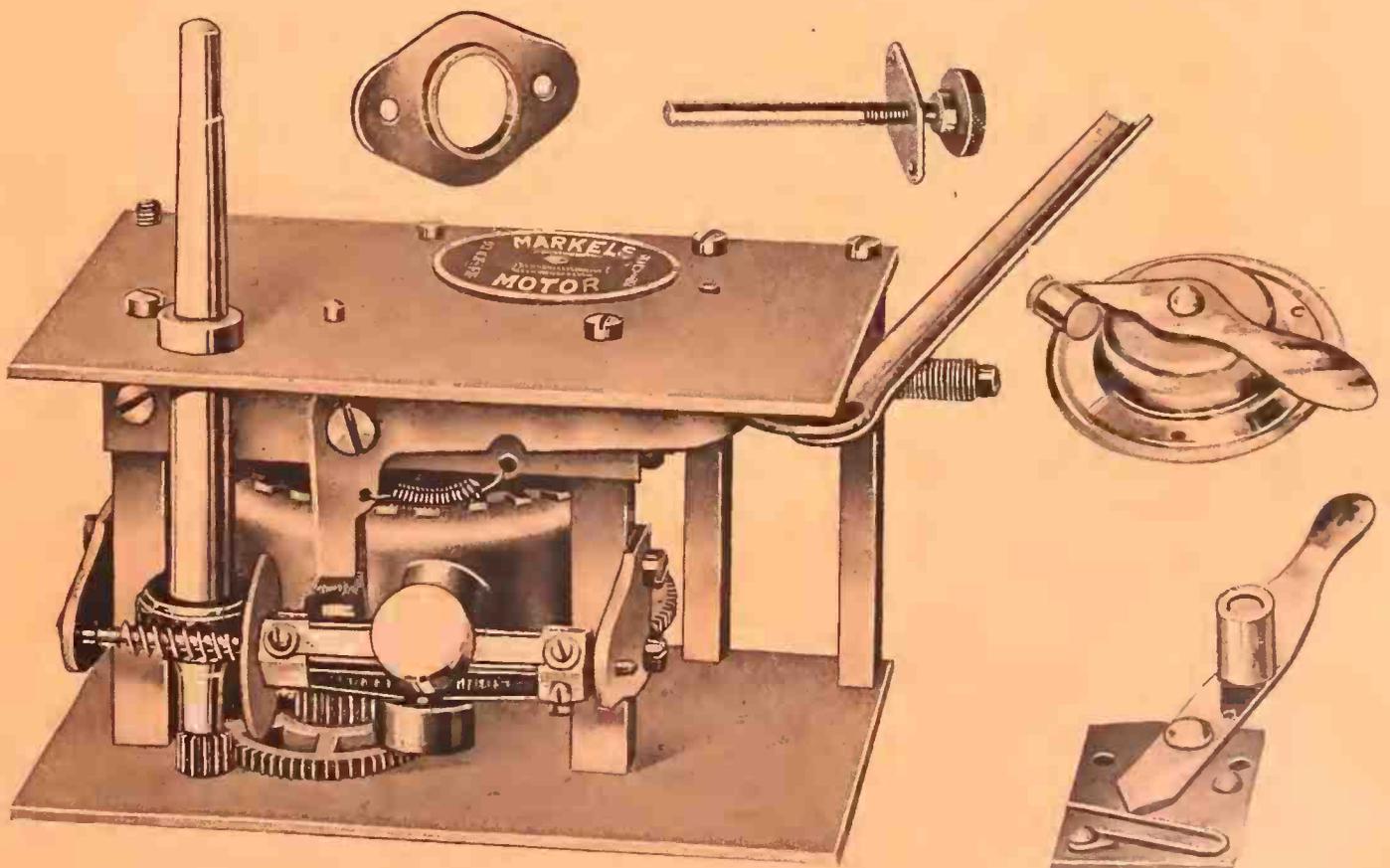
This M4 Motor can be installed in the same borings made for our No. 2 Motor.



Occupies same space as No. 2 Motor in width and length, but deeper.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays two 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.



LEONARD MARKELS, 165 William St., New York

The Columbia Foreign Record Department issues records in thirty-three different languages and thousands of Columbia dealers are making good regular money on these records.

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

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



HENRY T. SCHIFF MAKES A CHANGE

Former President of Vitanola Co., Becomes Head of Forest City Furniture Co., Rockford, Ill., and Other Important Concerns

CHICAGO, ILL., November 9.—Henry T. Schiff, one of the organizers of the Vitanola Talking Machine Co., of Chicago, and its president, resigned his position November 1 to take the presidency and general management of the Forest City Furniture Co., of Rockford, Ill., a



Henry T. Schiff

\$200,000 corporation of that busy manufacturing city in northern Illinois, and in which he will be the principal stockholder. He also becomes head of the Rockford Phonograph Co., and the United Phonograph Parts Co., of Chicago and Rockford. Although he will devote all his time to his new activities Mr. Schiff will retain his interests and certain activities in the Vitanola Co., and the American Phonoparts Co.

The Forest City Furniture Co. plant is one of the largest factories in Rockford, with over two million square feet of floor space.

Henry T. Schiff has been engaged in the talking machine business practically all his life. He says he was destined for it inasmuch as he was born in 1876 on the very same day that Thomas A. Edison was granted some of his principal patents on the cylinder phonograph. Since that time he has been closely identified with the trade, and has achieved much, not only from an inventive standpoint, but in the di-

rection of commercial attainments. During the past two years he aided in building up the Vitanola and American Phonoparts interests from a comparatively small beginning to the position of two of the leading concerns in the industry. He has acquired interests in numerous other companies. He now stands at the threshold of what should be a new and important step in his career, and he now has at his command vastly increased facilities. At the big plant in Rockford his three companies will not only turn out high-grade talking machines of many designs and sizes, but will also manufacture phonograph parts and record cabinets as well as cabinets for the general music trade. One of the principal accessories which he has already placed upon the market is the "Sure Stop" automatic brake, a new and very simple little device, which he claims completely solves the more or less troublesome problem which has confronted the trade in this direction in the past. It is very small and very simple, and those who have seen it say that it never fails to effect an immediate stop of the turntable, so with a minimum of trouble and preparation.

Mr. Schiff will make his headquarters at Rockford, but will also have offices in Chicago as well as the East. For the present he is making his Chicago stopping place at 3248 West Sixteenth street, where he may be reached. Backing Mr. Schiff and his new enterprises are some of the most prominent bankers and financiers of the State.

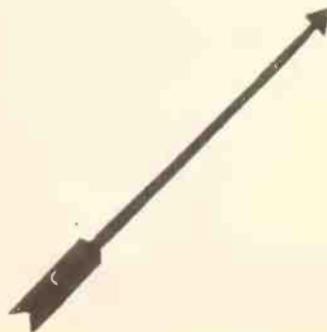
Mr. Schiff starts off with the intention of

conducting his business on the most liberal policies. He announces that he will be glad to entertain new inventions of every kind, as he plans to incorporate into the products of his factories every worthy improvement.

"I have had considerable experience myself with inventions," said he, "some of them turned out fortunately for me and others bitterly, and I realize the difficulties that are thrown in the way of the man who sincerely believes he has an improvement, but whose difficulty lies in getting a hearing. To this class of people in the industry I am not going to turn a deaf ear, as I am out to equip our goods with every additional feature that is of proven value. I do not mean by that they will be fitted up with every bit of clap-trap that is conceived, but with new features—and there are going to be many of them—that go to constitute genuine improvement. I am in the market for materials of the best grade both in metals and woods and finishes. Any new ideas of construction that supply men can furnish me with I would be very glad to receive. Supply men form a factor that is to be reckoned with. It is possible for them to aid a manufacturer greatly, for they are specialists in their business, and I am going to endeavor to give all the time possible to them and their ideas."

The Echophone Sales Co., of Elizabeth, N. J., has been incorporated for the purpose of manufacturing talking machines with a capitalization of \$100,000.

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



REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

**TALKING MACHINE REPAIR
AND SALES CORPORATION**

ANDREW H. DODIN, President

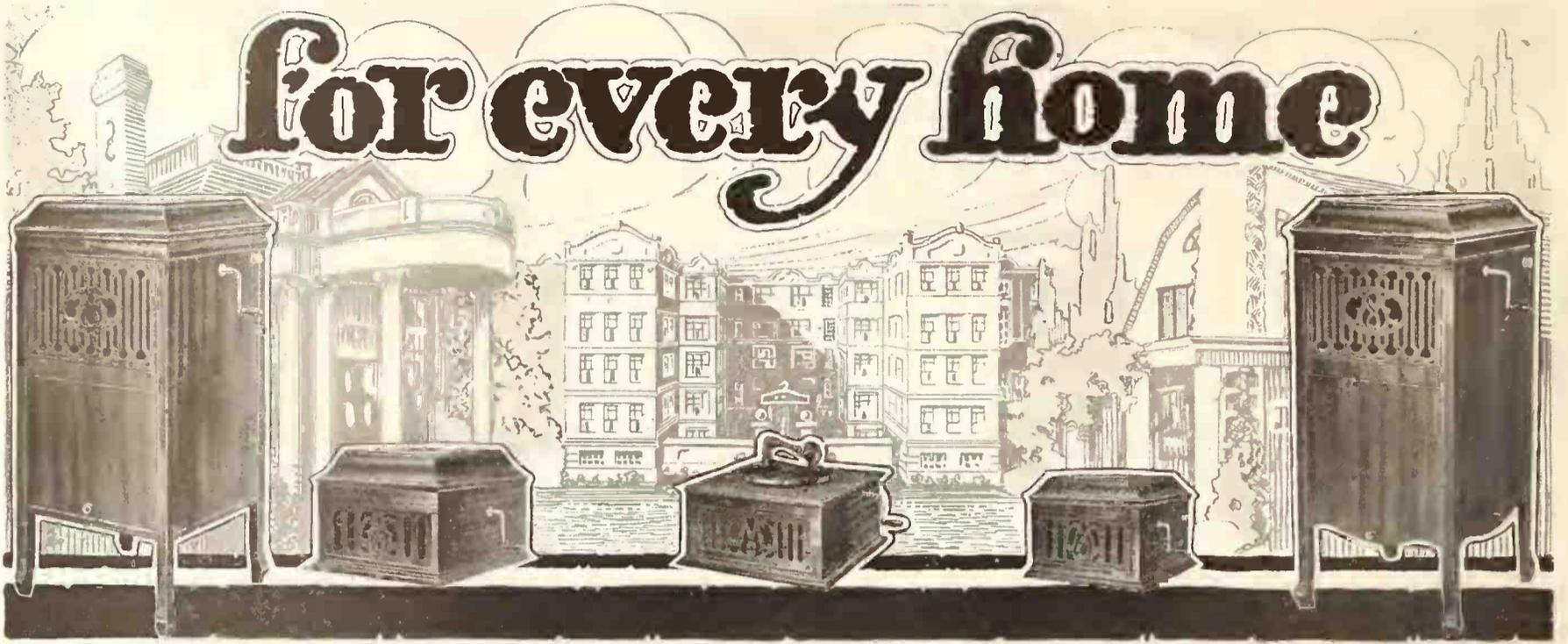
25 East 14th Street New York

TELEPHONE, STUYVESANT 292

Look here next month for a photograph of the case which bears this stamp. This case saves freight charges and gives better protection to your cabinet machines.

Write for details

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT



The Manophone

The Music Master of Phonographs

"There's a Manophone for Every Home" from \$15 to prices that provide for the most luxurious cabinets. The prices of the models shown above are \$15, \$30, \$50, \$75 and \$100. Other unusually distinctive designs are now being completed to sell from \$150 and up.

If a person wants a phonograph there's a Manophone at the price he can afford to pay.

Dealers who handle the Manophone line will know no limitation. In the Manophone, the tone's the thing.

Because of its scientifically constructed sound chamber—known as the "Music Hall" of the Manophone, it possesses a tone that is truer, clearer and sweeter than any other phonograph on the market. This exclusive innovation represents the life-work of inventors whose

aim it was to create the *all melody* phonograph. While others were *talking tone*, we have been *perfecting* it.

In addition to its magic melody, the Manophone possesses many other features that make it the last word in phonographs. Briefly, some of these are:

The Silent Motor—that runs easier and longer.

The Tone Control—that enables one to regulate the tone to meet their mood, to really play the Manophone.

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

The Manophone Guarantee—accompanies every sale and assures permanent pleasure and good-will.

A National Advertising Campaign

The merits of this new phonograph are now being advertised in *nineteen* of the leading magazines reaching a total of *several millions of readers*. These advertisements are directing the reader to the Manophone Dealer—where they can hear the Manophone play.

You can represent the Manophone in your locality if you will act promptly.

Territories are now being closed with dealers everywhere. Write us at once for our Agency proposition. *Your store* should be the showroom for this *better* phonograph.

Sign your name to the coupon, and attach it to your letterhead. By return mail we will give you full details, without obligation. Address Dep't. R-11.

Tear out the coupon today; tomorrow may be too late

JAMES MANOIL COMPANY, Inc.

Factory and Executive Offices: Newburgh, N. Y.

New York City Display Rooms: 60 Broadway

Dealer's Coupon

Gentlemen:
Please send, in confidence, your complete Dealer Distributor (check either)
proposition. This places the undersigned under no obligation.

Name.....

Address.....

(R-11)

Please attach to your letterhead.

FINE EXHIBIT AT STATE FAIR

Wassermann-Gattman Co., Sacramento, Make Elaborate Columbia Display

SACRAMENTO, CAL., November 1.—One of the attention compelling exhibits at the recent State Fair in this city was that of the Wassermann-Gattman Co., local Columbia representatives. The display which is illustrated herewith was under the direction of W. Z. Pay, manager of



Wassermann-Gattman Co.'s Exhibit the Wassermann-Gattman Co., department, and in addition to being pleasing to the eye also produced practical results in the way of sales, four grands alone being sold during the week. The general business of the company at its showrooms is of a most satisfactory volume. The only cloud on the horizon at present is the likelihood of a severe shortage of both machines and records during the holiday season.

PRICES OF SUPPLIES GOING UP

"The situation in the raw material market is rapidly assuming serious proportions," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who returned recently from a Western trip. "Steel, copper, zinc and coal are becoming scarcer day

by day, and we would urge talking-machine manufacturers to anticipate their 1917 requirements as much as possible, and place their motor contracts now in order to be sure of deliveries during the coming year."

STEGER & SONS IN NEW VENTURE

New Factory of Company to Be Devoted Solely to Making of Talking Machines

Steger & Son Mfg. Co., Chicago, have invaded the talking machine field. An announcement made this week by C. G. Steger, president of the company and son of the founder, says the new factory of the company in Steger, Ill., will be devoted to the manufacture exclusively of the Steger talking machine.

The company is at present putting out 30,000 pianos a year and intends to avail itself of its vast manufacturing facilities and national channels of distribution in putting the new product on the market. The machine will be given to the public within a few weeks.

FRANK K. DOLBEER'S NEW POST

Frank K. Dolbeer, formerly credit manager of the Victor Talking Machine Co., and one of the best-known members of the talking-machine industry, has been elected treasurer of the Willys-Overland Co., one of the country's leading automobile manufacturers.

Mr. Dolbeer numbers among his personal friends talking-machine jobbers and dealers throughout the country, for prior to joining the Victor Talking Machine Co. he was associated with Thomas A. Edison, Inc., for many years. He is generally recognized as an executive of rare acumen, and in his new position will have many opportunities to exercise his unusual business knowledge and ability.

J. H. Maloney, of South Barrington, Mass., has taken the agency for the Columbia Grafonola, and will install a complete stock of machines and records.

WORLD BRINGS FOREIGN ORDERS

Worldwide Circulation of Talking Machine World Has Results That Surprise Advertisers—What J. B. Ogden Has to Say

A fact that has served to impress advertisers in The Talking Machine World for years has been the large widespread foreign circulation of this publication which goes to practically every part of the civilized world, and which is proven by the inquiries from foreign parts received by advertisers. In this connection J. B. Ogden, head of the Ogden Sectional Cabinet Co., Lynchburg, Va., makes the following interesting comment in a recent letter: "I feel proud of The Talking Machine World because it brings us foreign inquiries, which can be turned into sales, in spite of poor transportation and high freight rates. No doubt this is an old story to you, as the whole world seems to be putting its good dollars against your space evidently believing it a good investment."

CELEBRATE FOURTH ANNIVERSARY

Allen & Thede Hold Special Fall Opening at Their Store in Tulsa, Okla., to Mark Event

TULSA, OKLA., November 6.—Allen & Thede, who for the past four years have handled Victrolas and records exclusively at 110 South Main street, this city, recently held a special fall opening celebration to mark their fourth business anniversary. The store was handsomely decorated with chrysanthemums and ferns, and special Victrola concerts were given both afternoons and evenings for two days. Each lady visiting the store was presented with a carnation, and gentlemen were given cigars.

Allen & Thede recently received fifteen of the higher-priced Victrolas in one shipment, and got some excellent advertising out of the fact by having the front of each case removed so that each instrument could be seen and lining them all up along the sidewalk in front of the store.

The Herzog Catalog De Luxe

Admittedly the finest record cabinet catalog published is now available for dealers, and the possession of a copy only awaits your request. It should be in your hands at once—you can't afford to be without it.

A great shortage of cabinets is an almost certain possibility this season, and we urge you to anticipate requirements and order your cabinets early. We'll take care of you if you order NOW.



Convincing evidence of the superior design, construction, workmanship and finish of HERZOG talking cabinet is apparent from the fact that 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.

No. 70 Victrola IX Record Cabinet

The novel top arrangement proclaims this new cabinet a great seller. Ask for quotations.

Herzog Art Furniture Co., Saginaw, W. S. Mich.



The New
Solophone
 The MASTER PHONOGRAPH



Model 90
 Solophone

“Why Do You Think We
 Ought to Buy It?”



WITH the coming of a new phonograph, your prospects are naturally going to ask, “Why do you think we ought to buy it? What makes it different?” We want the public to ask these questions. Because the Solophone gives its dealers a *better chance to answer them conclusively, convincingly*, than dealers in any other phonograph ever had.

The new Solophone *is* the master phonograph because it plays any make of record in a way that makes the prospect *prefer the Solophone* to the machine for which the record was made. And because it plays all makes of records equally well—without cumbersome attachments.

It makes good on these claims absolutely when you apply the

SOLOPHONE “CURTAIN TEST”

This test is the most daring ever devised to demonstrate the superiority of a phonograph. It will soon be known to all America. Here it is:

Choose your favorite records—of all makes. Behind a concealing curtain play those records on the machines for which they were originally made. And play them on the new Solophone.

Without telling which machine is which, ask your audience to choose the best. On this verdict, whether rendered by a group of metropolitan music critics, or by one of your prospects and his family, we are willing to stake the success of the Solophone. We made thousands of such tests before we announced the Solophone, and we are confident.

The Solophone has other strong selling features. For example, it is the product of a group of experts systematically chosen for supremacy from the greatest phonograph plants in America. The cases were designed by Mr. Walter C. Pitts, one of America's most famous designers of artistic furniture. All exposed metal parts are heavily gold-plated. The amplifier, the tone-arm and the reproducer are made according to *exclusive* Solophone design.

And finally, the Solophone is the Master Phonograph, because part for part *it costs more to make than any other phonograph*.

In a nutshell, we have built into the Solophone the supreme advantages of every American and European phonograph. And we have devised a test that *proves* every claim we make.

Does this kind of selling appeal to you? Then write for more *facts*—mechanical specifications, prices—and details of our *new kind of advertising service* for dealers.

THE SOLOPHONE COMPANY

Makers of the New Solophone, the “Master Phonograph”
 New York Offices
 Hallet and Davis Building
 18 East 42nd Street

Distributors for the Famous Pathe Pathepoue and the Pathe European and American Double Disc Records
 Factory and Home Office
 306 Sussex Street
 Harrison, N. J.

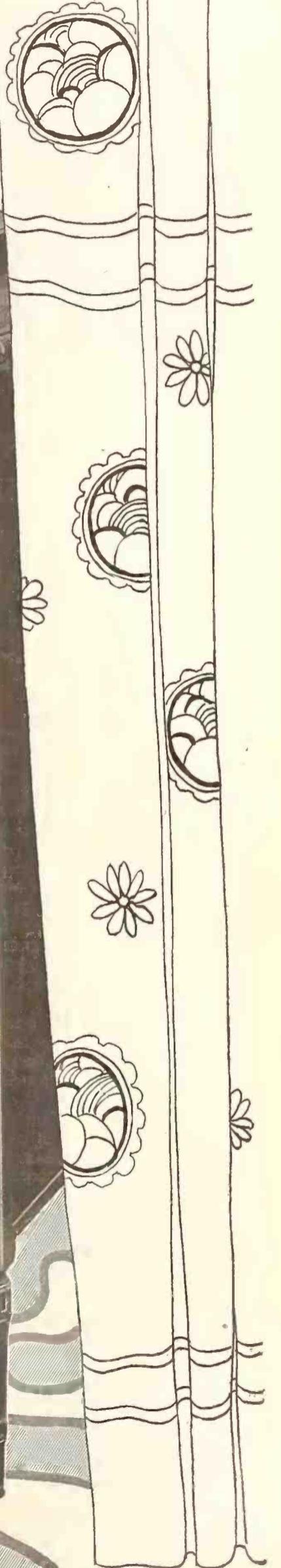
Chicago Offices
 17 North Wabash Street
 Chicago, Ill.



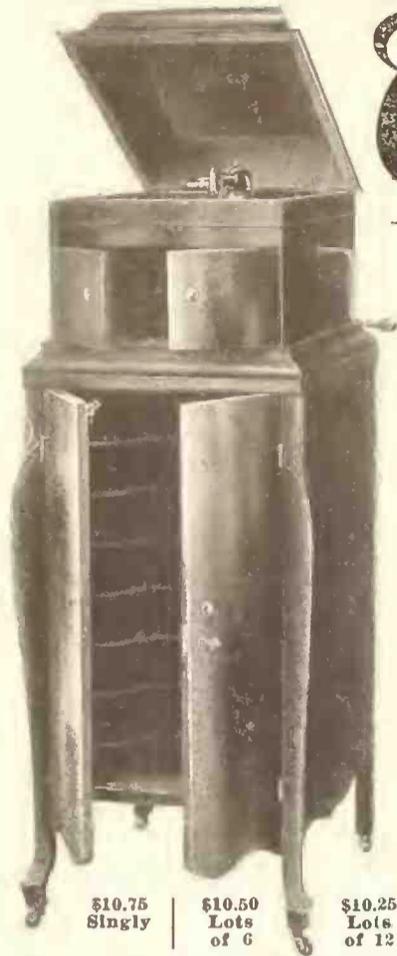
Model 125
Solophone



Model 175
Solophone



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.

Phone 6600 Main

Catalogue on request



\$10.25
Singly

\$10.00
Lots
of 6

\$9.75
Lots
of 12

WHAT IS THE FUTURE FOR THE VICTOR BUSINESS

Paper Read by Roy J. Keith, of the Chicago Talking Machine Co., at the Opening of the Emerson Piano House, Decatur, Ill., Offers Some Interesting Information

The subject assigned to me reminds me of the small boy who had been sent to the drug store by his mother to buy 5 cents worth of salts. While the clerk was weighing it out the boy said, "Say, boss, don't give full weight—it's me that has to take it."

Although Mr. Spayd has received many compliments on his beautiful new store to-day he does not need to hope that somebody will save something nice to say for another day, like the soldier whom I saw at Plattsburg this summer, who one evening after mess found a Salvation Army on hand. The soldier went up to the leader and said, "Say, mister, do you save women?"

"Certainly we do," was the reply.

"Well, mister," the soldier blurted out, "save me a blonde for Saturday night."

We who are in the talking machine business should congratulate ourselves that we have the good fortune to be in the Victor business, for in the talking machine business Victor supremacy is established.

There are no half way measures with the Victor Co.—they have been leaders right from the beginning. They introduced the first hornless machine, the first electric machine, the first lateral cut record.

They have contracted and held right from the beginning the greatest singers, the best bands and the leading orchestras.

They have kept the quality of their goods in the front rank.

They have advertised, even in the face of oversold markets, to an extent that has made their trade-mark now generally conceded to be the best known one before the public. They stand for the one-price principle—the only right and fair way of merchandising standard, nationally advertised goods.

And they have played fair equally with we distributors—you dealers—and your customers.

It's like a beautiful fairy tale—far more wonderful than the tale of Aladdin's lamp—the evolution of the Victrola—the romance of your own business.

Mr. Spayd's new store speaks for what this business, in part, has come to mean in our commercial life—for the Victrola and the piano go hand in hand—a store and a business that Decatur may well be proud of.

For the music business is more than just a business. It's one of the largest and strongest influences in the country to-day to make our lives more worth while—bringing to us all probably more happiness than any other one thing in the world.

And see what the Victor Co. are doing to enlarge and foster this influence—looking always well into the future in the conduct of their business.

I mean the idea of the Victor in the schools

—the idea to make a really musical America.

In a short three years Victors have been installed in the schools of over 4,500 cities—the Victor is being played before 12,000,000 school children every day.

There have been no half measures in this undertaking either—the leading authorities in school work, music history and appreciation, folk and country dances have been engaged for this field. No expense has been spared to

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.

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

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

reach the children—who will be our future customers—to make the children love good music—to cultivate their musical taste just as the schools have developed a love for good literature.

With the evolution of the Victrola has this been made possible—for only on the Victrola can all the best in music be brought to the children.

To make a musical America—is this not an undertaking of which any concern may well be proud? Are you not fortunate to be engaged in a business that besides making you handsome profits brings the greatest happiness to all the people?

Victor success is attracting many imitators—I cannot say competitors—for so far there are only three other concerns which manufacture both machines and records.

And I suppose you wonder sometimes what it's all coming to—you don't have any chance to worry because you can never get enough Victor goods to fill your orders.

Our problem is to keep up with them—the Victor Co.—to make the most for ourselves as distributors and dealers of the opportunity they are making for us.

And one of the largest problems in our business is the development of our record business.

Show me any merchant who is making a signal success of Victors and I'll show you there a highly specialized record sales department—conveniently located, efficiently arranged and elaborately equipped. I'll show you there sales people who are instructed most carefully in the art of suggesting from a complete knowledge of the Victor record catalog.

You are indeed fortunate to-night in having had an opportunity of hearing so ably from a man who is in charge of the Victor department of the largest music house not only in the country, but in the world, something of how record business may be secured.

Some people in the talking machine business

think the record business follows the machine business, but it's just the other way round—the machine business follows the record business. It's the house that's equipped to give the best record service—that gets the machine business, too. What a wonderful opportunity this is—equipped with all the best in music—we may help make a musical America

HOLD FIRST ANNUAL BANQUET

Members of Electrical Department of the American Graphophone Co. Dine

BRIDGEPORT, CONN., November 5.—Sixty-five members of the electrical department of the American Graphophone Co. held their first annual banquet at the Hotel Lorraine last Saturday evening. Music, speech making and vaudeville formed part of the evening's program, which was thoroughly enjoyed by all present. The committee in charge of the banquet consisted of A. B. Bedford, chairman; L. F. Goergen, F. T. Jackson, L. S. Brown, F. G. Porter and E. T. Traynor.

MME. BARRIENTOS WITH COLUMBIA

Noted Coloratura Soprano Signs Exclusive Contract to Record for Columbia Graphophone Co.

The Columbia Graphophone Co., New York, announced this week that arrangements had been consummated, whereby Mme. Maria Barrientos, one of the world's leading coloratura sopranos, is added to the company's library of artists, Mme. Barrientos having signed an exclusive Columbia contract.

Mme. Barrientos is famous throughout the world, her operatic successes having been achieved in Milan, Paris, London, Petrograd, Buenos Aires and Barcelona. Her premiere in "Lucia" at the New York Metropolitan Opera House last January was one of the sensations of the year.

Mme. Barrientos' first Columbia record, which

goes on sale December 10, includes selections from her first New York success, and her wonderful voice shows to excellent advantage in "Silence O'er All," and the waltz song from

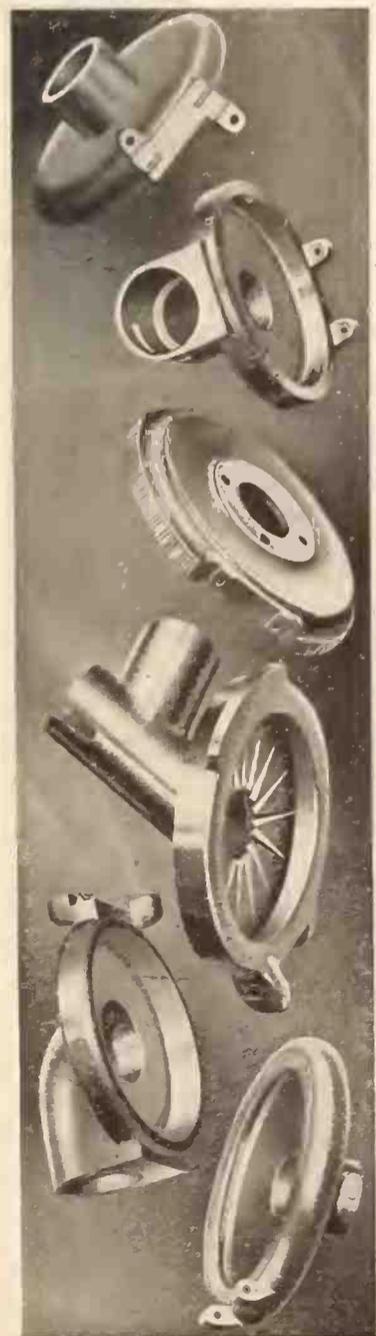


Mme. Maria Barrientos Gounod's "Mireille," while the coloratura perfections in the "Mad Scene" aria from "Lucia" are well calculated to please the most discriminating musician or music-lover.

Like Lazaro, the famous tenor, who became a Columbia artist a few weeks ago, Mme. Barrientos is a product of Spain. Gifted with a voice of sensational range, and unusual powers of modulation, Mme. Barrientos is a most valuable addition to the Columbia Co's fast-growing library of world-famous artists.

OCCUPYING NEW QUARTERS

Oscar Overby, Edison dealer at Rice Lake, Wis., has moved into the new Rubyor jewelry store building.



Standard
in the Phonograph World

Acme Die Castings

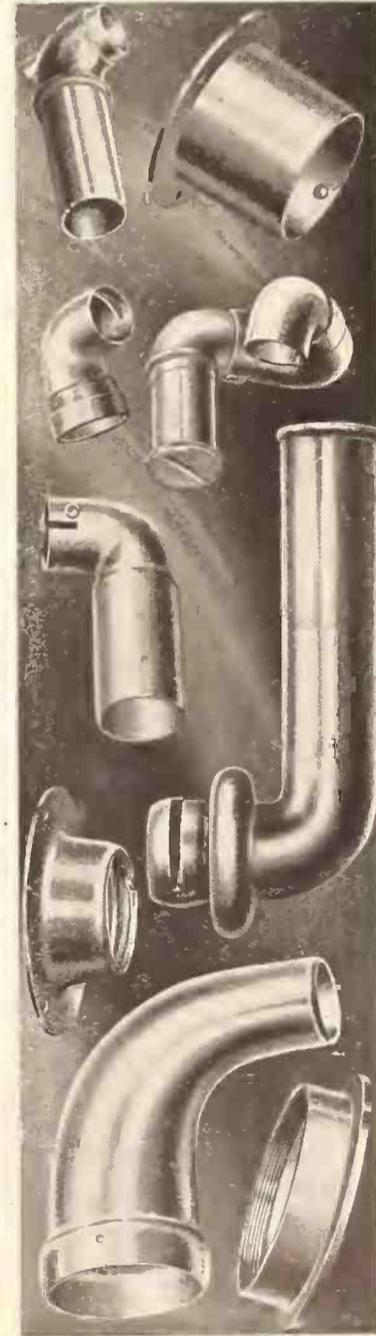
Aluminum or
White Metal Alloys

TONE ARMS, SOUND BOXES,
ELBOWS, TONE ARM AND
SOUND BOX ATTACHMENTS,
TONE-ARM SUPPORTS OR BASES

Your first order will convince you of the superiority of Acme Die Castings and Acme Service. One is as important as the other. We give both.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
Brooklyn, N. Y.

TRADE MARK

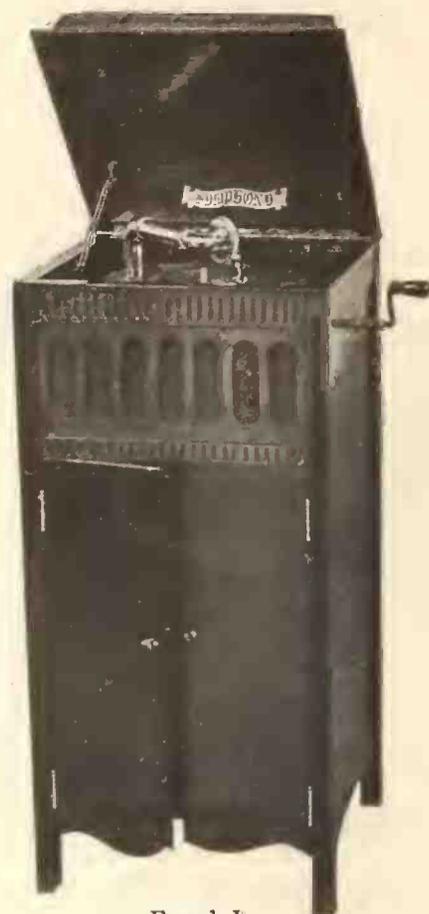




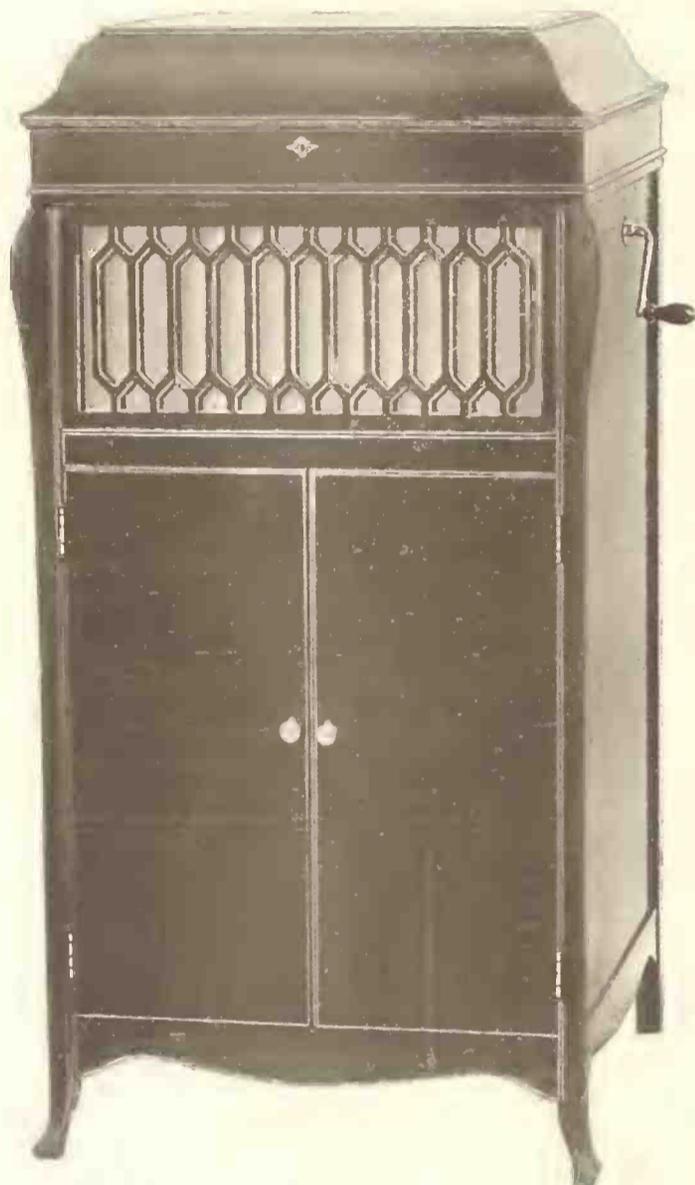
Style 2



Style 1



Fraad Jr.



Place Your Orders Now

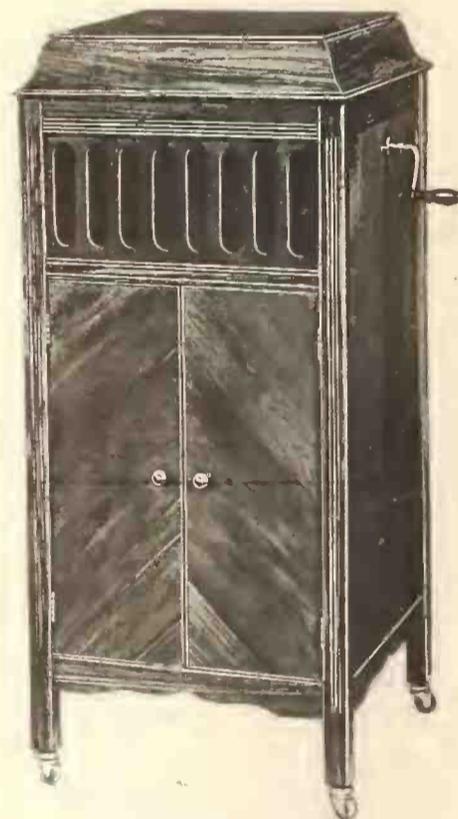
Our entire line of Talking Machines and Records is ready for immediate delivery.

Write for catalog and dealer's prices.

Fraad Talking Machine Co., Inc.

FACTORY AND SHOWROOMS:

224-232 West 26th St., New York



Symphony Jr. A



Style 9



Style 4



Style 6

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.

WE WANT a live wire to take management of a growing Victor business in a community of 6,000. State previous experience and salary expected in first letter. Address Mr. B. R. Forster, 123 West 125th St., New York.

WANTED—A complete file of The Talking Machine World since its foundation some twelve years ago, or a file for part of these years. Send information to "Desirous," care of The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience as Victor wholesale representative. A real producer, best of references. I will produce results. Who can use such a man? Address L. A. C., care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—PHONOGRAPH SALESMAN to cover particularly Central States; must be experienced and able to place new, meritorious, high-grade instruments. Splendid opportunity for good man who knows the possibilities, to build up and secure interest in business. None other need apply. State full particulars as to experience, salary wanted, acquaintance with trade, etc. Address Quick Action, care of The Talking Machine World, 373 Fourth Ave., New York.

TALKING MACHINE business for sale in Atlanta, Ga. Best opportunity ever offered for quick trade. Address "Business," P. O. Box 209, Atlanta, Ga.

SALESMAN understands the phonograph business in all its branches, small salary and commission. Address "Box 371," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman and manager Edison disc line with live house. Age 33; married. Hold similar position now. Address "Box 374," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

SPECIALTY SALESMAN—(Live wire type.) To handle profitable side line—sold among talking machine and piano dealers exclusively. Big future on repeat business. Write to-day for particulars. Master Manufacturing and Specialty Co., Box 96, Camden, N. J.

FOR SALE—Live Victrola Agency in growing suburb of Eastern city of 500,000 population. Store modernly equipped and well stocked. Good reason for selling. Address 376, care Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Fine Victor retail store in business center of Eastern city of half-million population. Store and fittings modern in every particular. An opportunity. Address 377, The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address Box 378, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By all-around repairman, experienced in all kinds of motors, as I have had full charge of motor and assembling department. Address Box 379, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—\$25,000 capital to back new phonograph, revolutionizing phonographic industry. Will excel in loudness, clarity and longevity of records any phonograph ever made. Address "Box 370," care The Talking Machine World, 373 Fourth Ave., New York.

SOME FINE SONORA ADVERTISING
Sonora Phonograph Corp. Uses Full Page in Rotogravure Section of New York Times

The Sonora Phonograph Corporation, New York, carried in last Sunday's Rotogravure section of the New York Times, one of the most artistic full-page advertisements which has been used by a talking machine company in the local

newspapers for some time. This advertisement featured the three local retail showrooms of the Sonora Phonograph Corporation, and formally introduced the new Sonora warerooms at 279 Broadway, corner of Reade street, which were opened on Monday of this week, under the management of Thos. F. Delaney, Jr. The other Sonora warerooms in New York are located at 668 Fifth avenue and 50 Broadway. The Sonora retail business is under the general management of L. S. McCormick, well-known in the local trade.

The text of the page called attention to the distinctive tonal qualities of the Sonora phonograph, and the illustrations included reproductions of the following types of Sonora phonographs: "Supreme," retailing at \$1,000; "Invincible," at \$350; "Grand," at \$225; "Baby Grand," at \$150, and "Imperial," at \$100.

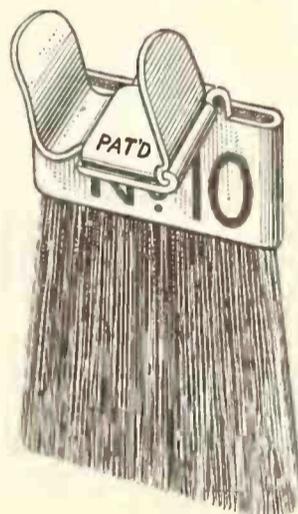
TO PUBLISH WEEKLY PAPER

BRIDGEPORT, CONN., November 8.—It has been announced at the plant of the American Graphophone Co. (Columbia Graphophone Co.) that a weekly paper will be published by the company and edited by the employees. This innovation is made with the endorsement of General Manager Hansom, who is enthusiastic over the idea. It is hoped to have the first edition out in the very near future.

The night shift in the company's pressing department is working twelve and one-half hours at a stretch, starting at 6 o'clock each evening except Saturdays and Sundays and continuing until 7 o'clock the next morning with half an hour for lunch at midnight. The night foreman is Joseph Peck. The day foreman is James Cherry.

NEW INCORPORATION

The Monarch Talking Machine Co. of Menominee, Wis., was recently incorporated with a capital of \$15,000, the incorporators being Henry G. Johnson, Harry D. Griffith and Thos. B. Wilson.

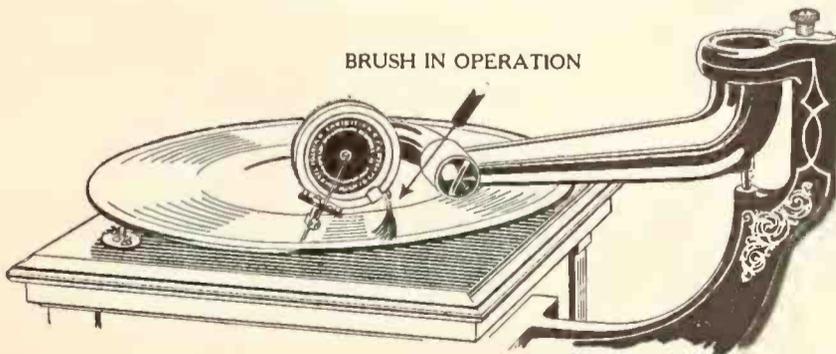


Patented September 25 and October 2, 1906. September 7, 1907.

Price 25c.

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

Easily Attached
Works Automatically



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

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



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





Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

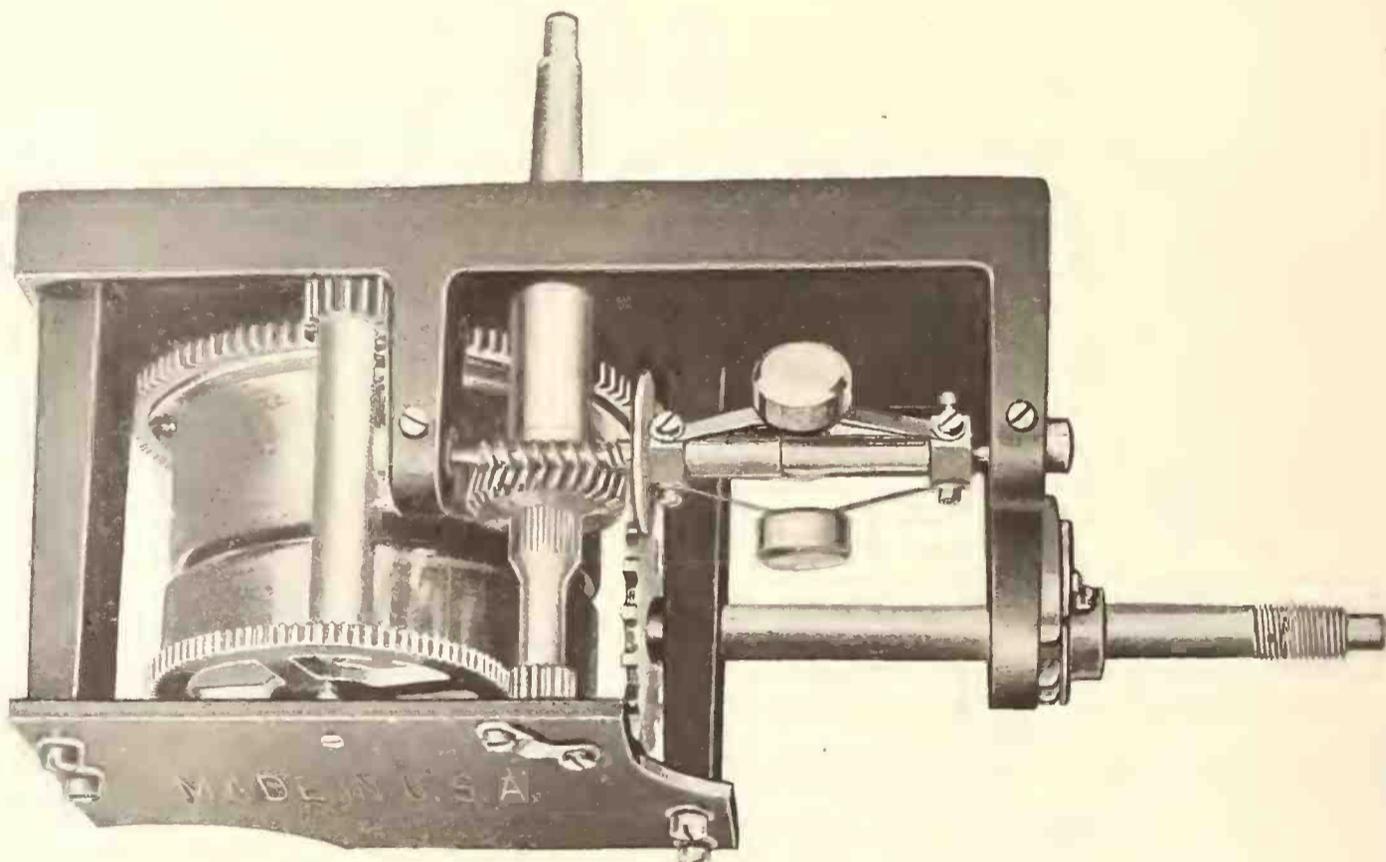
FACTORY, ELYRIA, OHIO



Heineman Motor No. 3

1917 MODEL

STANDARD MOTOR FOR FLOOR MACHINES



Two-Thirds Size of Motor

Some of Its Many Features

1. All bearings are hardened, burnished and polished.
2. Governor is fitted with thrust bearings.
3. Turntable shaft on end, burnished polished and hardened.
4. Turntable with cast iron bushing riveted on.
5. Frame and spring barrels high grade japanned enamel, absolutely rust proof.
6. Lock washers under every screw.



Otto Heineman

President.



TEXAS EDISON DEALERS ORGANIZE

Form Permanent Association at Recent Convention in Dallas and Elect Officers—Enjoy Business Talks and Banquet

DALLAS, TEX., November 5.—The Edison dealers in the Texas-Oklahoma zone held their first convention in this city recently at the invitation of the Texas-Oklahoma Phonograph Co., Edison distributor, and in addition to indulging in some helpful business discussions also enjoyed some royal entertainment.

There are about fifty dealers and their wives who registered at the Phonograph Shop October 17, and after a visit to the Texas State Fair returned to the shop for the purpose of enjoying a demonstration of the Edison product.

On October 18 the dealers met in the Chamber of Commerce and Manufacturers' Auditorium and organized a permanent association to be known as the T. O. E. D. (Texas-Oklahoma Edison Dealers). The association started off with a membership of thirty-five and the following officers: L. H. Walter, Hillsboro, Tex., president; L. C. Curlin, Waxahachie, Tex., vice-president; J. R. Harrison, Durant, Okla., second vice-president; H. R. Hancock, Dallas, Tex., secretary-treasurer, and E. F. Carroll, Waco, Tex.; L. F. Mallow, Ladonia, Tex., and B. Heyer, Fort Worth, Tex., auditors.

On the evening of the second day the visiting dealers were the guests of the Texas-Oklahoma Phonograph Co. at an elaborate banquet at the Oriental Hotel, where the dealers were welcomed by Louis Lipsitz, president of the Chamber of Commerce, and were addressed by A. P. Burns, territorial supervisor of Thos. A. Edison, Inc. A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., and other executives of that concern, as well as by a number of their own members.

'NOSET' AUTOMATIC START AND STOP

Placed on the Market After Five Years' Experiments—Embodies Many Unique Principles—Nothing to Get Out of Order

After five years of experimentation in its laboratories, the Condon Autostop Co., 47 West Forty-second street, New York, has announced as ready for the trade its "Noset" automatic start and stop, which may be used on all types of talking-machines. Edward T. Condon, Jr., the inventor of this unique device has been busily engaged the past few years in making the "Noset" thoroughly dependable in every respect, and the acme of simplicity.

The "Noset" is complete in its entirety, with no extras, and can be attached to a talking machine without any inconvenience, requiring

Wake Up Man!

Make More SALES
CUSTOMERS
PROFIT

File Your Records

The Ogden Way

Better Than

An X-tra Clerk for X-mas

Unconditionally Guaranteed by
Your Jobber

SELLS
FILES
FINDS **More Records**

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped From Stock after Nov. 20th
Will pay for itself during the rush
1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented



Models No. 1 and No. 31.
High Grade Cabinets for record parlors.

Models No. 2 and No. 62.
Low in price. High efficiency. Patented. The Best.

Ogden Sectional Cabinet Co., Lynchburg, Va.

merely the removal of the turntable and present brake and then being fastened to the motor board. It is sightless when attached, as it is located under the turntable of the machine. Mr. Condon states that absolutely no attention need be given the "Noset" after it is attached, as it automatically releases the turntable when the needle is swung into position, and in turn when the needle is in the last groove of the record "Noset" automatically stops the motor. No alteration of the tone arm or any other part of the machine is necessary.

Mr. Condon is well-known throughout the talking-machine trade, and in perfecting the "Noset" automatic start and stop, he is furnishing the dealers with a device which is the only one of its kind in the market, and which

will be retailed at a nominal price in order to permit dealers an opportunity to sell it to every customer on their books. He has paid particular attention to the materials used in the construction of the "Noset," securing the best quality obtainable, and as there are only two working parts, friction has been minimized, and there is nothing to get out of order or to be repaired.

INCORPORATED

The Columbus Talking Machine Co., Columbus, O., has been incorporated with capital stock of \$10,000 by Arthur Weldon, Lewis M. Smith, Frances Weldon, Albert H. Harwick and A. L. Harwick.

Individual Service!

We endeavor to give our dealers personal service that is based on their individual requirements. Victor dealers have different problems to solve which require different solutions, and it is our aim to help them along practical lines.

Backed by Experience

The suggestions we offer our dealers are backed by experience, for every member of this organization is a practical Victor man. We have made a careful study of the Victor record situation, and are equipped to give our dealers 100% service and personal assistance in developing their record business.

May we not serve you?

G. T. Williams Co., Inc. VICTOR WHOLESALE EXCLUSIVELY **217 Duffield St., Brooklyn, N. Y.**

MOTOR DELIVERY SERVICE

Recently Started by the New York Talking Machine Co. Now in Active Use

In order to give its dealers maximum service in the delivery of Victor records, the New York Talking Machine Co., New York, Victor distributor, has recently added a motor delivery service, one unit of which is shown herewith. This motor truck is now in active use, and a



New York Talking Machine Co.'s New Motor Car

number of Victor dealers have commented very favorably upon the company's initiative in providing for maximum efficiency in record deliveries.

For some time past the city salesmen associated with the New York Talking Machine Co. have been equipped with automobiles, and only recently two Dodge Bros. roadsters were added to this equipment. This progressiveness has added materially to the salesmen's efficiency, as it enables them to cover their territories more adequately and thoroughly, and give Victor merchants 100 per cent. service.

The success of the new record motor delivery seems assured, and it is planned to cover not only city territory with this truck, but the

adjacent territory as well, so that all Victor merchants in this section may be served by this speedy method of record delivery service.

ORDERS FROM ALL PARTS OF WORLD

"Repeat orders for our products are being received from members of the talking-machine trade from far off Australia, India, Japan, and in fact, from all points of the globe," said B. D. Mulligan, manager of the Rene Manufacturing Co., Hillsdale, N. J., who returned recently from a Western trip. "The Talking Machine World has produced remarkable results for our company, and seems to be read with great interest by every member of the talking-machine trade.

"In my opinion, there is going to be a tremendous dearth of raw materials in the very near future, but we foresaw this crisis some time ago, and prepared ourselves accordingly. We have increased the capacity of our steel spring department, and have recently added a sound-box department, which promises to be very successful."

BUSH & LANE MAKE "TALKERS"

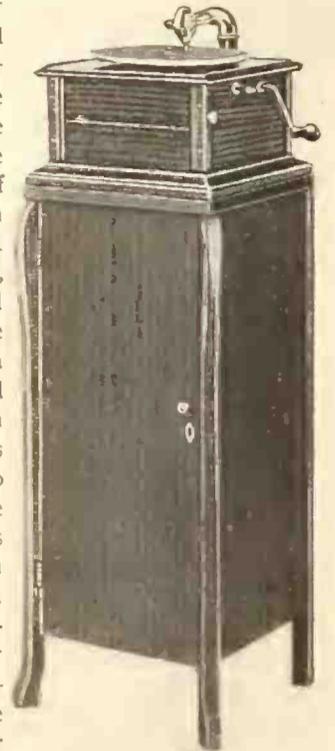
HOLLAND, MICH., November 8.—Visitors to the factory of the Bush & Lane Piano Co., of this city, are very enthusiastic regarding the new Bush & Lane talking machines. There will be four models ranging from \$75 to \$200 in price. They show striking originality in case design. The \$100 and \$150 models will be ready for shipment very shortly. The \$200 model is somewhat on the Empire order of architecture

with a curved surface, dome-like top, harmonizing with the rounded pilasters of the case. President Walter Lane's long experience as a acoustician is shown in the tone chamber construction, which is along original lines. Mr. Lane has also invented two different models of automatic stops.

NEW SCHLOSS BROS. CABINET

Latest Addition to Popular Line Matches New Columbia Grafonola 15

Schloss Bros., well-known manufacturers of talking machine cabinets at 637-645 West Fifty-fifth street, New York, have added many styles to their line, as they were warranted by the demands of the trade, and all of them have been most successful. The latest model, No. 502, is designed particularly for the new Columbia Grafonola 15, and has already been ordered in quantities by the dealers who have seen it. The new cabinet is shown herewith with the machine in place. The cabinet is finished in either golden oak or mahogany to match the machines. The new cabinet is ready for



Schloss Bros. Style 502 immediate delivery in quantities as desired.

Paul Rudert, a jeweler of Tarentum, Pa., is credited with the invention of a new system of reproduction for talking machines.



New 9-in., 4½-Minute, 50c Record

Another remarkable value! Another demonstration that the MAJESTIC is making the retailing of Records a big, profitable business.

This new Record is nine and a quarter inches in diameter, plays four and a half to five and a half minutes, and retails with full margin at 50c. Now ready for delivery.

WHY?

The Majestic Record is revolutionizing the record business and dominating the popular priced record field.

Its tonal quality compares with the best, regardless of price.

The Majestic Record eliminates surface noise.

It is cut 165 threads to the inch and plays longer than most 10 and 12 inch records on the market.

It embraces all that is best in the world's musical literature and of all the popular artists.

Majestic Records are made of the very best stock and its wearing qualities are unsurpassed.

60 New Titles Monthly

SEND FOR CATALOG—TODAY

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play ANY STYLE RECORD.

IMPORTANT

We Give Immediate Deliveries

Majestic Record Corporation, 37-39 E. 28th St., New York City



If you have not yet equipped yourself to supply the exclusive Columbia records by Lazaro, you are missing a considerable portion of your rightful income. Two new recordings in the Columbia December 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

MOREHOUSE-MARTEN CO.'S ATTRACTIVE EDISON EXHIBIT



The Picture Above Shows the Attractive Exhibit That the Morehouse-Martens Co., New Edison Dealers at Columbus, O., Had at the Recent Ohio State Fair

ENLARGING VICTOR DEPARTMENT

Lord & Taylor Store to Have Seven Additional Demonstration Rooms, Making Twenty-three Now in Use—Gratifying Holiday Outlook

The Victrola department at the Lord & Taylor store, New York, is now in the hands of carpenters and masons, and when alterations are completed, the department will have seven additional demonstration rooms, making a total of twenty-three rooms devoted to the display and sale of Victrolas and Victor records. This department is probably one of the largest in the country, and additional facilities for expansion are at hand to be used as the occasion may require.

H. E. Speare, manager of the Lord & Taylor Victor department, speaks enthusiastically of the holiday outlook, stating that sales the past few days have been unusually pleasing, particularly during election week. Among recent Victrola sales at the warerooms was that of a Victrola XIV, with a representative library of Victor records to the U. S. S. "Arizona," the largest steamship afloat.

FACILITIES GREATLY INCREASED

"During the past few weeks, we have sold our regulators to some of the most successful talking machine dealers in the country," said Dr. R. E. Faldl, of the Rowland Sound Regulator Co., New York, and inventor of this device. "The most gratifying feature of our sales has been the large number of repeat orders, which to our mind, is the surest indication of the satisfaction which our regulator is rendering. We have increased our factory facilities materially, and expect a large holiday trade."

PRAISE NEW LABORATORY

Quarters of the Emerson Phonograph Co. in New York Admired for Acoustic Properties

The Emerson Phonograph Co., which recently moved its recording laboratories from the tenth floor of the building at 3 West Thirty-fifth street to the fifth floor, has heard many expressions of approval from visitors who have been greatly impressed with the unusual acoustic properties of the laboratory.

Victor H. Emerson, president of the Emerson Phonograph Co., and an acknowledged acoustical authority, was responsible for the choice of this laboratory, and his many years of recording experience stood him in good stead in selecting this location. Mr. Emerson spent several weeks touring every available building in the city, when the Emerson Phonograph Co. decided to open a New York laboratory, and finally selected the tenth floor of the building at 3 West Thirty-fifth street as ideally suited to his needs. A short while later he chanced to pass through the fifth floor of the building, and was surprised to find that this floor responded even more satisfactorily than the upper one to his acoustic tests. He accordingly moved the laboratory to the fifth floor, and the results of this move are evidenced in the success being achieved by the latest Emerson records.

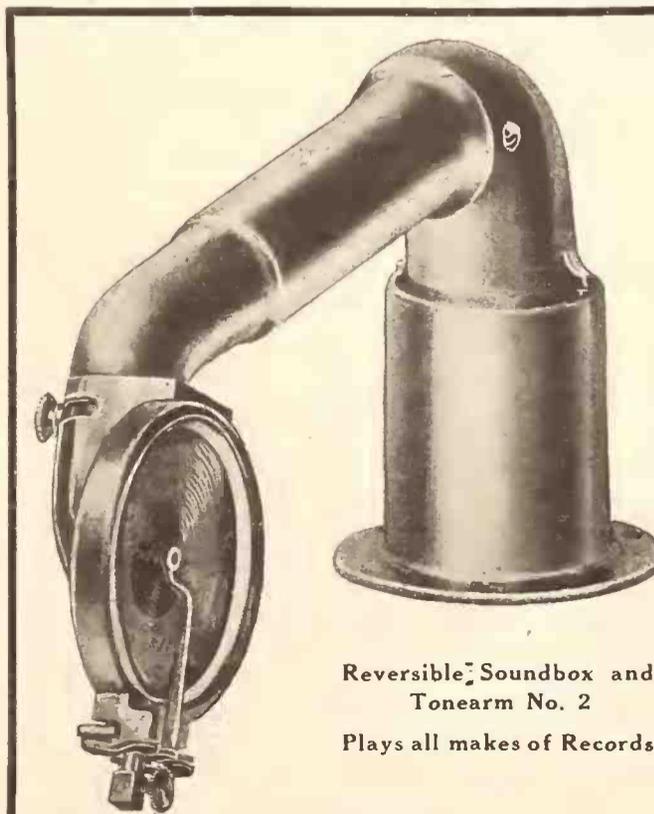
ATTRACTIVE AEOLIAN AD

The Aeolian Co., New York, carried an interesting and attractive advertisement in the Sunday newspapers featuring the Aeolian-Vocalion. This advertisement was headed "November," and called attention to the fact

that this month marks the second anniversary of the introduction of the Vocalion.

The copy included illustrations of some of the popular types of standard Vocalion designs, and also a reproduction of an art style Vocalion. An invitation was extended to the public to visit Aeolian Hall at any time.

Mrs. Mabel Stabel will shortly open a store for the sale of talking machines and records on Rover road, Edgewater, N. J.



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

HOW TO CONDUCT A RETAIL TALKING MACHINE BUSINESS

The Subject of a Paper Read by L. C. Wiswell, of Lyon & Healy, Chicago, at Opening Recently of the New Emerson Piano House in Decatur, Ill.

Mark Twain was right when he stated that it is the difference in opinion which makes horse racing. A difference in opinion exists everywhere, especially so in the talking machine business.

"How to Conduct a Retail Victor Business." There are many different opinions as to the proper way to conduct a talking machine business, but if one's opinions are sound and well thought out along the right lines, the chances of failure are remote.

In conducting a talking machine business there should be, the same as in every line of business, plans, well defined and well thought out. We are told by historians that in the building of King Solomon's Temple there were well defined plans; for instance, there were hewers of stone, bearers of burdens and overseers of the work, or managers of the several departments of the Temple. We would not go amiss in patterning after this wise patriarch of old, for if we will do as he did, first plan our business, dividing it into several departments, placing in charge of these departments competent persons and afterwards plan systematically, wisely and carefully a business building campaign, we will be on the right road to success.

Suffice for the discussion this evening I will divide the Victor retail business into three departments—executive, machine and records.

The executive department should be carefully considered. Proper sets of books should be opened, for it has been well said that simple, correct, well kept books are as necessary to the conduct of a business as the compass is to the mariner: without a compass the mariner is liable to drift upon the rocks of the sea, and without a proper set of books the business of any organization, whether it be talking machine or what-not, is liable to drift upon the rocks of our commercial sea.

For the sake of time I am going to treat the layout of the machine and record departments as one. These two departments should be planned with a number of thoughts in mind. First, and most important, you should have, according to the size of your store, a number of sound-proof demonstrating rooms, say fourteen by fourteen feet in size, for the demonstration of machines, and smaller rooms, nine by nine or nine by twelve, being the proper size, for the record rooms. The rooms should be laid out in keeping with the construction of the store, so as to give the best possible appearance; also the rooms should be set back a distance from the entrance so as to leave sufficient space for a reception room where a number of Victrolas can be displayed. It has been well said that the first impression the customer receives upon entering a store is generally the lasting impression, therefore, it is necessary that the store be so planned and decorated as to make a favorable impression upon the customers as they enter.

Having planned the layout of the store our next step is that of engaging help. To my mind the help question is very important, if not the most important point in the conducting of a retail talking machine business, for in no other business that I know of is there more need of courteous, agreeable and well trained salespeople. Have you ever entered a store to make a purchase and be received by a slovenly dressed salesperson who had a grouchy, pessimistic expression on his face; one who acted as though he did not care whether he made a sale or not, and who greeted you with the statement, "What do you want?" What were your feelings? Did you not feel as though you would like to right about face and seek to make your purchase elsewhere? It is this kind of a salesperson, and the woods are full of them, that are not wanted in the talking machine busi-

ness. In no other line do you depend so much upon the continued come-back of your customer as you do in the talking machine business, for when you have sold a machine you have just begun to do business with the purchaser of the machine. They should all come back to you to purchase records from time to time, hence the necessity of the first impression being the favorable and lasting impression. I will not try to define the character of the salesperson that should be employed in the retail talking machine business other than to say that they should be of good personality, good address, have a good command of the English language, musically inclined and have at least some business ability. No doubt it is hard to find salespersons with all these talents, still if you can select people who have pleasing personality, good address, and with some business ability you can easily train him or her into the kind of salesperson you want them to be. Many employers make the mistake when engaging help to engage the first person to apply. You should engage help with the same discretion, same care, sifting, so to speak, the chaff from the wheat, as you do in considering some great undertaking.

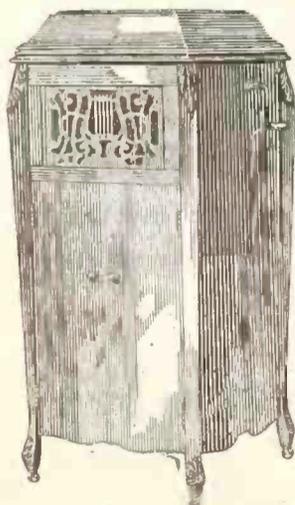
Our next point is that of how to get the business. Much can be said upon this point, as there are many ways of getting business. There is the newspaper, circularizing and billboard advertising summed up into the words "printers' ink"; also there is the telephone. By the way, the telephone is being used as a business getter more and more each day, and last but not least, and in many respects very important, the concert—the giving of daily, weekly or semi-monthly Victrola recitals—is one of the most important features in the proper conduct of the retail Victor business. I have had considerable experience with concerts, and am positive in my statement that they pay and pay big.

The next step in conducting a retail talking machine business is that of service and co-operation. One might have a well planned, well



In Position for Lateral-Cut

Playerphone
HIGH QUALITY TALKING MACHINES



Here Is a Universal Tone-Arm That Is a *Tone-Arm*!

Here is a tone-arm and Reproducer combination that is not merely adjustable to either position but which does it without sacrificing *tone* or the principles upon which the different records are made.



In Position for Hill and Dale

We supply this combination to responsible manufacturers who are looking for something in this line of real merit. In supplying these goods we will protect the purchasers in every respect. This company is in a position to fulfill every guarantee.

Send for quantity price.

Leads Them All In
Beauty, Quality, Tone, Size and Value
Six different styles. All large cabinet machines. All finishes. Prices, \$50, \$75, \$100, \$125, \$175, \$200. Can deliver for holidays.

If You Want An Automatic Stop
That never fails, one that is of highest quality, is simple and is almost invisible, communicate with us and get our large quantity price. Send \$1.50 for sample.

PLAYERPHONE TALKING MACHINE COMPANY
21-23 South Wabash Avenue CHICAGO, ILLINOIS

appointed store, excellent location, spend lots of money in advertising, etc., but if the employees fail to give courteous service to the customer and fail to co-operate with the management in conducting the business, then all of the efforts put forth, all of the money spent is gone for naught. Without courteous service and co-operation, a business, no matter how well planned, how solidly financed, will surely fail.

There are many features which contribute to business success. Everyone who is connected with a business enterprise, whether it be porter, office boy or salesman, is either contributing to the upbuilding of that particular concern or is helping to its defeat through contributory acts in some way or other. How is he or she doing it? Either by courtesy or discourtesy. I believe that this truth is but little understood, and less appreciated by the heads of many important business organizations. Take the delivery man, for instance, if he is surly or discourteous he is creating a force which operates distinctly antagonistic to the firm for which he works, and no one can tell just how far that influence will reach. Some delivery men are courteous and tactful and aid in the good will of the firm, while others who are surly and rude help to break down the patronage.

Have you ever considered the power of the telephone as a business building force, and that the telephone operator of an establishment gives a good or bad impression of the house by her conversation over the wires? People naturally reason that the telephone operator's tone represents, in a sense, the treatment of the establishment towards a customer, and the attitude of the operator reflects the attitude of the employers. There is where the telephone, like the delivery man, may be made a very large business building force. Extreme courtesy can be carried to the minutest point, and as a tactful and intelligent business building force the powers of the telephone are tremendous if worked properly. Right here let me say that the using of the telephone in the building up of your record business is of wonderful value. If your salespeople would call up their customers on the 'phone and say, "Why, Mrs. Jones, you haven't been in for such a long time, so I thought I would call up and inquire if you would like to have me send out some of the records that are new since you were last in the store." I know of concerns who are pursuing this method and are building up quite a profitable record business.

Competition is said to be the life of modern business, but co-operation is said to be its backbone. Five men working together can lift with ease a steel girder, where ten giants tugging individually cannot budge it. A team, which pulls systematically and together will always win the game against the team whose members, although exerting all their strength, are not working together. The most encouraging sign which points to the upper progress of business conditions is the increased growth of the spirit of co-operation. The greatest factor in fostering the spirit of co-operation in modern business industry is the get-together idea. Employers are realizing the value of an organization, animated of the same common impulse, working to the same common end, and in many businesses there are held regular meetings of the entire force at which the progress, ideas, aims and designs of the organization are entered into by everyone in attendance. The employer who can obtain co-operation not only from his sales force, but from all connected with the business is surely on the road to success. Co-operation and a sympathy of ideas and purposes between the members of an organization is the lubricant which enables the machine to speed easily and smoothly along the road of modern business to the goal of success. The great progress made by many concerns in the talking machine business in the past few years has been due, in a great measure, to the proper use of that same lubricant, which is best created through the putting into effect of the get-together idea.

THE PHONOGRAPH APPLIANCE CO.

Has taken over the business of JAMES FRAZEE

and will continue the manufacture of "CRYSTAL EDGE" MICA DIAPHRAGMS with Mr. Frazee in charge of the factory at New Brighton, N. Y. Arrangements have been made to fill all orders at the old quotations, but the scarcity of mica of suitable quality for these high-class Diaphragms makes it imperative for us to ask our patrons to limit their orders for a time. Prices will have to be advanced in less than thirty days unless there is a radical change in conditions.

THE PHONOGRAPH APPLIANCE COMPANY

Office and Factory, NEW BRIGHTON, N. Y.

May I not mention here a point which seems to be a bugaboo to the dealer—that of charging interest on deferred sales. It is my opinion that the dealer who does not charge interest on installment or deferred sales is overlooking one of the strongest points of the game. Interest is a legitimate charge, it helps to pay the freight, also helps in defraying the running expenses of the business. Naturally, the amount of interest made is gauged by the amount of installment business done, still no matter how large or small the business, the dealer should always obtain interest on deferred payments. Some dealers say that they can get interest, others say they cannot. It is the opinion of the dealer experienced in getting the interest that it helps to obtain more cash sales, also it has a tendency to strengthen the character of installment paper.

Having planned a Victor retail store and outlined in a measure how to conduct it, my remarks would not be complete if I did not make mention of an important point, and one which the person in charge of a talking machine department should be on the lookout for. I refer to leaks. A new point in the philosophy of leaks was gained by the Arkansas traveler, when it was pointed out to him that the leaky roof could not be fixed while it was raining, and did not need to be fixed when the sun shone. That idea might be all right as pertaining to leaky roofs in Arkansas, but it does not apply to the leaks which are bound to exist in a business. One of the curious things about a leak in business is that it continues to leak regardless of the weather, and one of the most profitable occupations to which a dealer can devote himself is hunting for leaks and permanently stopping them. I believe that the evillest of all leaks in the talking machine business is in the record end, when a customer leaves the store without having been supplied

to the capacity. I don't mean to load the customer up with records which he does not want, but mean the getting of an order for two or more records when the customer planned to get only one and do it legitimately. Consider the dance records, if you will. If in your record department there is some one person who familiarizes himself with the new dances, he will be able to sell more dance records to a party coming in and asking for dance records than he could if he knew nothing about the art of dancing. You will find in dance records the same as in Red Seal that people ask for those records which they have heard at the home of some friend. Now if a salesperson can out of his own knowledge point out and demonstrate some particular rhythm in other records, in most cases he will succeed in selling more records than the customer originally intended to purchase. If this is done, then there is no leak.

FEATURING COLUMBIA ARTISTS

Commencing with the current issue of the Columbia Record, the newsy house organ, issued by the Columbia Graphophone Co., there will appear a series of photographic reproductions of popular Columbia artists, suitable for display in windows, booths and stores. These special inserts are prepared in such a way that they can be cut apart and framed.

Columbia dealers for some time past have informed the Columbia advertising department that they are receiving numerous requests for the photographs for the popular Columbia artists who are usually represented in each monthly supplement, and it was this demand that prompted the inauguration of this new series. The first photographs to be presented are those of the Taylor Trio and Stellar Quartet.

Help Trade Expansion

The Business of the United States is spreading out beyond its borders—chiefly in the direction of South America.

SPANISH IS ESSENTIAL

to those engaged in South American trade
Thousands realize this and are studying

The Language-Phone Method

and Rosenthal's Practical Linguistry

TEACHES SPANISH QUICKLY AND PERFECTLY
SELL IT NOW WHILE THE DEMAND IS STRONG



Equipment
Consists of

18 double faced records, (36 lessons). A set of ten Text Books, (Dr. Richard Rosenthal's Common Sense Method of Practical Linguistry.)
A conversational speaking and pronouncing manual.
An Advanced Course Pronouncing Manual.

REAL PROFITS FOR THE LIVE DEALER

Send for our proposition NOW while the opportunity is here

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

CARE NECESSARY IN PRODUCTION OF FIBRE NEEDLES

Some of the Details Connected With the Making of That Form of Talking Machine Needle and the Materials That Enter Into it—Only the Best Grade of Bamboo Suitable

CHICAGO, ILL., November 8.—Some idea of the infinite care and detail involved in the production of fibre needles in the perfected form in which they are now supplied to the trade is shown in the reproductions of photographs



F. D. Hall in His Private Office

taken in the factory of the B. & H. Fibre Manufacturing Co., this city, presented elsewhere in this issue.

The ten years spent in the development of the fibre needle and of the mechanical and chem-

ical processes involved in its production by F. D. Hall, the inventor, would make a most interesting story. It's a record, too, of continual search to get just the right quality of bamboo. When, after much experimenting, Mr. Hall, years ago, found that bamboo furnished the ideal material for a needle, eliminating surface sounds and producing no injury to the record, he was only at the beginning of his task. Even after the bamboo of the right character was procured, chemical treatment in order to give it durability was necessary. Process after process was tried and constant improvement was made. Only in the last eighteen months has the present method of treatment been in use. All the ceaseless experimenting before indulged in and the knowledge of the inherent qualities of the bamboo fibre thus gained was, of course, a necessary preparation for the discovery of what has proved the most efficient as well as the most natural method of treatment.

The various treatments that the needles undergo are mainly for the purpose of extracting the "honey" from the cells and replacing it with mineral waxes imparting resilience and preventing the absorption of moisture. Coherence is thus given to the fibre so that it will not fray and splinter. Furthermore, instead of the point wearing away it is simply compressed by the weight of the sound box that it conforms itself to the shape of the groove. If the natural bamboo were used fraying and splintering would be inevitable. The effect of this process on the fibre of the bamboo may be likened to that of the shoemaker's wax on his thread.

Mr. Hall, in speaking of the present process of treatment and its results, said that its efficiency is shown by the fact that the needles being shipped to-day are far superior and vastly different to anything they have ever turned out in the past, the new needles generally playing from four to six ordinary records without repointing.

One of the most interesting of the views referred to shows the assorting department. The system of inspection is very thorough, and is carried on by young women who have been in the employ of the company for years. Mr. Hall states that by actual test less than 1 per cent. of defective points remain after the assorting has been done.

In speaking of the fibre needles, Mr. Hall says, "The fibre needle stands alone in its peculiar class, and is unique in that it conflicts with and comes into competition with no other needle. To the collector of records it is an absolute necessity, as there is absolutely no wear to the records when fibre needles are used."

The two illustrations shown in this connection are very interesting and supplement those presented elsewhere. In the first Mr. Hall is seen in his private office, and through the window in the rear which opens immediately on the laboratory, the factory is seen in perspective.

MOTORS

Single spring, straight gear, playing two ten-inch records with one winding. The best made in U. S. A.

For immediate delivery
At the right price

Cabinets
Tone-Arms
Sound-Boxes

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

MANUFACTURERS OF
LOW-PRICED, RELIABLE
PHONOGRAPHS

Write for Catalog

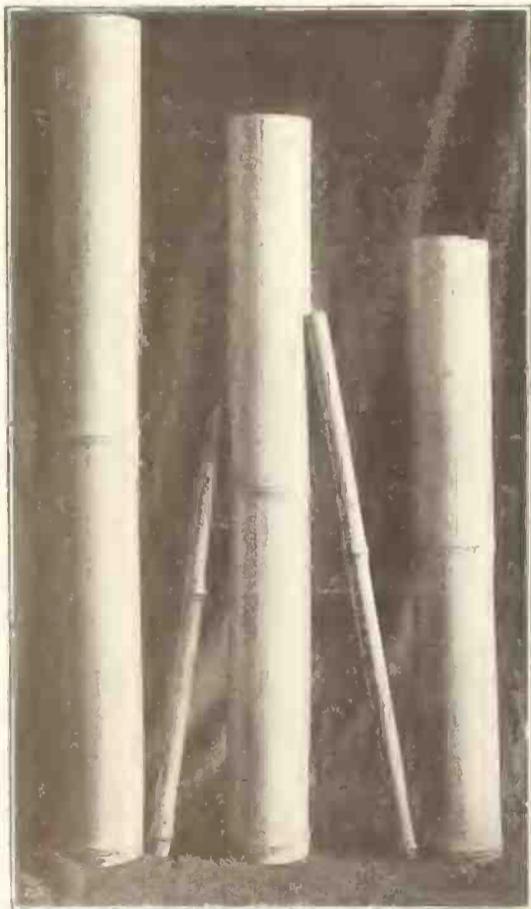
The other cut shows the bamboo used in the manufacture of fibre needles compared with the ordinary fishing rod. The "fibre needle" poles constitute the very finest bamboo imported into this country. The poles vary in length from eighteen to twenty feet, and from two and one-half to three and one-half inches in diameter. This special bamboo, which is found only in a particular district in Japan, is especially adapted for the fibre needles because the proportion of Silica in the cortex or outer shell is from 20 to 30 per cent. greater than that contained in bamboo of ordinary grades. Ten to twenty thousand of these high-grade and selected poles are imported by the B. & H. Fibre Manufacturing Co. at a time.

The character of the bamboo used by the company has attracted the attention of the U. S. Government, and samples of bamboo raised near the Culebra cut in Panama, in Porto Rico, and even in some of the Southern States have been sent to the company by the Horticultural Bureau. Some of these bamboos are of a very high character, but the output is as yet very limited.

Mr. Hall, by the way, will be most pleased to have any jobber or dealer interested in knowing just how fibre needles are made to call at the factory at the southeast corner of Dearborn and Kinzie streets, and "see for themselves."

The Webber-Knapp factory on Chandler street, Jamestown, N. Y., has built a new addition to its present plant.

M. H. Shalowski is the principal owner of The Phonograph Co., recently organized in Nashville, Tenn., and which has taken over the Edison phonograph and piano department of F. A. Leatherman, that city.



Bamboo Used for Fibre Needles
(Compared With Fishing Rod)

ical processes involved in its production by F. D. Hall, the inventor, would make a most interesting story.

It's a record, too, of continual search to get just the right quality of bamboo. When, after much experimenting, Mr. Hall, years ago,

Here is the TONE ARM You Have Been Looking For!

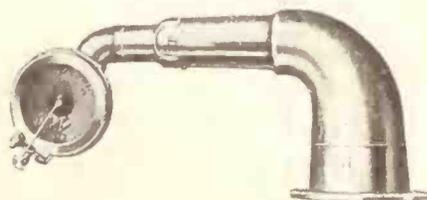
No. 1 Universal Tone Arm NOW READY

Made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send \$2.00 for Sample. Money refunded if not satisfactory.

QUANTITY PRICES ON REQUEST. IMMEDIATE DELIVERIES.

No. 2 (Patented) Ball Bearing Tone-Arm Will be Ready in a Few Days.

MUTUAL TALKING MACHINE CO., 145 W. 45th St., New York



No. 1 Universal Tone Arm

AEOLIAN-VOCALION TWO YEARS OLD

Fact Impressed Upon the Public Through Special Series of Advertisements in the Newspapers and Magazines—Instrument Has Met With Tremendous Success

This month marks the second anniversary of the Aeolian-Vocalion, and in order to bring this fact before the attention of music lovers in this territory and throughout the country, the Aeolian Co. has been using large advertisements in the daily newspapers and national magazines.

In the two years that the Aeolian-Vocalion has been on the market it has won signal success both from an artistic and musical standpoint. In fact, this phonograph has obtained a larger measure of renown than even the Aeolian Co. had anticipated two years ago.

In this issue of *The World* the Aeolian Co. calls attention to the fact that the Aeolian-Vocalion has been presented at the Court of King Alfonso XIII, ruler of Spain, while in last month's *World* the trade was informed of the fact that the Aeolian-Vocalion had been presented at the Vatican and commended heartily by His Holiness Pope Benedict XV. The Aeolian Co. was further honored by receiving an official appointment as "Provider to His Holiness."

This royal recognition is the strongest possible tribute to the musical and artistic standing of the Aeolian-Vocalion, and indicates the prestige which this instrument has obtained in the short space of two years.

It usually takes about two years for a new product to achieve success in its home community, but the Aeolian-Vocalion has not only been successful in this country, but has won for itself an enviable position in all parts of the world.

From the time that the Aeolian-Vocalion was introduced to the trade two years ago, the Aeolian Co. has carried on a campaign which has placed this instrument before the public as an artistic product rather than a commercial one. Every piece of advertising copy, and every link in the Vocalion merchandising plan has been directed toward impressing the public and the trade with the fact that the Aeolian-Vocalion represents certain ideals in phonograph construction which are distinctive in many respects.

Aeolian-Vocalion dealers throughout the country have been well satisfied with the results of this campaign, and particularly with the splendid returns received from the national advertising that has been sponsored by the Aeolian Co. since the Aeolian-Vocalion was placed on the market. This campaign will be continued along the same lines that has characterized Vocalion publicity for the past two years, and there is no doubt but that this advertising will influence many sales for Aeolian-Vocalion representatives.

A few months ago the Aeolian-Vocalion salons on the third floor of Aeolian Hall were entirely redecorated and renovated for the holiday season, and these warerooms now constitute one of the most attractive talking machine establishments in the trade. These salons are visited by many out-of-town people, who are frequently so impressed with the artistic and musical attributes of the Vocalion in these ideal surroundings that they become valuable prospects for the Vocalion representatives in their home city.

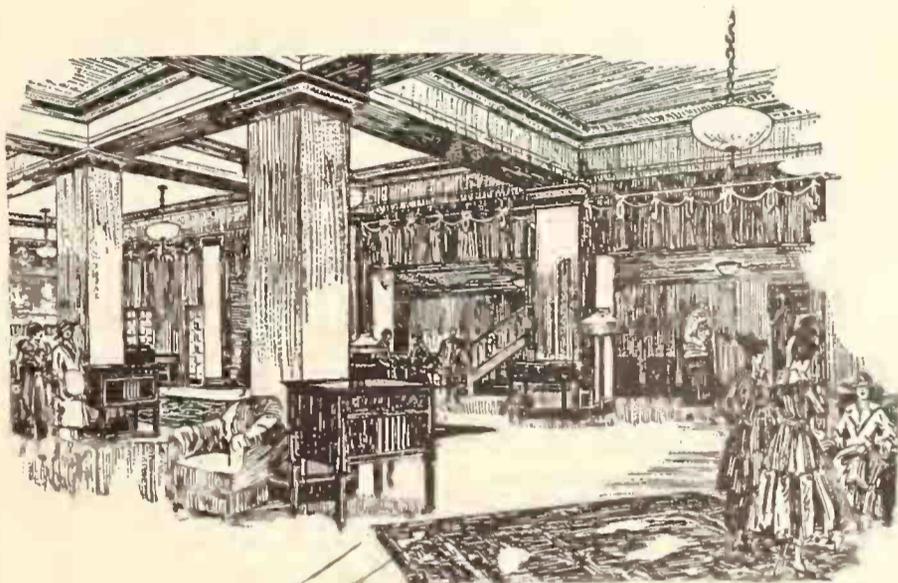
For the coming year the Aeolian Co. has a number of important ideas in mind whereby the Aeolian-Vocalion representatives throughout the

country will receive an even greater degree of co-operation than they have during the past year. Sales helps, display matter, etc., backed up by the international prestige of the Aeolian Co., and a far reaching advertising campaign, are included in this 1917 dealer co-operation.

ARTIST'S CONCEPTION OF RECORDS

Carry the Message of Music Throughout the World, Declares Alma Gluck—Represent Great Power for Good Among the Masses

Proof that famous artists who sing for talking machine records have a new conception of the real importance of this work beyond its mechanical features and that they fully appreciate



Aeolian-Vocalion Salons at Aeolian Hall

the wonderful possibilities of the talking machine from a purely musical sense was indicated in a recent interview with Alma Gluck appearing in the Home Page of the Evening Mail. In speaking of her talking machine records, which have been wonderfully successful, Mme. Gluck said: and her remarks are well worth more than casual attention:

"Probably few 'city folks' appreciate the boon that the talking machine has been and is to those people who live in small towns all over the world," says Alma Gluck. "Until I joined the forces of the singers who make records I had but a faint idea of the tremendous influence for good that was being done through this mechanical musical instrument. Hundreds of thousands of homes are now familiar with the best of music and with the greatest artists.

"Have you ever noticed how the taste for

good things just grows and grows? Not long ago while I was buying some records in a Broadway store where I frequently purchase them, the salesman called my attention to a man who was leaving the shop. He told me that six months before this man bought nothing but 'popular' records, but that now he came in every Saturday and selected one or two really good things and rarely bought any 'rag time.'

"It is a wonderful privilege to be among those who are carrying pleasure and gladness into distant homes. A realization of the responsibility as well as the gratification is brought home to me frequently. Hardly a week passes that I do not receive letters from some far places across the seas thanking me for one song or another that I have recorded.

"Often there is a touch of pathos in the message, and more than once I have wondered to myself, 'how many people in the world are listening to my voice this minute?' It is most bewildering to feel that one is singing all over the world at the same time.

"The public has no idea how difficult it is to make a perfect record. Artists depend so much upon their audiences for inspiration, that at first they are aghast at the seemingly crude mechanism that stares them in the face in the recording laboratory. And the knowledge that one tiny slip will ruin the record does not increase one's comfort of mind.

"You stand facing a rectangular funnel, about a foot from it. Summoning every bit of imagination you possess, you sing into this uninspiring affair, wondering whether or not your voice will be muffled, if the words will be as distinct as you are really making them, hoping that no mistake or accident will occur to mar the record, and fearing every moment that some one may shuffle a foot on the floor or a chair may scrape, or some other stray sound will ruin what you are trying so hard to render perfectly.

"On the concert platform one can call upon so many little gestures, facial expressions and poses to create the atmosphere that makes a song successful, but not so when singing for the relentless talking machine. On the other hand, that is why I consider making records the essence of the perfect art of singing.

"I actually feel closer to my unseen audiences than to those I face in the concert halls; that is, at least in what I might call my detached moments, because so many, many unknown friends write to me about my records, and there is something so very personal in a letter."

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.

WHAT THE ASSOCIATION OF BUFFALO DEALERS HAS DONE

By WALTER J. BRUEHL, Secretary of the Talking Machine Dealers' Association of Buffalo

Like all live wire business organizations the Talking Machine Dealers' Association of Buffalo was organized to maintain the high standard which our respective lines enjoy—to meet and enjoy the good fellowship and friendly competition of our competitors—to adjust and regulate any grievances to the mutual satisfaction and benefit of all concerned—to support all subjects which appear to be for the betterment and improvement of the talking machine business, and to co-operate with the manufacturers and the National Association of Talking Machine Jobbers.

When the first seeds of organization were scattered around about some fell upon pessimistic ground and were lost, but the majority fell upon rich soil, well fertilized with optimism—took root—grew and are now bearing the fruits of success.

The first and probably the most important business transacted after organizing was the unanimous agreement of all members to charge interest on time sales at the rate of 6 per cent. per annum, and to handle the problem of sending records on approval in a manner that would eliminate such evils as you all no doubt are familiar with. The following are the rules and regulations adopted by our association:

RULES AND REGULATIONS ADOPTED BY THE TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO, SEPTEMBER 23, 1914

I. That on and after October 15, 1914, no talking machine be sold on deferred payments extending beyond sixty days, except on contracts bearing interest at six per cent. per annum from date of sale.

II. Records sent on approval are not returnable if kept in customer's possession longer than three days. At least one-third of the records sent on approval must be kept by customer.

Records purchased at the store are not returnable for credit or exchange after three days from date of sale. It is further agreed that a slip reading as follows be furnished to dealers at cost, to be inserted with each package of records sent on approval:

Records in any reasonable quantity will be given for home trial, on provision that you agree to assume responsibility for any damage which may occur while in your possession.

It is understood that at least one-third of the records

requested on approval be retained and paid for. Customers are requested to make their own selections by catalog number.

TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO.

The above rules and regulations were printed on a sheet 9½x23 and signed by all members of the association. Then the rules and regulations and dealers' signatures were photographed and each dealer furnished with a framed copy. The value of such an agreement framed and hanging in the dealer's store is obvious. The perfectly legitimate additional revenue realized by charging 6 per cent. on time sales more than defrays the expenses in handling deferred payment accounts.

Wherever machines and records are sent out on approval there is bound to be an element which will abuse the privilege by going from one dealer to another requesting machines and records to be sent to their home on approval without any intention whatever of purchasing same.

In order to curtail these machine and record "Joy Riders," and also to show those who are slow pay and those who have had machines pulled, we arranged a key, or code, and supplied each dealer with one—with the thought in mind that as soon as they discovered machine and record joy riders, machines pulled and slow pay accounts, they furnish the secretary with the information, which in turn would be furnished to all dealers. This arrangement has prevented many joy riders.

The next order of business which was of very serious nature was to regulate objectional methods in advertising and after discussing in open meeting the pros and cons of certain kinds of advertising it was unanimously agreed to adopt the following rules for advertising:

RULES FOR ADVERTISING ADOPTED BY THE TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO, NOVEMBER 4, 1914

I. That no talking machines are to be advertised on

"NO PAYMENTS DOWN"—but are to be left to the discretion of the dealer.

II. That no printed matter of "COMBINATION OUTFITS" shall be used.

III. That no advertising of "FREE CLEANING OR REPAIRING" be permitted. At the same time each dealer will be allowed his discretion regarding cleaning and repairing.

IV. That no advertising of misleading nature, such as a club or similar plans, be resorted to. TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO.

Copies of both sets of Rules and Regulations were printed and furnished to the dealers. The trouble in advertising that we were experiencing came about as follows. A dealer knowing he could not advertise machines at a reduced price would as a matter of inducement to the prospective customer advertise as follows:

Machine	\$50.00
\$25 cabinet	20.00
12 selections	4.50
Total	\$74.50

Of course, this "ad" on the face of it is misleading to the customers because they are laboring under the impression they will receive twelve records instead of six records. Another advertisement along the same lines would appear the next day by a competitor advertising the same \$25 cabinet at \$18.50 with twelve selections at \$4.50, this cutting the price of the outfit \$1.50, and so on and so on.

Making allowances on trade-ins is governed so largely by the shrewdness of both the buyer and seller, the make and style machine to be traded in and the price of the machine to be purchased that up to the present time we have not felt the necessity of taking any action on this question.

In regards to arranging minimum terms on machine sales, the good common sense of the dealer has so far prevented him from being penny wise and pound foolish.

The Talking Machine Dealers' Association of Buffalo has been in full swing now for two years. Its members are a bunch of live wires and broad minded enough to realize and appre-

THE "EDMONDSON"



Style 4—Retail Price \$75

HERE is a line of machines that embodies all the desirable features of the up-to-date machine. Cabinet work, motor equipment, tone arm, sound box, etc., are as good as can be secured. We leave the rest to you. A sample order will prove our claims.

Write or Wire Today for open territory

Liberal Trade Discounts

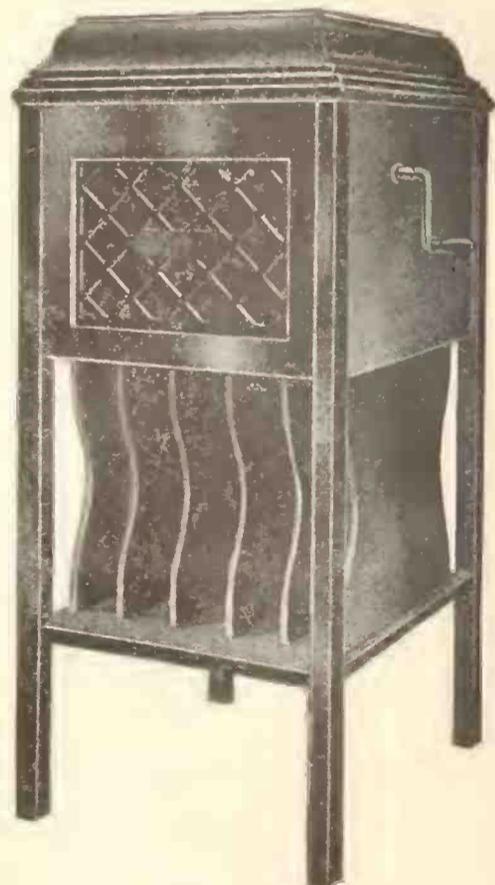
Prompt Deliveries Guaranteed

Style 4

Height 42 inches, depth 22 inches, width 19 inches. Fancy mahogany or oak cabinet, holding 10 Edmondson record albums for 100 records. Latest improved tone arm, heavily nickel plated sound box, automatic stop, indicator, speed regulator and brake, worm-gear, triple spring motor. Plays four records at one winding. All exposed parts nickel plated. Our special variable tone regulator is a feature of this instrument.

Style 3

Height 43 inches, depth 22 inches, width 17 inches. Fancy mahogany or oak cabinet with record compartments. Latest improved tone arm, heavily nickel plated sound box, automatic stop, speed regulator and brake, worm-gear, double spring motor. Plays two records with one winding. All exposed metal parts nickel plated.



Style 3—Retail Price \$50

EDMONDSON PHONOGRAPH COMPANY
16-18 Washington Avenue
IRVINGTON, N. J.

ciate the amount of good to be derived by working together.

We hold our meetings once a month and throughout the winter, pull off a banquet or two in the good old summer time we have an outing or picnic and we sure do have some fun. We are looking forward to next year's picnic already. There are a number of talking machine dealers who believe in associations, but say that it can't be did in "My Home Town." I say, "Forget it." Some were laboring under that impression in Buffalo for a long time, but time works wonders and so do talking machine dealers' associations.

It is with a great deal of sincere pleasure that the officers and members of the Talking Machine Dealers' Association of Buffalo extend to all officers and members of other associations and to all dealers an invitation to be with us at any of our business meetings which take place the first Wednesday of each month during the winter months.

COLUMBIA TRADE IN THE EAST

Reaching Record-Breaking Proportions, Declares Edmund F. Sause—New Supplements Well Received—Book of Best Selling Records

"A record-breaking record business is the statement of the great majority of Columbia dealers," said Edmund F. Sause, of the United States sales manager's office of the Columbia Graphophone Co., referring to a recent visit he had made to the Columbia clientele in the East. "The recent Columbia supplements have met with great favor everywhere, and what is particularly gratifying is the fact that it is the better class of records which are showing the greatest gains in sales over any preceding year. The Lazaro records are achieving remarkable success, and Columbia representatives are enthusiastic in their praises of the advertising campaign, which we have instituted in behalf of these records."

W. A. Willson, business manager of the educational division of the Columbia Graphophone Co., sent out to Columbia dealers this week a valuable booklet containing a classified list of the thirty most popular and best selling Columbia school records. In a letter to the trade Mr. Willson referred to the fact that the Columbia educational department advertising starts in the October issues of all the leading educational journals, and that the new edition of "School Room Music" will be off the press very shortly.

ASHLAND MFG. CO. IN TALKER FIELD

CHICAGO, ILL., November 13.—The Ashland Manufacturing Co., which is a subsidiary of Wilson & Co., a large packing corporation of Chicago and successors to Sulzberger & Sons, has placed upon the market a cabinet machine standing thirty-five inches high, which plays all disc records, and which has a number of individual features. The machine was designed to retail at \$35, and this price will be maintained, according to E. C. Seaton, who is in charge. From the middle of October, however, until the middle of November they have been on sale at the Ashland branch store, 14 South Wabash avenue, at the introductory price of \$25.

The Davis Phonograph Co. has been incorporated to manufacture talking machines and accessories. Capital is \$2,500.

PLEASED WITH THE OUTLOOK

C. F. Bruno Returns From Visit to New York State and Reports Splendid Conditions

C. F. Bruno, of C. Bruno & Son, Inc., New York, Victor distributors, returned recently from a visit to the Victor dealers in New York State, and his reports of conditions in this territory indicate that in both Victrolas and Victor records, Victor representatives are closing a banner business. Record sales, in particular have been unusually gratifying, and Victor dealers have apparently found it beneficial to concentrate a considerable portion of their activities on their record departments. A shortage of Victrolas is generally reported, particularly in the \$75 and \$100 types, for which there is a tremendous demand.

THE BISHOP WAS SATISFIED

In "The Talking Machine Tells Its Own Story" in a current issue of The Nation's Business is told of the early days of the phonograph. The newspapers printed columns of yarns so fabulous that most readers thought it a hoax. Bishop Vincent, of Chautauqua fame, asked the privilege of seeing the marvel, which Mr. Edison readily granted. The good Bishop had planned to put the wonderful machine to a test. He squared himself in front of the recorder and shouted as fast as he could articulate a string of Biblical names to out-chronicle Chronicles—Zaccur, Izri, Nethanian, Bukkiah, Jesharelah, Jeshaiiah, Shimei, Azareel, Hashabiah, Shubael, Jeremoth, Joshbekashah, Mallothi, Hothir, Giddalti, Romamtiezer, and so on. When the machine slammed the words back at him the good Bishop threw up his hands and exclaimed, "I'm satisfied! There isn't a man in the United States who could recite those names with the same rapidity."

VICTOR CO. GAINS IN AD. CONTEST

Advertising and Selling, one of the leading magazines in the advertising field, is conducting an interesting contest under the heading, "Who Is the Ablest Advertiser in the Country?" The latest issue of this magazine gives a tabulated list of the standing of the contestants, and the Victor Talking Machine Co. is listed fifth.

It is quite likely that the Victor Co. will finish among the first three in this contest, as it is gaining steadily month after month. All readers of the magazine are eligible to enter the contest, each individual opinion counting as a vote.

WORKING FOR THE STEPHENS BILL

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, Victor distributor, returned Monday from a trip through the northern part of New York State, Connecticut and Rhode Island. Mr. Oliver made this trip in behalf of the interests of the Stephens bill, representing the National Association of Talking Machine Jobbers.

Mr. Oliver conferred with more than a dozen Congressmen in the States he visited, and also succeeded in interviewing two United States Senators. He was gratified to learn that there is a general sentiment favoring the Stephens bill, which seems to be gaining strength daily, and those members of Congress who consented to commit themselves declared their advocacy of the Stephens bill and its principles.

A TALKING MACHINE NOTEBOOK

Popular Composer Uses Talking Machine to Preserve His Improvizations

Rudolph Friml, who wrote the music for "Katinka" and "The Firefly," has hit upon an original method of composition. Notes and note books are treacherous. Friml has adopted the phonograph in the note book's place. In the stretches of time between his productions nowadays, he sits at the piano, plays the airs that are drifting through his mind—and all the time there is a little instrument at his side which is recording them for future refercnce. Then, perhaps, there comes a day when the composer is tired. Perhaps he wants something new in a hurry. Everything is a jumble and he would have a difficult time recalling something good, exactly as it occurred to him one summer's day when he was out in the country at a little cottage beside the lake. Presto! He puts the "record" on the machine and prompts his memory. And the result is eminently satisfactory.

Immediate Delivery



The
POOLEY

EUFONOLA

Most Luxurious \$100 Cabinet Phonograph Made

A superbly designed cabinet of exquisite workmanship—45 inches high x 21 inches x 21 inches. The EUFONOLA is made complete—except the motor—in the EUFONOLA factory. Tone and sound box of special construction; interior is all of wood joined to double amplifier of finest riff spruce.

This assures a perfection of tone that is marvelous—clear, full and brilliant.

This is a machine for the high-class trade—and is offered on an equal footing in appearance and performance with any phonograph at any price. Has double spring motor—tone modulator—plays all lateral cut records. We have a large reserve stock to insure immediate delivery of your holiday orders. Write, wire or phone for our special dealers' proposition.

ACME CABINET COMPANY
116 WEST 32d STREET NEW YORK
Opposite Gimbel's

Notice to Victor and Columbia Dealers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years. Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials. Our patent envelopes are locked in metal. We can Guarantee them to you and you can do likewise to your customers. Our Price will not change until December 15th. To convince yourself give us a small order and let us prove all we say is the truth. We are also the Sole Manufacturers of the now "Famous Edison Recreations Album."

Patented and Manufactured by
THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, New York Factory, 103 Broadway

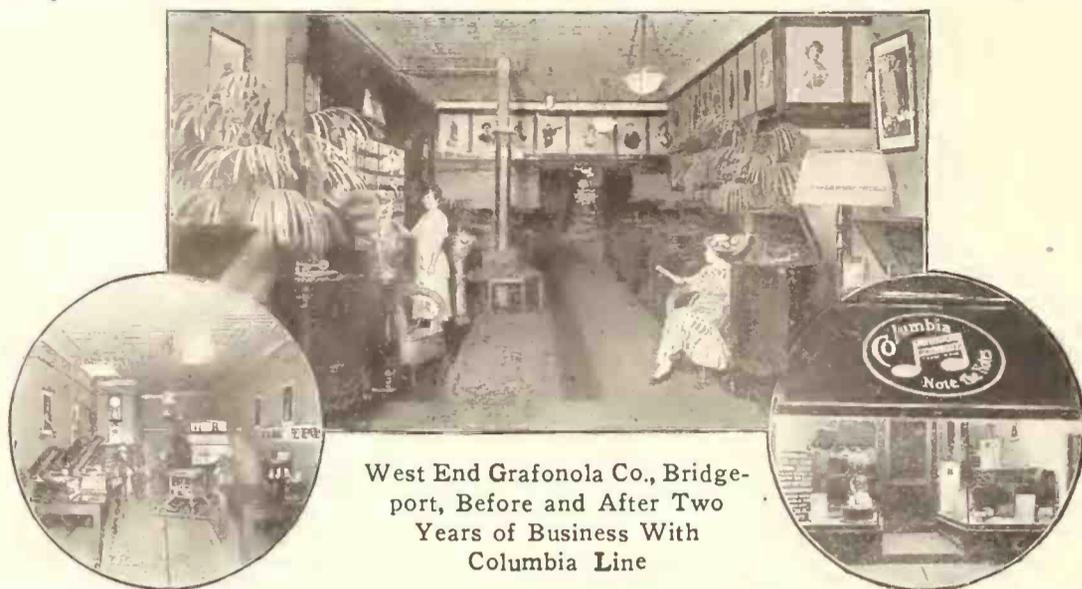


HOW A BRIDGEPORT FIRM HAS DEVELOPED ITS BUSINESS

BRIDGEPORT, CONN., November 6.—The value of "home cooking" is well exemplified in the accompanying photograph showing two years' growth of the business of the West End Grafonola Co.,

the aggressive methods of Mr. Koszeghy, owner of the establishment.

In the illustration herewith the artistic display of Columbia photogravures along the walls



West End Grafonola Co., Bridgeport, Before and After Two Years of Business With Columbia Line

of Bridgeport, Conn., the home of the Columbia Graphophone Co.

This company handles the Columbia line exclusively in its establishment, and the progress it has made in two years may be attributed both to the sales value of the Columbia product and

is well worth noticing. The vertical strip may be removed at any time and new pictures inserted. The "twin note" trade mark of the Columbia Co. is also well displayed on the twenty-foot awning outside the store and at other points of vantage.

PRAISE FOR THE NEW EDISON

Booklet Issued Containing Tributes from Music Critics Is Proving Popular

A compilation of the comments that the leading music critics of America have made in reference to the New Edison has been issued in booklet form by Thomas A. Edison, Inc., and is being distributed among Edison dealers. "What the Critics Say," as the new booklet is designated, contains thirty-two pages and can be slipped into the inside pocket or into a standard envelope for mailing. It is a compendium of the criticisms that the New Edison tone tests brought forth and it reflects the approbation that the musical world gave the achievement of Music's Re-Creation. Excerpts from many leading journals of the United States are quoted to the effect that the New Edison is capable of actually recreating the human voice and other musical sounds.

In addition to quoting the tributes that the foremost musical authorities of this country have paid the New Edison and Edison Re-Creations, the booklet contains a brief statement relating to the significance of Music's Re-Creation. An extensive list of the names of newspapers in which critics have admitted the accomplishment of Re-Creation also is given. The booklet is illustrated with pictures of the Edison artists who have appeared in the tone tests which have and are creating such a furore in the musical world. Among the artists who are pictured in the booklet are Marie Rappold, soprano of the Metropolitan Opera; Alice Verlet, Europe's favorite coloratura soprano; Thomas

Chalmers, baritone of the Boston-National Grand Opera Company, and Christine Miller, the celebrated concert contralto.

That "What the Critics Say" is proving very popular is indicated by the demand that dealers are making for supplies of the booklet.

BIG GOVERNOR WIRE PURCHASE

The Lucky 13 Phonograph Co., New York, recently purchased 3,600 pounds of flat tempered steel governor spring wire, constituting one of the largest single shipments of this product. Cut into springs this wire will make 9,000,000 governor springs—enough for 3,000,000 motors. David B. Bartelstone, owner of the company, has made a careful study of the raw material situation, and in addition to purchasing this governor spring wire has also bought a large amount of main springs to fit various sizes of standard motors.

LIVELY TRADE IN ALBANY, N. Y.

ALBANY, N. Y., November 11.—The Gately-Haire Co., Inc., this city, report a tremendous business in Victor talking machines, for which they are distributors. The demand for machines is beyond the supply, while the record trade is steadily expanding. Under the present capable management the business is showing a steady advancement.

PLANNING SOME BIG THINGS

PITTSBURGH, PA., November 11.—The Standard Talking Machine Co., Inc., of which J. C. Roush is manager, will make some important

A New Diaphragm

¶ Paddock Diaphragm, Inc. is now ready to offer the trade a new diaphragm which has given perfect satisfaction to a limited number of users the past six months.

¶ The Paddock Diaphragm is made of a specially patented composition that we believe is far superior to mica.

Prompt Deliveries of All Quantities

Let Us Send You Free Samples

PADDOCK DIAPHRAGM, Inc.

Room 1411 30 Church St., New York

moves the first of the year, which will be well worth watching. In the meantime their business in Victor talking machines and records, for which they are distributors, has assumed enormous proportions, and it is now certain that they will close the greatest year on record in 1916.

AN INTERESTING CAMPAIGN

An interesting campaign is now being mapped out in the advertising department of the Columbia Graphophone Co., whereby Columbia dealers will receive a most practical brand of co-operation and assistance this coming fall. This campaign consists of a series of newspaper advertisements which will be used in the various papers throughout the country at the time when famous artists recording for the Columbia library are appearing in concerts in these respective cities. In order that Columbia dealers may get the full benefit of this publicity the Columbia advertising department has prepared a series of electrotypes which will be furnished to the dealers free of charge.

FEATURING HAWAIIAN RECORDS

DALLAS, TEX., November 6.—The Will A. Watkin Co., who handle the Columbia line successfully in this section of the country, is featuring more of the popular Hawaiian records in their advertising with excellent effect. The advertisements are specially illustrated and command attention.

The Broadway Phonograph Shop, Inc., has been incorporated with a capital stock of \$6,000 to deal in phonographs and other mechanical musical instruments. The incorporators are M. R. Morrison, L. E. Greenberg, etc.

The Edison line of phonographs and records will be handled by Paul G. Mehlin & Sons in their new warerooms, which will soon be opened at 4 East Forty-third street, New York.

The Menzer Talking Machine Shop, of Pittsburgh, Pa., was recently incorporated with a capitalization of \$5,000.

GOVERNOR SPRING WIRE

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York City, wishes to announce

that they are in a position to manufacture and punch out governor springs in any size required at reasonable prices. Send samples and quantity required and we will gladly quote you.

We also wish to announce that we can furnish the following sizes of Main Springs for immediate delivery in large quantities:

5/8 x .025 x 9 ft. 6 in.	7/8 x .022 x 10 ft.
3/4 x .020 x 8 ft. 6 in.	7/8 x .026 x 11 ft.
3/4 x .025 x 10 ft.	1 x .028 x 12 ft.
1-3/16 x .025 x 9 ft. 6 in.	1-1/8 x .027 x 18 ft. 6 in.

Governor Spring Wire in coil, \$1.50 per pound in quantity weight.

Some of these springs can be used in many standard motors. If you will let us know what motors you wish springs for, we will gladly advise you what size mainspring can be used.

Write for our 84-page free catalogue—the only one of its kind in America, illustrating 33 different styles of phonographs, eight styles of motors, 500 different parts for various motors and other phonographic parts, such as Tone Arms, Reproducers, Mica, Sapphire Points, Rubber Gasket, Stylus Bars, Needle Holding Screws, Speed Indicators, Brakes, Brake Springs, Winding Shaft Springs, Governor Balls, Governor Springs, Winding Handles, Horns and Horn Brackets, Horn Elbows, Regulator Stems, Main Springs, Governor Pinions, Governor Springs, Turn Table Shafts, Turn Tables, Turn Table Cloth, Intermediate Gears, Spring Barrels, Spring Barrel Gears, Rubber Washers, Rubber Tacks, Escutcheons, Needle Cups, Waste Needle Cups, Cabinet Hinges, Cover Stays, Cabinet Hardware and Tools for Repairing. Also description of our Repair Department.



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 Lyrian Baby Grand Phonograph

\$25.00 Retail

33 1/2 inches high, 17 inches deep
14 1/2 inches wide

Mahogany finish. Plays any disc record vertical or lateral cut. A wonderful seller.

Dealers write for full descriptions and proposition

Lyrian Phonograph Co.
621 Main Street, Cincinnati, O.

USING CHRISTMAS STATIONERY

The Corley Co. Keeps Fact That Christmas Is Coming Before Their Dealers

The Corley Co., well-known Victor distributors of Richmond, Va., are letting no opportunity slip to impress their dealers with the fact that Christmas is coming, and the company is already using a handsomely designed Christmas letterhead for its business correspondence. The letterhead has a holly border in colors with the Corley slogan: "The House That Made Richmond Musical" at the top, with pictures of Santa Claus at each corner.

TONE MODULATOR WELL RECEIVED

BAY CITY, MICH., November 6.—R. W. Gresser, sales manager of the Delpheon Co., of this city, manufacturer of the "Delpheon" line of machines, is making a trip through the State in company with a member of the company's traveling staff, and the orders he has received to date indicate a healthy demand for the "Delpheon" products.

Mr. Gresser is well pleased with the reception accorded the distinctive features of the "Delpheon" machine, such as its tone modulator, patented record filing system and automatic stop. The tone modulator in particular has met with gratifying success, and dealers handling the "Delpheon" line are using this as an important sales argument, demonstrating it to prospective purchasers with very pleasing results.

The Des Moines Phonograph Co., recently organized to market the Stewart phonograph, has opened a salesroom at 621 Locust street, Des Moines, Ia., with C. A. Hoover in charge.

Geo. L. Hirtzel, Jr., of 211 Broad street, Elizabeth, N. J., recently had a very attractive booth at the Automobile Exhibition in the armory there, featuring the Victor line of machines and records.

DISPLAY DURING ELECTRICAL WEEK

Columbia Electric Grafonolas to Be Featured During First Week of December

The Columbia Graphophone Co.'s line of electric Grafonolas will be prominently featured throughout the country during the first week of December, which will be known as "Electrical Week." The Columbia Electric Grafonolas have attained remarkable success during the past year, and the electric motor used in these machines has given such excellent service that it has been commended by Columbia dealers everywhere.

T. A. Laurie, for many years a member of the Columbia Co.'s auditing department, has joined the staff of W. C. Fuhri, United States manager of the company, with headquarters at the executive offices.

EDISON JOBBERS CONVENE

Successful Three-Day Convention Held at Syracuse, N. Y.—Bolway & Sons Open New Edison Shop—Officials in Attendance

SYRACUSE, N. Y., October 30.—A three-day convention was held by Edison dealers from Central and Western New York at the Hotel Onondaga last week, seventy-five Edison dealers being present. Miss Julia Heinrich gave a tone test demonstration at the Regent Theatre on the first day of the convention, the convention closing with a very successful banquet. Incidental to the Convention was the opening of the New Edison Shop on South Salina street by Frank E. Bolway & Sons. In addition to the dealers who attended the convention, practically all of the officials of Thos. A. Edison, Inc., with the exception of Mr. Edison himself, were present.

RISHELL CO. LEASES SALESROOM

The J. K. Rishell Furniture Co., manufacturers of talking machines, have leased the third floor in the building at the southwest corner of Madison avenue and Thirty-eighth street, to be used as a sales and demonstration room.

HUNT'S MUSIC HOUSE MOVES

Prominent White Plains, N. Y., Concern Forced to Occupy Larger Quarters

WHITE PLAINS, N. Y., November 13.—Hunt's Leading Music House, Inc., of this city, has moved from 52-54 Martine avenue, where it has been located since 1911, to 114 Main street, in the heart of the business district. The company has taken a long lease on a handsome store.

The front section of the store has been fitted up elaborately as a Victrola department, with a number of modern booths, finished in ivory white and attractively furnished. The rear of the store is to be used as piano warerooms, and the basement will be given over to the display of pianos, to the music roll department and to additional booths for record demonstration. The formal opening of the new quarters will be held on Saturday, November 18, and an elaborate program has been arranged for the occasion.

In speaking of the removal John E. Hunt, head of the company, said: "It is very gratifying to announce a very satisfactory business, and the steady growth that has compelled us to make this move, giving us a larger store. It is also pleasing to note that we have given to our city an up-to-date music house which has specialized in exclusive Victor Talking Machine service."

MAKING SATISFACTORY PROGRESS

The Mutual Talking Machine Co., New York, has been making very satisfactory progress with the production of its tone-arms, and increased factory facilities have enabled the company to make large shipments. Since sending out the first lots of the Mutual No. 1 tone-arm, several improvements have been perfected which add materially to this tone-arm's practicability. A new ball-bearing tone-arm, known as the Mutual No. 2 tone-arm, will be ready for the trade in a few days.

We carry
8
styles of
MOTORS

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

SOUND BOXES

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

CALL ON US

FOR

ANY PART

IN THE

PHONOGRAPH

LINE

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

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleecker Street, New York City

"TALKING MACHINE WORLD" TRADE DIRECTORY

In response to the many requests of our subscribers we herewith issue a classified directory of the talking machine trade. In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months.

This directory will appear in THE WORLD from time to time, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of "Where can I get it?" and "Who makes it"—which questions we are emphatically interested in answering for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records, etc.

MACHINES

AEOLIAN CO. Executive offices, 29 West Forty-second street, New York City. Manufactures the "Aeolian-Vocalion" line of phonographs, eight models, retail prices \$35 to \$300. Also manufactures electric machines and special art designs.

ACME CABINET CO. Executive offices, 116 West Thirty-second street, New York City. Manufactures the "Eufonola" line, two models, retail price \$100.

ARTOFOLA CO. Executive offices and factory, Springfield, Ill. Est., 1916. Manufactures the "Artofolia" line, seven models, retail prices \$25 to \$250. Also makes electric machines.

ARTOPHONE CO. Executive offices and factory, 1113 Olive street, St. Louis, Mo. Est., 1915. Manufactures the "Artophone" line, eight models, retail prices \$55 to \$175. Also makes electric machines.

ASHLAND MFG. CO. Executive offices and factory, Forty-third and Hermitage avenues, Chicago. Manufactures the "Ashland" phonograph, retail price \$35.

BROOKS MFG. CO. Executive offices and factory, Saginaw, Mich. Est., 1903. Manufactures the "Brooks" line, one model, retail price \$100.

BRUNSWICK - BALKE - COLLENDER CO. Executive offices, 623 South Wabash avenue, Chicago. Factories, Chicago, New York City, Muskegon, Dubuque and Toronto. Est., 1845. Manufactures the "Brunswick" line, eight models, retail prices \$30 to \$175. Also makes electric machines.

COLUMBIA GRAPHOPHONE CO. Executive offices, Woolworth building, New York City. Manufactures the "Columbia Grafonola" line, sixteen models, retail prices \$15 to \$350. Also makes electric machines.

CALORIC SALES CO. Executive offices, 1381 Continental & Commercial Bank Building, Chicago; factory, Chicago. Est., 1916. Manufactures "Phonola" line, retail price \$19.75.

COLUMBIA MANTEL CO. Executive offices and factory, Leonard and Devoe streets, Brooklyn, N. Y. Est., 1914. Manufactures "Recordion" line, eight models, retail prices \$20 to \$200.

COMPTON-PRICE CO. Executive offices and factory, Coshocton, O. Manufactures the "Stradivara" line, seven models, retail prices \$65 to \$225.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City; factory, 109 Reade street, New York City. Est., 1914. Manufactures "Silver-tone" line, fourteen models, retail prices \$12.50 to \$200. Also makes electric machines.

DELPHON CO. Executive offices and factory, Bay City, Mich. Est., 1916. Manufactures the "Delphon" line, three models, retail prices \$100 to \$150. Also makes electric machines.

DOMESTIC TALKING MACHINE CO. Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Manufactures "Domestic" line, nine models, retail prices, \$7.50 to \$47.50.

THOMAS A. EDISON, Inc. Executive offices and factories, Orange, N. J. Manufactures "Edison Diamond Disc" line, seven models, retail prices \$100 to \$450. Also makes "Edison Diamond Amberola" cylinder line, three models, retail prices \$30 to \$75.

ELECTRIC PHONOGRAPH CO. Executive offices, 29 West Thirty-fourth street, New York City; factory, Mt. Vernon, N. Y. Manufactures "Phonolamp," line, combination lamp and electric phonograph, five models, retail prices \$75 to \$200.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Est., 1915. Manufactures "Empire" line, seven models, retail prices \$25 to \$200.

FAVORITE TALKING MACHINE CO. Executive offices and factory, 438 Broadway, New York City. Est., 1916. Manufactures "Favorite" line, seven models, retail prices \$4.25 to \$37.50.

FLEMISH-LYNN PHONOGRAPH CO. Executive offices and factory, 269 Thirty-seventh street, Brooklyn, N. Y. Est., 1916. Manufactures "Flemish-Lynn" line, nine models, retail prices \$5 to \$60.

FOREST CITY FURNITURE CO. Executive offices, 3248 West Sixteenth street, Chicago. Factory, Rockford, Ill.

FRAAD TALKING MACHINE CO., Inc. Executive offices and factory, 224 West Twenty-sixth street, New York City. Est., 1915. Manufactures "Symphony," "Fraad, Jr.," and "Symphony, Jr." lines, ten models, retail prices \$10 to \$150.

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City; factory, New York City. Est., 1912. Manufactures the "Metro-Phone" line, seven models, retail prices \$10 to \$110.

HARPVOLA TALKING MACHINE CO. (J. H. COLLINS). Executive offices and factory, Harrisburg, Pa. Manufactures "Harpvola" line.

HARMONOLA CO. Executive offices and factory, 1611 Chestnut street, Philadelphia. Est., 1916. Manufactures the "Harmonola" line, four models, retail prices \$27.50 to \$115.

INTERNATIONAL TALKING MACHINE CO. Executive offices and factory, 1719 West Van Buren street, Chicago. Est., 1915. Manufactures "International" and "Operola" lines, six models, retail prices \$35 to \$225. Also makes electric machines.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, six models, retail prices \$10 to \$150.

KOEHLER & HINRICHS. Executive offices and factory, St. Paul, Minn. Manufactures the "Ko-Hi-Ola" combination phonograph, clock and bookcase. Retail price \$100.

LUCKY 13 PHONOGRAPH CO. Executive offices and factory, 3 East Twelfth street, New York City. Est., 1915. Manufactures the "Cleartone" and "Lucky 13" lines, thirty-three models, retail prices \$4 to \$200.

MAGNOLA TALKING MACHINE CO. Executive offices, 711 Milwaukee avenue, Chicago; factory, Chicago. Manufactures "Magnola" line, five models, retail prices \$75 to \$250. Also makes electric machines.

MAJESTIC PHONOGRAPH CO. Executive offices, 218 South Wabash avenue, Chicago; factory, Chicago. Est., 1916. Manufactures "Majestic" line, five models, retail prices \$50 to \$200. Also makes electric machines.

MANDEL MANUFACTURING CO. Executive offices, 501 Laffin street, Chicago; factories, Chicago and Benton Harbor, Mich. Est., 1915. Manufactures "Mandel" line, four models, retail prices \$35 to \$115. Also makes electric machines.

JAMES MANOIL CO., Inc. Executive offices and factory, Newburgh, N. Y. Est., 1916. Manufactures "Manophone" line, six models, retail prices \$15 to \$200.

MASCOT TALKING MACHINE CO. Executive offices and factory, 66 West Thirty-seventh street, New York City. Est., 1916. Manufactures the "Mascot" line, seven models, retail prices \$6 to \$90.

MELODOGRAPH CORPORATION. Executive offices and factory, 142 West Fourteenth street, New York City. Est., 1916. Manufactures the "Melodograph" line.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City; factory, Farmingdale, Long Island, N. Y. Est., 1915. Manufactures "Melephone" line, four models, retail prices \$7.50 to \$15.00.

MILWAUKEE TALKING MACHINE MFG. CO. Executive offices and factory, 418 Fourth street, Milwaukee, Wis. Est., 1915. Manufactures "Perfectrola" line, seven models, retail prices \$7.50 to \$100. Also makes electric machines.

MOZART TALKING MACHINE CO. Executive offices, 432 North Twentieth street, St. Louis. Est., 1916. Manufactures the "Mozart" line, seven models, retail prices \$15 to \$100.

MUTUAL TALKING MACHINE CO., Inc. Executive offices, 145 West Forty-fifth street, New York City; factory, New York City. Est., 1916. Manufactures the "Mutual" line, retail prices \$37.50 to \$100.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915. Manufactures the "Savoy" line, five models, retail prices \$15 to \$85.

NATIONAL TALKING MACHINE CO. Executive offices and factory, 118 East Twenty-eighth street, New York City. Est., 1916. Manufactures the "Bluebird" line, four models, retail prices \$50 to \$200.

PATHE FRERES PHONOGRAPH CO. Executive offices, 29 West Thirty-eighth street, New York City; factories, Brooklyn, N. Y., Belleville, N. J., London, Paris, Berlin, Vienna, Milan. Manufactures the "Pathephone" line, nine models, retail prices \$15 to \$225.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures the "Playerphone" line, six models, retail prices \$50 to \$200. Also makes electric machines.

PREMIER CABINET CO. Executive offices and factory, Williamsport, Pa. Manufactures the "Premier" line, ten models, retail prices \$27.50 to \$175.

REGINA COMPANY. Executive offices, Marbridge Bldg., New York City; factory, Rahway, N. J. Est., 1892. Manufactures "Hexaphone" and "Reginaphone" lines.

RISHELL PHONOGRAPH CO. Executive offices, Williamsport, Pa.; factories, Williamsport and Hughesville, Pa. Est., 1867. (J. K. Rishel Furn. Co.) Manufactures the "Rishell" line, eight models, retail prices \$50 to \$300.

SAVOY GRAMOPHONE CO. (See Nanes Art Furniture Co.)

CHARLES W. SHONK CO. Executive offices, Chicago; factory, Maywood, Ill. Est., 1877. Manufactures "Mag-Ni-Phone" line, one model, retail price \$15.

SOLOPHONE CO. Executive offices and factory, Harrison, N. J. Manufactures "Solophone" line, three models, retail prices \$90 to \$175.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufactures the "Sonora" line, eleven models, retail prices \$45 to \$1,000.

SOUND REPRODUCTION CO. Executive offices, 56 Liberty street, New York City; factory, 386 Second avenue, New York City. Est., 1916. Manufactures the "Maestrola" machine, retailing at \$12.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Starr" line, eleven models, retail prices \$50 to \$300.

STEWART PHONOGRAPH CORPORATION. Executive offices and factory, 2843 North Lincoln street, Chicago. Est., 1916. Manufactures "Stewart" line, one model, retail price \$6.50.

SUPERTONE TALKING MACHINE CO. Executive offices and factory, 8 West Twentieth street, New York City. Est., 1916. Manufactures the "Supertone" line, three models, retail prices \$15 to \$100.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est., 1903. Manufactures "Orchestrola" and "Armoniola" lines, seven models, retail prices \$15 to \$200.

TRITON PHONOGRAPH CO. Executive offices and factory, 137 Fifth avenue, New York City. Est., 1913. Manufactures the "Triton" line, five models, retail prices \$10 to \$50.

UNITED TALKING MACHINE CO. Executive offices and factory, 178 Emmet street, Newark, N. J. Est., 1916. Manufactures the "United Ideal" line, eight models, retail prices \$12 to \$85.

VICTOR TALKING MACHINE CO. Executive offices and factory, Camden, N. J. Manufactures "Victor" and "Victor-Victrola" lines, twelve models, retail prices \$15 to \$400. Also make electric machines.

VITANOLA TALKING MACHINE CO. Executive offices, 208 South Wabash avenue, Chicago. Factories, Chicago and Michigan. Manufactures the "Vitanola" line, eight models, retail prices \$25 to \$250.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Est., 1915. Manufactures the "Wonder" line, five models, retail prices \$6 to \$20. Also makes electric machines.

RECORDS

W. R. ANDERSON CO. Executive offices, 220 Fifth avenue, New York City. Est., 1909. Sole distributor for "Domino" record, manufactured by the Domino Phonograph Co., New York City. Vertical cut, seven inch records, retail price, 35c.

ARTOFOLA CO. Executive offices, Springfield, Ill. Markets the "Artofolia" line, vertical cut, ten and twelve-inch records, retail prices, 75c. and \$1.00.

BROWN SPECIALTY CO. Executive offices, 36 South State street, Chicago. Est., 1915. Markets "Parocket" line, vertical cut, seven-inch record, retail price, 25c.

BRUNSWICK - BALKE - COLLENDER CO. Executive offices, 623 South Wabash avenue, Chicago. Est., 1845. Markets the "Pathé" records, manufactured by the Pathe Freres Phonograph Co., New York City.

COLUMBIA GRAPHOPHONE CO. Executive offices, Woolworth building, New York City. Manufactures "Columbia" records, ten and twelve inches, lateral cut, retail prices 65c to \$3.

R. D. CORTINA CO. Executive offices, 12 East Forty-sixth street, New York City. Est., 1882. Markets "Cortinaphone" line, lateral cut, sold in sets. Language records only.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914. Markets "Crescent" line, vertical cut, eight-inch record, retail price 35c.

DOMESTIC TALKING MACHINE CORP. Executive offices, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Markets "Domestic" line, vertical cut, seven-inch records, retail price 35c.

THOMAS A. EDISON, Inc. Executive offices and recording laboratories, Orange, N. J. Manufactures "Edison Disc" line, ten-inch record, vertical cut, retail prices \$1 to \$3. Also manufactures "Edison Blue Amberola" cylinder records, retail prices 50 cents to \$1.

EMERSON PHONOGRAPH CO. Executive offices and laboratory, 3 West Thirty-fifth street, New York City. Est., 1915. Manufactures the "Emerson Universal Cut" line, six and seven-inch records, retail prices 10c. and 25c.

FRAAD TALKING MACHINE CO., Inc. Executive offices, 224 West Twenty-sixth street, New York City. Est., 1915. Markets "Fraad" line, vertical cut, ten and twelve-inch records, retail prices 75c. and \$1.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, vertical cut records.

LANGUAGE PHONE METHOD. Executive offices, 2 West Forty-fifth street, New York City. Markets "Language-phone" line, lateral cut records, sold in sets only.

MAJESTIC RECORD CORPORATION. Executive offices, 37 East Twenty-eighth street, New York City; factory, 251 West Nineteenth street, New York City. Manufactures "Majestic" line, vertical cut, seven and nine-inch records, retail prices 25c. and 50c.

OPERAPHONE MANUFACTURING CORPORATION. Executive offices, 200 Fifth avenue, New York City; factory, Long Island City, N. Y. Manufactures "Operaphone" line, vertical cut, eight-inch records, retail price 35c.

PATHE FRERES PHONOGRAPH CO. Executive offices, 29 West Thirty-eighth street, New York City; factories and recording laboratories, New York City, N. Y., Brooklyn, N. Y., Belleville, N. J., London, Paris, Berlin, Vienna and Milan. Manufactures "Pathe" line, vertical cut, 10 1/2, 11 1/2 and 14-inch records. Retail prices 65c. to \$5.00.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est. 1872. Manufactures "Starr" line, ten-inch record, vertical cut, retail prices 65c. to \$4.00.

VICTOR TALKING MACHINE CO. Executive offices and factory and recording laboratories, Camden, N. J. Manufactures "Victor" line, ten-inch and twelve-inch records, lateral cut. Retail prices 75c to \$7.

JOBBERS

Columbia Jobbers

COLUMBIA GRAPHOPHONE CO. Wholesale distributing branches are located in the following cities under the name of the "Columbia Graphophone Co.," unless otherwise noted—Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Columbia Stores Co., Denver, Col.; Detroit, Mich.; Hartford, Conn.; Indianapolis, Ind.; Kansas City, Mo.; Grafonola Co., Lincoln, Neb.; Scheuber Drug Co., Livingston, Mont.; Los Angeles, Cal.; Louisville, Ky.; Albert G. Kunde, Milwaukee, Wis.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Pennsylvania Talking Machine Co., Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Me.; Columbia Graphophone Co., and Eiler's Music House, Portland, Ore.; Grafonola Co., Rochester, N. Y.; Kirk-Geary & Co., Sacramento, Cal.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; Columbia Graphophone Co. and Eiler's Music House, Seattle, Wash.; Spokane, Wash.; Springfield, Mass.; St. Louis, Mo.; Tampa Hardware Co., Tampa, Fla.; Toledo, O.

Victor Jobbers

AMERICAN TALKING MACHINE CO. 388 Livingston street, Brooklyn, N. Y.

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

W. D. ANDREWS. Syracuse, N. Y.

BADGER TALKING MACHINE CO. 135 Second street, Milwaukee, Wis.

BLACKMAN TALKING MACHINE CO. 97 Chambers street, New York City.

C. BRUNO & SON, Inc. 351 Fourth avenue, New York City.

LOUIS BUEHN CO., Inc. Philadelphia, Pa.

CHICAGO TALKING MACHINE CO. 12 North Michigan avenue, Chicago.

CORLEY CO., Inc. Richmond, Va.

CRESSEY & ALLEN, Inc. Portland, Me.

S. B. DAVEGA CO. 831 Broadway, New York City.

CHARLES H. DITSON & CO. 8 East Thirty-fourth street, New York City.

OLIVER DITSON CO. Boston, Mass.

W. J. DYER & BRO. St. Paul, Minn.

EASTERN TALKING MACHINE CO. 117 Tremont street, Boston, Mass.

ECLIPSE MUSICAL CO. Cleveland, O.

W. F. FREDERICK PIANO CO. 635 Smithfield street, Pittsburgh, Pa.

GATELY-HAIRE CO., Inc. Albany, N. Y.

LANDAY BROS. 569 Fifth Avenue, New York City.

LYON & HEALY. Chicago, Ill.

W. D. MOSES & CO. Richmond, Va.

NEW YORK TALKING MACHINE CO. 119 West Fortieth street, New York.

SILAS E. PEARSALL CO. 18 West Forty-sixth street, New York City.

PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.

WM. H. REYNALDS. Mobile, Ala.

RUDOLPH WURLITZER CO. Cincinnati, O.

SCHMELZER ARMS CO. Kansas City, Mo.

SHERMAN, CLAY & CO. San Francisco, Cal.

M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.

STEWART TALKING MACHINE CO. Indianapolis, Ind.

STANDARD TALKING MACHINE CO. Pittsburgh, Pa.

PERRY B. WHITSIT CO. Columbus, O.

G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.

WEYMANN & SON, Inc. 1010 Chestnut street, Philadelphia, Pa.

WHITNEY & CURRIER CO. Toledo, O.

Edison Jobbers

FRANK E. BOLWAY & SON, Inc. Syracuse, N. Y.

PARDEE ELLENBERGER CO., Inc. Boston, Mass., and New Haven, Conn.

PHONOGRAPH CORPORATION OF MANHATTAN. New York City.

THE PHONOGRAPH CO. 229 South Wabash avenue, Chicago, Ill.

Sonora Jobbers

PIERSOL CARPET CO. Lancaster, Pa.

C. W. SNOW & CO. Syracuse, N. Y.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.

PATHEPHONE SALES CO. OF NEW YORK. 111 East Fourteenth street, New York City.

PATHE PATHEPHONE CO. 17 Wabash avenue, Chicago, Ill.

PATHEPHONE CO. OF DETROIT. 114 Farmer street, Detroit, Mich.

PATHEPHONE CO. 322 Post street, San Francisco, Cal.

SWANSON & NOLAN SUPPLY CO. Denver, Colo.

A. VICTOR & CO. Buffalo, N. Y.

CASES—COVERS

BRISTOL & BARBER. Executive offices, 111 East Fourteenth street, New York. Est., 1890. Manufactures "B. & B." carrying and ware-room covers.

EMPIRE MFG. CO. Executive offices and factory, Goldsboro, N. C. Est., 1910. Manufactures packing cases.

E. H. LANSING. Executive offices and factory, 611 Washington street, Boston, Mass. Est., 1881. Manufactures the "Lansing Khaki" moving covers and slip covers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures Khaki carrying covers for talking machines.

NELSON & HALL CO. Executive offices, Montgomery Center, Vt.; factories, Montgomery Center, Vt., Samsonville, Vt., and Camden, N. J. Est., 1889. Manufactures packing cases.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Products manufactured: Tone arms, sound boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.

AMERICAN PHONOPARTS. Executive offices, 212 South Wabash avenue, Chicago; factory, Chicago. Manufactures "Phono Parts" spring motor, "Play Rite" electric motor and "Play Rite" tone arm.

ARNOLD ELECTRIC CO. Executive offices, 1425 Twelfth street, Racine, Wis.; factory, Racine, Wis. Manufactures electric motors.

ARROW MOTOR CO. Executive offices and factory, 20 Clinton street, Newark, N. J. Established, 1915. Products manufactured: Spring motors, tone arms, sound boxes and "Universal" tone arm and sound box outfits.

CHICAGO RECORDING SCALE CO. Factory and executive offices, Waukegan, Ill. Manufactures "Cresco" electric motors.

CHICAGO FERROTYPE CO. Executive offices, 14 West Congress street, Chicago; factory, Chicago. Manufactures spring motors.

CHICAGO METAL PRODUCTS CO. Executive offices and factory, 501 South Jefferson street, Chicago. Established, 1914. Products manufactured: Electric motors, governors, and screw machine products.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Established, 1915. Products manufactured: Reproducers and tone arms.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City; factory, 109 Reade street, New York City. Established, 1914. Products manufactured: Tone arms, sound boxes, spring motors, tone modifiers, automatic stops and automatic lid supports.

DIXON MFG. Co. Executive offices, 295 Fifth avenue, New York City; factory, Hion, N. Y. Products manufactured: Spring motors, tone arms, sound boxes, tone modifiers and miscellaneous parts.

DOEHLER DIE CASTING CO. Executive offices and factory, Court and Ninth streets, Brooklyn, N. Y. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Established, 1915. Manufactures automatic brakes.

FAVORITE TALKING MACHINE CO. Executive offices, 433 Broadway, New York City. Products manufactured: Spring motors, tone arms, sound boxes, main springs and needle cups.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Established, 1915. Products manufactured: Spring motors, tone arms, sound boxes, tone modifiers, needle cups and miscellaneous parts. Trade name: "Motor of Quality."

VITALIS HIMMER, JR. Executive offices and factory, 101-113 West Broadway, New York City. Est. 1913. Products manufactured: Tone arms, sound boxes. Trade name: "Audion" sound box.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleecker street, New York City. Est. 1913. Products manufactured: Spring motors, tone arms, sound boxes, tone arm rests, brakes, lid stops, springs, needle cups, etc.

KIRKMAN ENGINEERING CO. Executive offices and factory, 237 Lafayette street, New York City. Est., 1912. Manufactures: "Kirkman" spring motors and miscellaneous parts.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

LEONARD MARKELS. Executive offices and factory, 165 William street, New York City. Est., 1911. Products manufactured: "Markels" spring motors, tone arms, sound boxes, tone modifiers and miscellaneous parts.

MECHANICAL DEVELOPMENT CO. Executive offices and factory, 106 Reade street, New York City. Est., 1908. Products manufactured: "Ideal" automatic stop and "Ideal" sound box square.

A. F. MEISELBACH AND BRO. Executive offices and factory, 29 Congress street, Newark, N. J. Est., 1887. Products manufactured: Spring motors, tone arms, sound boxes, stops and miscellaneous parts.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City; factory, Farmingdale, L. I. Est., 1915. Products manufactured: Spring motors and miscellaneous parts.

MERMOD AND CO. Executive offices, 505 Fifth avenue; factory, Ste. Croix, Switzerland. Est., 1816. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Products manufactured: Tone arms and sound boxes.

PADDOCK DIAPHRAGM, Inc. Executive offices, Room 1411, 30 Church street, New York. Manufactures the "Paddock" diaphragm.

PERFECT AUTOMATIC BRAKE CO. Executive offices and factory, 425 South Wabash avenue, Chicago. Est., 1915. Manufactures automatic brakes.

PHONOGRAPH APPLIANCE CO. Executive offices and factory, New Brighton, S. I., N. Y. Est., 1915. Products manufactured: "Crystal Edge" mica diaphragms.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures tone arms, reproducers and miscellaneous parts.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

STANDARD METAL MFG. CO. Executive offices and factory, Newark, N. J. Products manufactured: Horns, tone arms, turn-tables and miscellaneous parts.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est., 1905. Products manufactured: Hinges, die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

HERMANN THORENS. Executive offices and factory, Ste. Croix, Switzerland. Products manufactured: "Thorens" spring motors, tone arms and sound boxes.

TRITON PHONOGRAPH CO. Executive offices, 137 Fifth avenue, New York. Est., 1913. Products manufactured: Spring motors, tone arms and sound boxes.

UNION PHONO. SUPPLY CO. Executive offices and factory, 1100 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes, die castings and miscellaneous parts.

VICTOR ELECTRICAL EQUIPMENT CO. Executive office, 248 Boylston street, Boston, Mass.; factory, New Hampshire. Est., 1916. Products manufactured: Motor equipments and "Vitrolid" turntables.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, Rockford, Ill. Est., 1916. Manufactures "Sure-Stop" automatic brake.

WIEGAND & CO. Executive offices, 1727 Republic Bldg., Chicago. Manufactures "3 in 1" reproducer.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Distributors of motors, sound boxes and tone arms.

MFRS. CABINETS

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City.

CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York; factory, Utica, N. Y.

CHUTE & BUTLER. Executive offices and factory, Peru, Ind.

HERZOG ART FURN. CO. Executive offices and factory, West Saginaw, Mich. Est., 1900.

EDWARD B. JORDAN & CO., Inc. Executive offices and factory, 127 De Graw street, Brooklyn, N. Y.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.

MELROSE FURNITURE & CABINET MFG. CO. Executive offices and factory, 92 Willow avenue, New York. Est., 1916.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York.

NANES ART FURNITURE CO. Executive offices and factory, Grand street and East River, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

RECORD CABINETS

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City. Est., 1912.

J. J. CAVANAUGH. Executive offices and factory, 452 Fulton street, Brooklyn, N. Y. Est., 1916.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est., 1915.

FEDERAL EQUIPMENT CO. Executive offices, 320 West street, Carlisle, Pa.

FLEXIFILE SALES CO. Executive offices, 335 South La Salle street, Chicago, Ill.; factories, Chicago. Est., 1916.

GLOBE-WERNICKE CO. Executive offices and factory, Cincinnati, O. Est., 1882. Manufactures "Brown" disc record cabinets. Also manufactures bookcase sections fitted with interiors.

HERZOG ART FURNITURE CO. Executive offices and factory, Saginaw, Mich. Est., 1900.

KANE BLIND & SCREEN CO. Executive offices and factory, Kane, Pa. Est. 1900. Manufactures stands for talking machines.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est., 1915.

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1904.

MELROSE FURNITURE & CABINET CORP. Executive offices and factory, 92 Willow avenue, New York City. Est., 1916.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Est., 1916.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915.

K. NICHOLSON FURN. CO. Executive offices and factory, Chase City, Va. Est., 1911.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Illinois.

SALTER MFG. CO. Executive offices, 329 North Oakley boulevard, Chicago, Ill.; factory, Chicago. Est., 1876.

SCHLOSS BROS. Executive offices and factory, 637 West Fifty-fifth street, New York City.

U'DELL WORKS. Executive offices and factory, Indianapolis, Ind. Est., 1873.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Cabinets and stands.

BOOTHS AND FIXTURES

FEDERAL EQUIPMENT CO. Executive offices and factory, 320 West street, Carlisle, Pa. Manufactures demonstration booths.

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1904. Manufactures filing cabinets and sectional record cabinets.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Ill. Manufactures sectional record filing cabinets.

SYRACUSE WIRE WORKS. Executive offices and factory, Syracuse, N. Y. Est., 1887. Manufactures metal filing racks and ornamental fixtures.

UNIT CONSTRUCTION CO. Executive offices and factory, 121 South Thirty-first street, Philadelphia, Pa. Est., 1915. Manufactures "Unico" demonstration booths, record racks, record counters and store interiors.

UNIVERSAL FIXTURE CORPORATION. Executive offices and factory, 133 West Twenty-third street, New York City. Est., 1907. Manufactures display record bulletin fixtures.

ARTHUR L. VAN VEEN & CO. Executive offices, Marbridge Bldg., New York City; factory, Eighth street, New York City. Est., 1908. Manufactures "Van Veen" demonstration booths and store fixtures.

WADE AND WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures record racks.

ACCESSORIES, ETC.

B. & H. FIBRE NEEDLE CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufacture fibre needle cutters.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Est., 1902. Manufactures "Cleanrite" record brushes.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Wabash avenue, Chicago. Est., 1915. Manufactures balanced cover supports.

CONDON-AUTOSTOP CO. Executive offices, 47 West Forty-second street, New York City. Manufactures the "Noset" start and stop.

CORLEY CO., Inc. Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1850. Manufactures traveling cases for Victrolas.

DECAMP & SLOAN, Inc. Executive offices and factory, 420 Ogden street, Newark, N. J. Est., 1911. Engineers, draughting and designing special machinery.

DE KALB WAGON CO. Executive offices and factory, De Kalb, Ill. Est., 1892. Manufactures automobile trailers (for delivering talking machines).

EMPIRE SECURITY CO. Executive offices, 208 South La Salle street, Chicago, Ill. Est., 1913. Purchasers of commercial paper.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Est., 1915. Manufactures needle cups and tone arm rests.

FREDERICK M. HOYT & BRO. Executive offices and factory, 25 Twentieth street, Troy, N. Y. Est., 1858. Manufactures record sweeping brushes.

JONES-MOTROLA, Inc. Executive offices, 171 Madison avenue, New York City; factory, 102 East Fortieth street, New York City. Est., 1915. Manufactures "Jones Motrola" electric winder, attachable to an electric lamp connection.

KIRKMAN ENGINEERING CORP. Executive offices and factory, 237 Lafayette street, New York City. Manufactures "Simplex" and "Standard" automatic stops, "Simplex" and "Standard" record cleaners.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures fibre needle cutters.

NATIONAL TOY CO. Executive offices and factory, 271 Congress street, Boston, Mass. Manufactures talking machine toys and novelties.

PLAYERTONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures automatic stops.

EDWARD C. PLUME CO. Executive offices, 417 South Dearborn street, Chicago. Est., 1910. Selling plans for advertisers.

RECORD-LITE CO., Inc. Executive offices, 135 Second street, Milwaukee, Wis. Manufactures "Record Lite" for Victrolas.

ROWLAND SOUND REGULATOR CO. Executive offices, 261 Broadway, New York City. Est., 1915. Manufactures the "Rowland" sound regulator.

SHELTON ELECTRIC CO. Executive offices, 30 East Forty-second street, New York City; factory, Ft. Wayne, Ind. Manufactures the "Shelton" electric motor, attachable to an electric lamp connection.

SHERMAN, CLAY & CO. Executive offices, 163 Kearney street, San Francisco, Cal. Market Ukuleles.

J. BELLAMY TAYLOR. Executive offices, 100 Broadway, Schenectady, N. Y.; laboratory, 23 Lowell road, Schenectady, N. Y. Photo-Micrographs and tests of record surfaces.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needle cutters, various screws and parts for different makes of machines.

SUPPLIES

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Wabash avenue, Chicago; factory, 2242 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.

GLOBE DECALCOMANIA CO. Executive offices, 76 Montgomery street, Jersey City, N. J. Manufactures decalcomanias.

ILSLEY-DOUBLEDAY & CO., Inc. Executive offices and factory, 229 Front street, New York City. Est., 1863. Manufactures "Ilsley's" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils.

INDIANA VENEER & PANEL CO. Executive offices and factory, New Albany, Indiana. Est., 1903. Make veneers and panels.

LOUISVILLE VENEER MILLS. Executive offices and factory, Louisville, Ky. Manufactures panels and "built up" stock.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures lubricants.

MASTER SPECIALTY & MFG. CO. Executive offices and factory, Camden, N. J. Manufactures polish.

MEYERCORD CO. Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufactures decalcomanias.

WILLIAM F. NYE. Executive offices and factory, New Bedford, Mass. Est., 1865. Manufactures oil.

GEORGE A. SMITH-SCHIFFLIN CO. Executive offices, 136 Liberty street, New York City; factory, Birmingham, England. Est., 1912. Manufactures decalcomanias.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures "Wado-Pol," "Wadolatum" and "Wado-oil" lubricants.

WEBER-KNAPP CO. Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufactures needle cups, knobs and hardware.

WIDNEY CO. Executive offices, 320 South Jefferson street, Chicago; factories, Chicago. Est., 1913. Manufactures turn table felts, felt and rubber bumpers, continuous hinges and rubber head units.

ATTACHMENTS

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Est., 1915.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914.

MAJESTIC RECORD CORPORATION. Executive offices, 37 East Twenty-eighth street, New York City.

NEW ENGLAND TALKING MACHINE CO. Executive offices and factory, 16 Beach street, Boston, Mass. Est., 1913.

OPERAPHONE MFG. CORPORATION. Executive office, 200 Fifth avenue, New York City.

UNION PHONOGRAPH SUPPLY CO. Executive offices, 1100 West Ninth street, Cleveland, O.

VICSONIA MANUFACTURING CO. Executive offices and factory, 313 East 134th street, New York City. Manufactures "Vicsonia" reproducer.

WATERBURY INSTRUMENT CO. Executive offices and factory, Waterbury, Conn. Manufactures "Super-sonus" sound box.

NEEDLES

W. H. BAGSHAW. Executive offices and factory, Lowell, Mass. Est., 1870. Manufactures steel needles.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Manufactures "Playrite" and "Melotone" steel needles.

B. & H. FIBRE MFG. CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needles.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago; factory, Chicago, Ill. Est., 1915. Sapphire and diamond points.

JOHN M. DEAN CORPORATION. Executive offices and factory, Putnam, Conn. Est., 1899. Manufactures steel needles.

DIXON MFG. CO. Executive offices, 293 Fifth avenue, New York City; factory, Ilion, N. Y. Manufactures sapphire, diamond and agate points.

INDEPENDENT GERMAN-AMERICAN MACHINE CO., Inc. Executive offices and factory, 54 Bleecker street, New York City. Est., 1913. Manufactures sapphire needles.

A. F. MEISSELBACH AND BRO., Inc. Executive offices and factory, 29 Congress street, Newark, N. J. Est., 1887. Manufactures sapphire and diamond point needles.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City. Factory, Ste. Croix, Switzerland. Est., 1816. Manufactures sapphire and diamond needles.

NEW YORK DISC NEEDLE CO. Executive office, 110 North street, New York City. Est., 1910. Manufactures steel needles.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Est., 1915. Manufactures steel needles.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufactures the "Multi-playing" jewel needle.

SUPREME SALES CO. Executive offices, 207 South Wabash avenue, Chicago. Manufactures "Golden Tone" semi-permanent needles.

H. S. TOWNSEND. Executive offices, 1833 Venango street, Philadelphia, Pa. Manufactures "semi-permanent" needles.

WIEGAND & COMPANY. Executive offices, Republic Bldg., Chicago. Manufactures sapphire and diamond points.

CLIFFORD A. WOLF. Executive offices, 65 Nassau street, New York City; factory, Brooklyn, N. Y. Est., 1911. Manufactures sapphire and diamond needles for recording and reproducing.

ALBUMS, ENVELOPES,

AUGUR, SWYERS & MACHOLD. Executive offices, 461 Eighth avenue, New York City; factory, Watertown, N. Y. Est., 1903. Manufactures Christmas boxes and fancy labels.

CLEMENT BEECROFT. Executive offices, 309 West Susquehanna avenue, Philadelphia. Est., 1911. Manufactures record envelopes and record holders.

BOSTON BOOK CO., Inc. Executive offices, 73 Broadway, Brooklyn, N. Y.; factory, 103 Broadway, Brooklyn, N. Y. Est., 1911. Manufactures record albums.

J. L. GILLESPIE CO. Executive offices, Pittsburgh, Pa. Manufactures record envelopes.

NATIONAL PUBLISHING CO. Executive offices, 239 South American street, Philadelphia; factory, Philadelphia. Est., 1863. Manufactures "National" record albums.

NEW YORK ALBUM & CARD CO. Executive offices and factory, 23 Lispenard street, New York City. Est., 1910. Manufactures "Nyacco" record albums.

HENRY ROSENBERG. Executive offices and factory, 14 Wooster street, New York City. Manufactures "Indexo" record holders.

REPAIRS

CHAS. BRYAN. Executive offices, 25 West Lake street, Chicago; factory, Chicago. Est., 1912.

LUCKY 13 PHONOGRAPH CO. 3 East Twelfth street, New York City.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J.

TALKING MACHINE REPAIR & SALES CORPORATION. Executive offices, 25 East Fourteenth street, New York City. Est., 1916.

LONDON MARKETS

WILLIAM COOPER BROTHERS, Ltd. Executive offices, 63 City Road, London, E. C. Manufacture "Coliseum" line of disc records, ten-inch, twelve-inch records, lateral cut.

EBONITIS, Ltd. Executive offices, Willowbrook Grove, Peckham, London, E. C. Manufactures plastic material for making records.

GRAMOPHONE CO., Ltd. Manufactures "Victor" and "Victor Victrola" machines and Victor line of records and have branches and agencies through Denmark, France, Spain, Sweden, Russia, India, Australia, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.

J. E. HOUGH, Ltd. (EDISON BELL WORKS). Executive offices, Glou-gall Road, Peckham, London. Manufacture "velvet-face" (V. F.) records, ten-twelve-inch, lateral cut, retail price two-six to four shillings.

THE INVICTA RECORD COMPANY, Ltd. Executive offices, No. 1 New Inn Yard, London, E. C. Manufactures "Invicta" line of records.

LUGTON & CO., Ltd. Executive offices, 133 Old street, London, E. C. Manufactures disc records, machines, parts and accessories.

W. H. REYNOLDS, Ltd. Executive offices, 45 City Road, London, E. C. Est., 1915. Manufactures "Reyno Carbo" main-springs and talking machine parts. Also markets records.

J. STEAD & COMPANY, Ltd. Executive offices, Sheffield, England. Manufactures talking machine springs.

STERNO MANUFACTURING CO., Ltd. Executive offices, 19 City road, London. Manufactures "Compactophone" line.

SOUND RECORDING CO. Swallow street, Picadilly, London. Market Gramophone records.

WINNER RECORD CO., Ltd. Willowbrook road (Grove), Comberwell, London, England, E. C. Manufactures "Winner" records.

We would greatly appreciate it if our advertisers and subscribers will advise us promptly regarding any errors which they may notice in this directory.

When writing please say you saw it in the

**TALKING MACHINE WORLD
TRADE DIRECTORY**

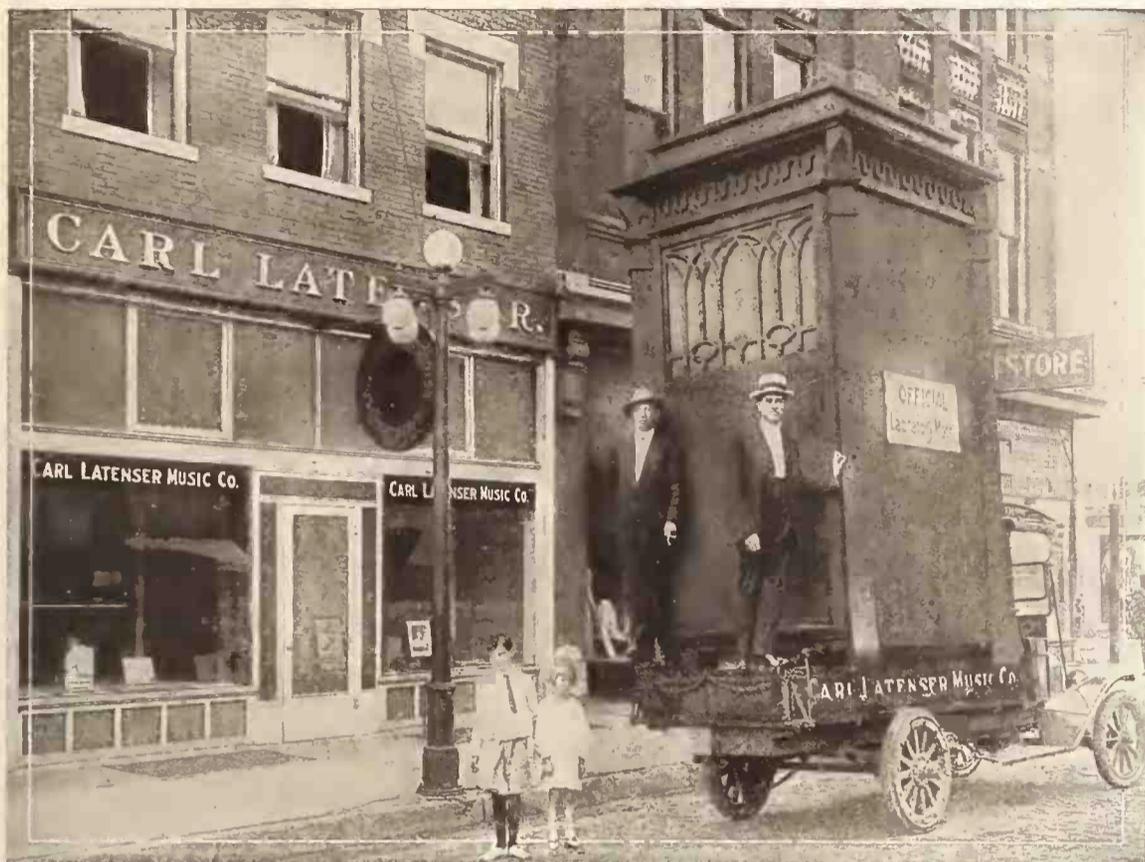
ADVERTISING BIG EDISON SHIPMENT

Carl Latenser, of Atchison, Kan., Attracts Public Attention to the Fact that He Receives and Sells Many Edison Phonographs

ATCHISON, KAN., November 4.—An ingenious scheme to attract attention to the arrival of a

of phonograph music. The instruments that comprised the shipment then were loaded upon a number of trucks and a procession, led by the giant model, passed from the freight house to the Latenser store.

Mr. Latenser is going to have the big model waterproofed and placed on the top of his building where it will become a veritable landmark



Huge Model of the Edison Diamond Disc Phonograph Used to Feature Large Shipment and will keep the New Edison constantly in the public eye of Atchison. The Weaver Piano Co., of 210 North Akard street, Dallas, Tex., is selling out its line of pianos preparatory to turning its headquarters into an exclusive talking machine store.

RECEIVERS FOR REX CO.

Talking Machine Manufacturers in Financial Trouble, but It Is Announced That Operations Will Continue and Machines Be Made

WILMINGTON, DEL., November 4.—Upon application of David J. Reinhardt, counsel for Gustave Mayer, of New York, before Judge Woolley in United States District Court October 22 a receivership was granted for the Rex Talking Machine Corporation. Mr. Mayer averred that the corporation owed him \$15,300. James B. Stevens, of Newark, N. J., and Paul E. Haessler, of this city, were appointed receivers. They gave bond in the sum of \$10,000.

Bankruptcy petitions were filed against the Rex Talking Machine Corporation a few days later by the creditors. The company, which operates a plant on Vandever avenue, will continue to manufacture machines, the receivers to operate the plant until further orders are given by the court.

A VISITOR FROM PORTLAND

C. B. Snow, head of the Victor department of Cressy & Allen, Portland, Me., was a visitor to New York the closing days of last month, and during a visit to The World sanctum spoke enthusiastically of business conditions in his territory. "The only difficulty as far as business expansion is concerned," he remarked, "is a matter of getting sufficient goods to fill the demand." Before his return home Mr. Snow paid a visit to the Victor factory at Camden.

REPORTS DEMAND FOR GRAFONOLAS

The W. F. Minck Co., 1131 North High street, Columbus, O., reports a very active demand for the Columbia Grafonolas, which they are featuring with great success these days. Mr. Minck has been identified with the piano business in Columbus for thirty-three years, and has built up quite a following.

\$\$\$ PROFITS \$\$\$

If we told you that by answering this advertisement you would receive by return mail a check for \$1,000.00, you would lose no time in answering it. What we have to offer amounts to the same thing. Over two hundred dealers all over the country are handling

**CORTINAPHONE
DISC LANGUAGE RECORDS**

They bring to your store people who would otherwise never think of visiting you. Write us to tell you how you can increase your business with little effort by featuring the educational value of the phonograph. We furnish everything at no cost to you. *Write Today.*



CORTINA ACADEMY of LANGUAGES
12 EAST 46th STREET NEW YORK



No wonder! We have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts and the proper advertising helps, and every day the public demand grows.

(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**

STEINWAY & SONS TO HANDLE COLUMBIA IN THE WEST

Columbia Grafonolas and Records Will Be Handled in Five Branch Stores of Steinway & Sons Located in the Middle West—R. E. Wells Assists in Consummation of Arrangements

The Columbia Graphophone Co. announced recently the consummation of an important deal, whereby the complete line of Columbia Grafonolas and Columbia disc records will be handled by Steinway & Sons in their Western branch stores, located in Cincinnati, Indianapolis, Columbus, Louisville and Dayton. This deal had been pending for some time past, and the arrangements closed this week mark a most important step in the progress of the Columbia product.

The Steinway stores in the Middle West are directly connected with the executive offices of Steinway & Sons in New York, and are under the general management of R. E. Wells. On his recent visit to New York Mr. Wells thoroughly investigated the merits of the Columbia line, and when he left for the West heartily recommended the installation of these products in the Steinway stores. The Columbia

line will be handled in the Steinway establishments exclusively with the exception of the Clayola electric machine, which will continue to be handled in these stores.

The recognition by Steinway & Sons of the musical and sales qualities of the Columbia line is a distinct tribute to the achievements of the Columbia Graphophone Co., as Steinway & Sons are recognized the world over as the foremost house in the piano industry. The Steinway piano has won fame throughout the civilized world as representative of the highest ideals of pianoforte construction.

The merchandising and sales policies of the house of Steinway have won praise and commendation in all industrial circles, and Steinway & Sons' choice of the Columbia line for their Middle West stores can well be considered by the Columbia Co. as a signal appreciation of its products by a famous institution.

INTRODUCE NEW TYPE OF MOTOR

Details of Latest Creation of Leonard Markels of New York—To Patent New Constructural Feature in Triple Spring Motor

Leonard Markels, 165 William street, New York, manufacturer of the Markels motor, tone arms and sound boxes has just placed on the market a new type of Markels motor, which is

designated as his number "M4 motor." This motor is a triple spring motor, which plays with one winding four twelve-inch records or six ten-inch records.

This new Markels motor differs from the average triple spring motor in that it is the same length and width as the ordinary double spring motor, only the depth being greater. Mr. Markels experimented on the production of a triple spring motor for quite some time, and

finally succeeded in producing a motor which is unique in many respects, and which is something decidedly new in talking machine motor construction.

Mr. Markels took his "M2" motor as the basis for his new triple spring motor, and by extending the center shaft and attaching a third spring controlled by clutches he succeeded in perfecting a motor which weighs very little more than his "M2" motor, and which can be inserted in any cabinet designed to accommodate the smaller motor, as the "M4" requires no different borings than the "M2."

The Markels "M4" motor has been carefully investigated and approved by a number of prominent talking machine manufacturers. Mr. Markels has applied for a patent on his new triple spring motor, covering the important constructional features it embodies.

JAMES MANOIL VISITS CANADA

Head of James Manoil Co., Makers of the Manophone, Visits Canadian Agents—Secures Good Business in the Dominion

James Manoil, president of the James Manoil Co., Inc., Newburgh, N. Y., recently made an extensive trip to Canada, and when in Toronto visited the Music Supply Co., the Canadian representatives of the Manophone. He also secured a large volume of business.

The demand for the Manophone is steadily on the increase, and the factory at the present time is the scene of great activity, owing to the rush of orders which have been received for the holiday trade. Most favorable comments on the progress of the company have been published recently in the editorial columns of the daily newspapers in Newburgh and nearby cities.

FACTORY WORKING TO CAPACITY

"Notwithstanding that the demand for raw material is far beyond the supply, we have succeeded in securing enough material for our requirements," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, manufacturer of "Nyacco" record albums. Our factory was working to capacity for some time past, and as we realized that the demand for albums this year would be far in excess of any previous year we scoured the markets for raw material many months ago. Needless to say our foresight has been well rewarded, as we are now in a position to fill the demand of our dealers with promptness and despatch.

ATTRACTIVE DECALCOMANIA

The Sonora Phonograph Corporation has sent out to its dealers an attractive window decalcomania in blue and white, which can be used to excellent advantage. The blue in this decalcomania is a special shade which is becoming generally known as Sonora Blue.

The Lavin Record Exchange, Lynn, Mass., has secured the agency for the Music Master and Artofola talking machines.

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., Inc.

313 East 134th Street

New York City

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Autumn Trade Opens With Tremendously Active Swing—Without Parallel Since the Outbreak of the War—Great Demand for Supplies for Talking Machines—Scarcity of Labor Still Prevails—Columbia Co. Takes Over the Compactophone—T. E. Osborne's Activity—Making Study of Trade Promotion—Big Demand for "Winner" Records—Portable Gramophones Popular—New Record Lists by Leading Companies—Interesting Catalog of World Music Issued by the Gramophone Co.—Make Records of "In a Persian Garden"—News of Month in Detail

LONDON, E. C., ENGLAND, November 1.—The season's trade is now in full swing. It opened up under conditions without parallel, even since the outbreak of war. Naturally in August, 1914, when the country began to realize the enormously costly and lengthy conflict ahead, there were signs of panic in commercial circles, especially among traders of luxury articles. Many were the gloomy forebodings based largely upon the actions of those to whom one looked for an example and lead. Whole factory staffs were retired, and in other cases placed on half pay. In those days things looked as black commercially as they did militarily. People held their breath, and on every face one saw an expression which focussed the question—what next? Yet withal, the suppression of real activity lasted but a week or so, and true to the traditions of the British race, there was soon everywhere displayed that pertinacity to make the best of things. By the exercise of this spirit which is to us an asset of as great an importance as men and munitions, we are carried along on a wave of increasing optimism.

Hand in hand with our military efforts, may be counted the fight for the maintenance of commerce. It progresses exceedingly well, notwithstanding a hundred-and-one difficulties in the shape of submarine activity, labor shortage, high insurance and freight rates, official prohibitions restricting imports and exports, lack of material, parts, etc., to say nothing of increased prices! In no one field of commerce is all this more detrimental to progress than in the gramophone industry. The wonder is that it exists at all. But it does, simply by reason of the tremendous efforts made by the whole trade to nourish and fortify it by every legitimate means at hand. In after years when we look back upon this time, we shall undoubtedly stand and marvel at what must then, if not now, seem a miracle. Fortunately there is plenty of money in circulation. When that fails the position may well nigh look hopeless. But there is no prospect of it failing, and orders are as abundant as ever. The supply this season is considerably less than last, and that is the main trouble. Though small, there is some prospect of a gradual increment in home manufactures of different parts. Springs, sound boxes, tone-arms, trumpets, wheels, and other accessories are coming along in ever increasing quantities—but slowly. Practically all machines are utilized for munitions and other war material. A slight surplus is, however, gradually making itself felt, or we should not get the few gramophone parts that we do. These conditions bid fair to improve in the course of time, and maybe the chief item of necessity—complete motors—will be the next consideration of British manufacturers. Mechanism of a kind there is to-day, but one cannot praise any effort in this direc-

tion which takes the form of an assembly of more or less ill-fitting parts obtained from different shops located far apart. Experience shows that unless a motor is assembled from accurately gauged parts all made to scale in the same factory, it is practically useless as mechanism for gramophones. I do not wish to discourage any effort, rather the contrary, which will make us independent of foreign imports, but the fundamental principle of motor construction laid down by experts cannot be ignored. Indifferently built motors will damage the prestige which Great Britain holds throughout the world for goods of quality, and I am quite sure the trade would rather be without them than that future or after-war trade should be jeopardized by such goods.

In the record domain, matters are progressing very satisfactorily, times considered. Here too, there is felt a lack of sufficient men to ensure an adequate supply. Men are still being called to the colors in ever-increasing numbers, and sometimes the loss of one expert will disorganize a whole department. Naturally all this takes time to adjust. Discharged soldiers and women are in great demand, though few of either are really capable of standing the prolonged exertions called forth in the operation of record pressing. However, things are progressing in all ways well.

Columbia Co. Takes Over "The Compactophone"

Considerable interest has been aroused by the Columbia Co.'s recent announcement that they have taken over the popular portable machine styled "The Compactophone." It has now been rechristened "The Regal Compactophone"—a prefix which in itself is significant of the Columbia Co. (Continued on page 106)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-eseiskah, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktieholaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighatta 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, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

➤ This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

- the smallest complete machine on the market
 - with a tone, both in quality and volume, equal
 - to the largest. IT HOLDS 12 DISC RECORDS.
- Outside measurements when closed 14 x 11½ x 7 inches!

JOBBER—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

bia Co.'s opinion of this splendid portable instrument. It is understood that the Columbia's selling rights are confined to the United Kingdom. Any oversea traders interested in the sale of the Compactophone will continue as heretofore to address their orders and communications to the Sterno Manufacturing Co., 19 City Road, London, E. C. This ingeniously constructed instrument, of small and compact measurements, and its beautifully polished solid oak case, fitted with strong leather handle, endorsed by the name of Columbia, can safely be predicted an unchallengeable future for the Regal Compactophone, which, it may be mentioned is, in point of tone quality and volume, on a par with the table or other hornless type of machine. A unique feature of this instrument is the provision of space in its interior for the carrying of no less than twelve double-sided records!

Thos. Edens Osborne Still at It

Thomas Edens Osborne, of Belfast, continues to set an excellent example to dealers. His attractive editorial advertisements are as prominent as ever in the chief Belfast papers. The many phases of current events which he takes advantage of for a little chat to prospective buyers, is certainly worthy of a wider publicity. One of the many interesting announcements is devoted to the removal of "erroneous impressions" held by would-be gramophone owners as to the cost of an outfit. Mr. Osborne makes good play on this text and develops his arguments in a most practical way by itemizing the actual cost of the various gramophones which he stocks.

"His Master's Voice" Publicity

Its always "now," that's a good time to advertise, whether it be spring, summer, autumn, or winter. Certainly no more appropriate time than the present could be found. Expenditure upon publicity is not so great as in pre-war days, naturally, but a considerable amount is

being allocated for this purpose by the chief talking machine companies. Some good press ads have lately appeared devoted to special Columbia issues. This company always seeks the limelight of publicity to make more widely known its many fine records listed each month. Which is as it should be.

Then, too, there is "His Master's Voice" Co. as active as ever in distributing its good news. A recent attractive newspaper triple column advertisement advised the public of the issue of ten records bearing the catchiest songs and music of the great musical comedy "High Jinks." These numbers were recorded by the original artists who are exclusive to the "H. M. C." Co.

In addition, other striking announcements continually appear from time to time. And apart from this direct publicity, a series of ads have been produced for the use of dealers locally. These are in the form of complete cuts, with piercing for the dealer's name and address. They are supplied free, the only stipulation being that the blocks will be used to the best advantage. Excellent!

Action Against More Enemy Firms

There has been considerable public protest against the manner in which the Government is proceeding against concerns capitalized in whole or in part by enemy subjects, the claim being made that the treatment accorded is too lenient. In the foregoing connection, the following firms have been held up as specific examples and their names mentioned in Parliament: Bechstein's (piano manufacturers), Augener L. (music publishers), Carl Lindstrom L. (gramophone and record manufacturers), Kastner & Co., L. (players), etc. As a result of pressure the government is moving in the matter and already the business of Bechstein's has been ordered to be sold, including the famous Bechstein Hall in Wigmore street, lock, stock and barrel. In view of the German action in regard to British

business in that country, it is generally felt that we should take equally strong action here.

"Winner" Record Activity

A striking feature of the "Winner" record publicity this last few months has been the issue of window bills and shop hangers. Usually dealers are not overkeen in making use of such sheets owing to their size, but it is conclusively proved by the display throughout the country of Winner window bills announcing new artistes or new titles that objections can be overcome by studying the dealers' ideas. This is just what the company advertising director has done. It is interesting to note that the result is a smaller bill, well designed and of attractive appearance, printed in colors, the style and lay-out being changed each month. Under this plan it is found that the display by dealers has increased quite twenty-five per cent. The Winner issues, too, are in accordance with this new attractive manner of their publicity presentation, and include items by such well known contributors as: The Band of H. M. Irish Guards, The Bohemian Band, Albert Whelan, Jay Laurier, Robert Carr, the Two Bobs, Sergt. Leggett, Betty Barclay and a baritone, Stanley Kirkby, Will Evans, and others. So great is the call for Winners that a night shift has been put on with the result that it may be possible to catch up on orders for the Christmas trade.

Board to Study Trade Promotion

The Board of Trade Advisory Committee on Commercial Intelligence met recently and considered proposals for the despatch of a special commercial mission to investigate the conditions and prospects of trade in Spain and Portugal, and questions relating to the promotion of British trade with Russia and Italy, and the employment of foreigners as commercial travellers.

Singer Has Exciting Experience

M. Chaliapine, the wonderful basso, had an exciting experience recently in the Caucasus.

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!



You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are *better*, our Prices are *better*, and our Deliveries are *surer* than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 106)

Attacked by an armed Circassian in his bedroom during the night, the assailant evidently being intent on robbery, the famous singer was forced to resort to his revolver. A shot was fired with fatal results to the intruder. His many admirers will remember M. Chaliapine's instant success in the Russian opera season at Drury Lane Theatre before the war, and the many beautiful records made of his finest pieces by the H. M. V. Co.

To Prohibit Iron and Steel Importations

During the period of de-mobilization and reconstruction after the war, it has been thought advisable to prohibit the import of iron and steel. This is the recommendation of a special committee appointed to consider the matter. It evidently applies to raw material only, and will therefore not affect the importation of manufactures, such as gramophone motors and other parts of musical instruments.

British Zonophone Has Strong List

The strongest list issued by the British Zonophone Co. for some time is that for the current month. A splendid aggregation of records is therein announced, comprising, as usual, up-to-date and standard numbers, many by artistes exclusive to the company; all by artistes of eminence in the musical world. Titles are not chosen haphazard, the Zonophone policy being to closely watch the trend of the public taste, and cater accordingly. Hence from this concern, we usually get records which make an exceptionally wide appeal. A few of the items this month are as follows: "Angels Guard Thee" and "Eily Mavoureen," contributed by that prince of light tenors, Mr. Sidney Coltham, with piano and violin obligato; "Capricente" and "Love's Waltz," piano solos by Paul Astor; part I. and II. "Raymond Overture," by the Black Diamond Band; four attractive and popular Morceaux by the Royal Cremona Orchestra; "In the Valley of the Moon" and "You'll Always Be the Same Sweet Baby" by Herbert Gayne; "Serenade" (Schubert's) and "Evensong" by Miss Louie Brooks (soprano), and Harold Wilde (tenor), with orchestra, etc. Other good numbers are down to the credit of Tom Foy, Florrie Ford, Billy Williams, Nat D. Ayer, and Harold Montague, at the piano. And there are several other equally attractive names, whose records sell well.

A Splendid Guardsman Record Program

When the tendency for the last few months has been to considerably curtail the length of new record lists owing to the difficulties connected with manufacture and supply, it is a significant and welcome sign to note the gradually increasing number of issues now that the season is in full swing. Foremost among the firms whose policy is closely aligned to the barometer of these changing times, is the Invicta Record Co. L., of this city. No less than eighteen records (thirty-six titles), figure on this month's (November) program. Almost without exception they are records of special value, comprising picked selections known to be of

good-selling quality. In the main they are vocal numbers such, for instance, as "There's a Long, Long Trail," a popular "hit" given as a duet by Messrs. Barrett and Sullivan, with which is coupled "Loading Up the Mandy Lee," another excellent duet by Messrs. Fanning and Fortune. A couple of good comics by Ted Barrett: "Shall Us? Lets" and "I Can't Do My Bally Bottom Button Up." "Heroes of the Dardanelles" and "Comrades Side by Side," baritone numbers by Donald Stewart. "Blightly," by Barrett and Sullivan and "The Home Bells are Ringing," by Lester Baker. A good baritone artist is Francis Sullivan, who contributes "Some Night, Some Girl, Some Waltz" and "Underneath the Stars." Two items which somewhat savor of Uncle Sam are "Welcome Honey to Your Old Plantation Home" and "She Is the Sunshine of Virginia," both by Messrs. Fanning and Fortune.

Among the instrumental numbers are two fine cornet solos by A. M. Thomas, "When You're a Long, Long Way From Home" and "I Try to Forget You, But I Only Love You the More," while Fred White is responsible for "Sambo's Guide," Xylophone solo, and "The Coon's Jubilee," as a bell solo. "Life on the Ocean Wave," "The Zouave," etc., and "Pine Tree State March," etc., are two exceedingly pleasing renditions by the Third Scots Guards Drums, Fifes, Bugles and Bagpipe. Altogether the list is one of which the "Guardsman" record people may well feel proud.

The New "Citizen" Record List

Another list of the special-quality "Citizen" record has been issued. A few of the titles given thereon are: "Miserere" and "Barcarolle," by violin, flute and harp trio; "Where My Caravan Has Rested" and "Little Grey Home in the West" by Swilyn Richards, the well known Welsh tenor; "Until" and "Somewhere a Voice Is Calling" by Miss Ethel Toms (contralto); "M-o-t-h-e-r," by Mr. Ian Colquhoun, an old American favorite, coupled with which is "Forget Me Not," by Chas. Leonard. There are other equally fine contributions to this list and all interested are advised to communicate with The Invicta Record Co., L., New Inn Yard, London, E. C.

The Music of the World Cataloged

A guide to the music of the world in book form, right up-to-date, is now available to all "His Master's Voice" agents and the public. This new catalog is an encyclopedia index of every record issued and retained by the Gramophone Co. since the beginning of things, and is one which every lover of things musical would gladly possess. It tells the story almost of the history and growth of the talking machine trade in more eloquent language than any set prose; a study of its pages in comparison with previous issues, disclosing the triumphant and increasing homage over succeeding years of the greatest of the world's artistic talent in the sphere of music. Herein is focussed the successful work of "His Master's Voice" Co. since its inception. One need scarcely point out the value of this

catalog. As usual, beautiful and expensive in get-up and general arrangement, it is certainly of almost indispensable service to the trade and the great "H. M. V." public. There is the easiest possible yet effective, system of indexing, which permits of immediate reference to the full particulars concerning the different and innumerable titles. This A. B. C. catalogue has now been issued in company with a numerically arranged list of records, the latter for trade use only.

Day of the Portable Gramophone

From the days of table grand machines, a steady progress in the construction of interior-horn models has been made, until to-day the real portable gramophone stands supreme in popularity. This period of evolution over a number of years seems to have been brought more or less to a climax since the outbreak of war. Owing to the immediate shortage of practically all gramophone mechanism and parts which in the main reached us from Germany, British inventors found plenty of encouragement where previously they were treated often with scant consideration. Within the last two years or so quite a number of new ideas—especially in connection with the production of portable gramophones—have seen the light of day. It is the purpose of this necessarily brief report to make known some particulars of a new portable model which has been placed on the market by Messrs. W. H. Reynolds (1915) Ltd., 45 City Road, London, E. C. In construction it is quite different to anything of its kind on the market. By its small over-all measurements, 11x8x8 inches, when closed, one can appreciate that it is as conveniently portable as may be possible consistent with a satisfactory tonal volume. The case is of polished oak, with leather carrying handle. It is equipped with a strong, single-spring motor to play 10-inch records only, and in all other respects the fitments are quite satisfactory. There is no metal tone-arm; instead we have a wooden sound-arm amplifying chamber—a tapered box-like arrangement to which is fitted the sound-box. From the mouth of this the sound is transmitted direct into the lid of the instrument which acts as a sound board—radiating the music in all directions. Truly a most ingenious arrangement, too, is the wooden turntable which when not in use can be folded up to permit of closing the lid of the machine. As to the tone-volume, it is not, of course, quite equal to an exterior trumpet model, but not far short. This is more than counterbalanced by the purity and richness of its reproducing qualities. I am told that big orders have already been placed by the trade, and altogether, it would seem, that Messrs. Reynolds' new line will create quite a furore this season.

A Smart Salesman

As joint editor at one time of the Talking Machine News, Stuart Griffin had ample opportunity in his frequent peripatations around the trade to absorb a complete appreciation of the

(Continued on page 108)

EBONITIS LIMITED**MANUFACTURERS OF PLASTIC MATERIAL***Manufactureros de materias primas*FOR
para**GRAMOPHONE RECORDS***los discos de Gramophone***QUOTATIONS GIVEN. ADDRESS***Se envian precios. Direccion***EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND**

Who Said MAINSPRINGS?

WHOEVER says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring on the market is known by one name only

REYNOCARBO MAINSPRINGS

which are made by special process to ensure their being flawless. They're made in all sizes, and prices are the lowest as always. Special quotations for large quantities.

¶ An excellent stock of tone arms, sound-boxes, horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.
45, CITY ROAD, LONDON, E. C.
TELEGRAMS—"KNOTASLEPE," ENGLAND

FROM OUR LONDON HEADQUARTERS (Continued from page 107)

points which to some extent account for science in salesmanship. This was reflected in his many able chats to gramophone dealers. From what might be termed the theoretical side, our old friend has now gone over to the practical sphere and may be seen in his element at the Cranbourne street showrooms of Messrs. J. E. Hough, Ltd. With this firm Mr. Griffin is acting as advertising manager.

Scientists and Practical Men to Combine

Great Britain is waking up! There now is a talk of a closer co-operation between the scientist and the practical man. One result, it is suggested, would be the introduction of a cheap process by means of which apple-wood at 5s. per cubic foot, could be converted into imitation ebony, worth anything from 10s. to 25s. per foot, and capable of being adapted for use in the manufacture of musical instruments.

Issue Entire Song Cycle

The Gramophone Co. have just issued the entire song cycle "In a Persian Garden." This favorite composition of Mme. Liza Lehmann's is recorded under the personal and active supervision of the gifted composer herself, the vocalists being chosen for their renown and special suitability. The result is a revelation of artistic singing and reproduction.

With a complete set of the numbers is given an album embellished with beautifully colored pictures of the Rubaiyat. The set (with gratis album) sells at £2 2s 0 retail. Big sales for this grand work may be safely predicted.

Since writing the above the Gramophone Co. have received from Mme. Liza Lehmann the following splendid testimonial: "It is with great pleasure that I express my appreciation of and admiration for the splendid records made by 'His Master's Voice' Gramophone Co., of an extensive selection from my song cycle 'In a Persian Garden.' I cannot imagine better reproduction." This fine issue is being extensively advertised.

MANUFACTURERS—ATTENTION!

What are you going to do when the Boom is over and real competition begins if your Phonographs have no special feature or improvements to offer the buying public? Unless you get some real Novelty Improvement, it is certain your ultimate end will be bankruptcy.

This is your opportunity to fortify and intrench your position that no trade war can harm you. LISTEN!

Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furore and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. C.

TO RECORD FOR THE STARR CO.

Miss Josephine Forsythe, Distinguished coloratura Soprano and Concert Singer, to Make Records for Starr Piano Co.

RICHMOND, IND., October 9.—Announcement has been made by the Starr Piano Co. from its executive offices here, that Miss Josephine Forsythe, of Cleveland and New York, noted coloratura soprano and concert singer, has been engaged to record for the Starr phonograph. In



Miss Josephine Forsythe

Miss Forsythe, the Starr Piano Co. has added another distinguished artist to its repertoire. She has been doing concert and oratorio work, and has recorded for two other leading companies. She has had offers from opera com-

panies to take up an operatic career, but has refused. She is now in New York in preparation for her work of the coming season.

Miss Forsythe, who is a pupil of Rita Elande, of Cleveland, and Marcelli Sembrich, of New York, possesses a coloratura soprano voice of exquisite sweetness, richness and brilliancy, extraordinary for the clarity, sympathy and warmth of tone. Her voice is well adapted for recording, the high and low notes reproducing equally as well as the middle register. She is the youngest singer now recording for any company, and critics have prophesied a wonderful career for her.

In commenting on the Starr phonograph, Miss Forsythe said: "The propriety of using silver grain spruce for the sounding board throat and horn is forcefully proven. Every vibration and quality of the voice or instrument is brought out with the utmost integrity. It is especially smooth and grateful to the high tones of the light soprano, and the Starr is an instrument whose merit heralds its signal success in phonographic reproduction because of the human quality it puts into the reproduction."

RECORD HOLDERS IN DEMAND

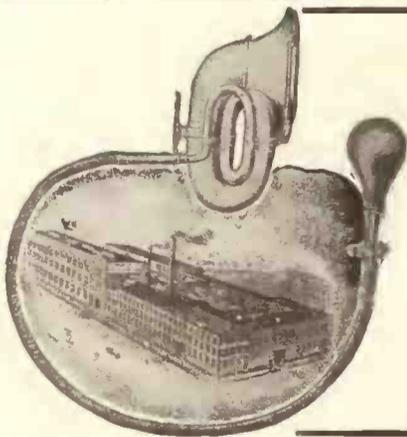
Henry Rosenberg, 14 Wooster street, New York, manufacturer of "Indexo" record holders, states that these holders are being ordered in large quantities by the dealers for their holiday trade. These record holders are attractively boxed, and are ideal for presentation as Christmas gifts. The "Indexo" holder is a decided convenience for talking machine owners, as it is well constructed and enables one to locate a record with maximum ease.

NEW STORE IN WEST NEW YORK, N. J.

Veith & Dorn are new dealers in Edison phonographs at 630 Bergenline avenue, West New York, N. J., where they have opened handsome quarters. In addition to a full line of Edison machines and records the new concern also handles the Bruno line of small goods and Perfection and Artempo music rolls, as a feature of their extensive piano and player-piano business.

GOOD CALL FOR KO-HI-OLA PRODUCTS

ST. PAUL, MINN., November 4.—P. A. Wolfe, head of the Ko-Hi-Ola sales department of the Koehler & Hinrichs Mercantile Co., states that the demand for the Ko-Hi-Ola combination phonograph, grandfather's clock, record-cabinet and bookcase has exceeded all expectations. Mr. Wolfe has assigned territory for this instrument to dealers in all parts of the country who are planning to feature it extensively during the holiday season.

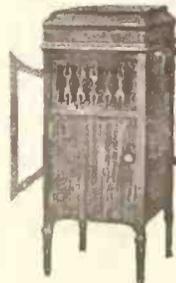


TONE ARMS TURNTABLES

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 H O R N S Standard Metal Mfg. Co. 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.

Barrientos, Lazaro, Rothier, Chicago Symphony Orchestra, Gates, Sembach, Macbeth, Eddy Brown—Little Symphony—just a few world famous artists and organizations whose records are making history in the sales of Columbia dealers.

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

Columbia Graphophone Co.
Woolworth Building, New York



INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Valuable Suggestions Regarding the Proper Keeping of the Record Stock—The Importance of Fitting the Needle to the Record—The Necessity of Proper Demonstration

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleaning of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of *The World* information will be given on such problems that do not of necessity concern the technical construction or mechanical features of instruments which are handled in the department of "Repairs" by A. H. Dodin.

Keeping the Record Stock

Keeping the record stock properly is a matter of supreme importance not only from the viewpoint of business efficiency for the dealer himself, but with a view to the convenience of the customer.

The record buyers demand that the desired record be furnished promptly, and that it shall be in good condition when it is furnished. They do not care to wait while the salesman is compelled to wander through several sections of the record stock before finding what is desired. From the dealer's viewpoint a well kept record stock means that he knows just where he stands in the matter of record supplies, and can place his orders accordingly without fear of finding a shortage just at the time when a customer demands that particular selection.

In connection with the handling of retail record stock a prominent talking machine man remarked that keeping a retail stock of records in a state of real efficiency is a comparatively easy task when one goes about it in the right way, and added:

"It may be unreasonable, but it is nevertheless a fact, that the customer quite frequently feels annoyed when the dealer is 'out' of some particular record. You see, the customer may have come into the store for the definite purpose of hearing that particular record.

"With the assistance of parcel post and an efficient method for keeping track of 'shorts,' there is less excuse for being out of records than there ever was. The present limit of parcel post weight is fifty pounds. That means that a number of records can be sent through the mail, and the dealer who supplements his monthly or weekly order for records with an occasional order by parcel post will have few disappointed customers to contend with.

"'Contend with,' by the way, is just the right

way to express the case, for a customer who has been repeatedly disappointed is quite apt to develop a streak of passive antagonism for the source of his disappointment. The streak isn't always passive—on occasion it becomes acutely active.

"As we have said, parcel post takes care of emergency shipments quickly, and at a very moderate expense. The most vital thing is to know at a glance just what records you are short of and know exactly which records you are entirely out of. It can be done with practically no effort.

"Keep your entire retail stock of records in heavy manila envelopes. Stamp the number of the record in good bold figures in the upper right-hand corner of the envelope. Just underneath the number make a pencil memorandum showing how many of each particular record you have in stock.

"This is how it works: We will suppose that all your retail stock of records is in the special stock envelope, and that the factory envelopes in which the records were supplied to you, and in which you, in turn, must supply them to your customers, have been put into a special drawer.

"A certain number of records are sent out to-day. Each record is taken out of the 'stock' envelope, put back into the factory envelope and delivered to the customer. The empty stock envelope is then put into a special drawer.

"Next morning the boy who sweeps out the store fills all the empty 'stock' envelopes from your reserve stock and makes a pencil memorandum on the envelope showing how many more records of that number are in reserve. If there are no more of any particular record, the empty retail stock envelopes cannot be filled. Such envelopes are brought to your desk.

"For retail purposes it is best to keep your records 'on edge'—simply because records so kept can be taken out of or put back into each compartment with the least possible effort.

"Let the envelopes project a little from the rack. They should all face the same way, and when so arranged it takes only an instant to run the thumb along a whole row of the projecting corners. As this is done each number flashes into view. It is easy to find the record you want, and with the pencil memoranda of reserve stock to guide you, 'stock-taking' is an operation requiring only a very few minutes at any time.

"With such a system and with parcel post for emergency orders, disappointed customers should be few and far between so far as your store is concerned. With such a system the dealer will be able to show a much greater profit at the end of the year.

Fitting the Needle to the Record

Those who have used, or are using, some of the newer records of smaller diameter such as

the six, seven, or eight-inch types, have at times been disappointed with the volume of tone quality. It is suggested by the manufacturer that the thin, or soft tone, needle be used for the best effects. Owing to the small size of the records and the quantity of music they carry the record grooves are of necessity set close together, and are narrower than the grooves in the large records. The points of thick, loud tone needles, therefore, do not reach to the bottom of the grooves, where in the hill and dale records the sound waves are recorded. The narrow needle going to the bottom of the groove, however, brings out all the music there is in the record. It is a suggestion that may prevent dissatisfaction and prevent the dealer from blaming the manufacturer for a condition for which he is not responsible.

The Art of Demonstrating

One of the first things a new dealer in the field should learn is the art of demonstrating. Just putting a record on a machine and starting the motor does not constitute a demonstration. If it is a new record that has never been tried the dealer is not sure that it will show off the instrument to the best advantage. There are no two records alike, and out of, say a dozen, there will only be two or three that will sound better than the others. It is up to the dealer to pick out two or three and use them for showing off the machine. The difference between a good record and a poor record carelessly selected may be the difference between a sale and a customer lost.

Club Idea Has Not Developed

One of our readers who has spent some time in England comments upon the fact that there are no associations or clubs of talking machine owners here whose members gather together at stated intervals to discuss new records, and ways and means for improving upon reproducing devices and other matters connected with the talking machine.

So far as *The World* has been able to learn there is no such club or association at present in existence in the United States, although an organization of that character was started some years ago in Dallas, Tex. Whatever experimenting is done here is done by individuals on their own initiative, and the great body of the public is inclined to accept the talking machine and records as they find them, relying upon the expert knowledge of the manufacturer.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices, the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.

163 Kearny Street San Francisco
Largest Distributors of Hawaii Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

PROSPERITY ABOUNDS THROUGHOUT THE PACIFIC COAST

Demand for Machines and Records—Association to Celebrate Anniversary—Byron Mauzy's Attractive Department—Recitals at Wiley B. Allen's—Edison Shop Activity—Other News

SAN FRANCISCO, CAL., October 28.—California talking machine dealers all speak most optimistically of the autumn situation. The demand for \$75 and \$100 machines exceeds the supply, and it is not always possible to get enough records. General business conditions on the Pacific Coast are better than a month ago, and there is every reason to expect one of the heaviest holiday seasons in years, not only in talking machines, but other musical instruments. The sale of cheap machines is pretty heavy, and the record business is very satisfactory, and on a better basis than ever before by reason of the policy of restricting the taking out of records on approval.

It is noteworthy the number of splendid improvements made in the Coast talking machine departments this fall. Almost all of the large dealers have increased the facilities of their departments, and made numerous decorative improvements. Also some very handsome exclusive talking machine shops have been opened of late.

First Anniversary of Association

The San Francisco Talking Machine Dealers' Association held a meeting on October 18, which was well attended. Plans were discussed for the next meeting, to be held on November 15, which will be the first anniversary of the association. The election of officers will take place at this meeting, and there will also be an informal banquet.

A. W. White, manager of the talking machine department of the Emporium, says the month of October has been very brisk in his department, and he is gratified that so large a proportion of the sales are in the higher-priced machines. Owing to building delays due to the difficulty in getting structural steel, the Emporium department has not yet been enlarged.

Edison Music for Motion Picture Theatre

The Maio Theatre on Market street has for some time been using an Edison phonograph to accompany reel features, and the manager states that the people seem to prefer good talking machine records to poor orchestral music. He is anxiously awaiting the promised larger-sized records, as they will be even more suitable for moving picture work.

O. N. Kruschke Makes a Change

O. N. Kruschke is no longer with the Pacific Phonograph Co., and it is unofficially announced that he will shortly accept the Pacific Coast agency for the Pathophone. Mr. Kruschke also has a talking machine business in Berkeley, Cal. He has just returned from a prolonged Eastern trip.

W. G. Garland, factory man for the Victor Talking Machine Co., now makes his headquarters in San Francisco.

Educational Work Gets Results

The Pacific Phonograph Co. is enjoying fine success with its educational recital work over

the Coast territory. Glenn Ellison, the well-known Scotch vaudeville comedian, has been engaged to give tone tests with the Edison machines, and his work has been enthusiastically received wherever he has sung. He will be in San Francisco on November 2, and will give a tone test recital at Scottish Rite Hall. These recitals are all free to the public.

The Pacific Phonograph Co. is getting records a little more promptly from the factory, but there is still a shortage on some numbers, and also on certain medium-priced machines.

Paul Levy, a cousin to A. F. Levy, proprietor of the talking machine department of the Eilers Music House, and for whom he has been working, is now associated with the Edison Shop on the sales force.

Mauzy Department Growing Rapidly

The talking machine department of the Byron Mauzy music house has developed so successfully in the last few years that now Charles Mauzy has had to delegate some of the managing to H. A. Rayner, a talking machine man well known on the Coast who has just joined the Mauzy forces. Mr. Rayner was formerly with the Wiley B. Allen Co., and the Eilers Music House in Portland, and manager of the Eilers talking machine department in Tacoma for some time. He expects to find the opportunity with the Mauzy Co. to develop trade along progressive lines. The Mauzy talking machine department has outgrown its quarters again, and two new sales-

WE ARE
P R E P A R E D

To
Your
Without
Fill
Order
Delay



Avail Yourself of Our

SPECIAL SAMPLE OFFER

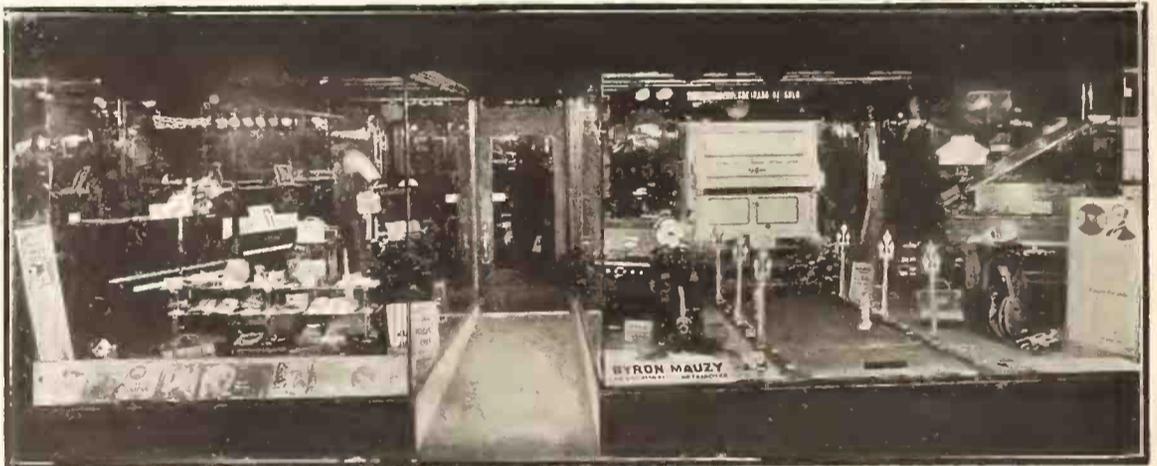
WM. F. NYE

New Bedford, Mass.

simply tested once to see if it is perfect, and then is sealed until sold.

Occasional Recitals Prove Best

Mr. Haydock, manager of the Edison Shop, says business was exceptionally good during Edison Week, and that the new sales and demonstrating rooms, were used to the limit. No recitals are being given by the Edison Shop at



Byron mauzy's snow window during "Path of Gold Week" (Shows New Lighting System)

rooms have just been added on the third floor. These are large rooms, and are handsomely furnished and decorated with rugs, furniture and draperies. They will be devoted chiefly to the high-priced machines for the more exclusive trade.

A new feature of the Mauzy talking machine record department is the sealing of every record envelope so that the customer is assured of getting an absolutely new record. No records are exchanged or sent out on approval, and all demonstrations are made from a separate set of sample records. The record sold is

present, it having been demonstrated that continued recital giving is not productive of the best results on account of the large number of "deadheads." Occasional recitals are judged to be more useful in promoting sales of machines, though regular recitals stimulated the sale of records.

Edison Department Making Good

Grove & Boggs, who conduct the talking machine department at Capwell's department store in Oakland, handle Edison goods only. Mr. Grove says that in the year that they have had the department business has grown stead-

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.



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)

ily and surely and now the volume of sales can compare favorably with any talking machine department in Oakland. The firm has been having some exceptionally attractive show window exhibits of late.

The Columbia Graphophone Co. is still unable to get enough talking machines. Very favorable business is reported from the various Coast agencies. Record sales are very heavy, and high-class records show a big increase in demand.

To Agree on Scale of Allowances

James J. Black, manager of the Wiley B. Allen Co. talking machine department in San Francisco, says the third recital given by the company was fully as successful as the other two, and that the Victor talking machine was featured with vocal singing. Mr. Black states that the members of the Talking Machine Dealers' Association are expected to agree on a maximum price to allow on all second-hand talking machine merchandise at the next meeting of the association. There are not a great number of used machines on the market, but still the interests of the trade demand that this matter be established on a uniform basis.

Interesting Personals

W. E. Henry, San Francisco manager of the Columbia Graphophone Co., has been laid up with illness for the past week or so, but now is able to attend to business again.

Fred A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., has gone to Los Angeles for a week's business trip. He will make his headquarters in the South with William F. Stidham, manager of the Los Angeles branch.

F. F. Dawson, formerly of the executive office of the Columbia Co. in New York, is now traveling for the Pacific Coast branch in the northern California territory.

Paul West, manager of the Dictaphone department of the Columbia Co., made his sales quota in October by the 10th of the month.

The Dictaphone business is looking up considerably in this territory.

Mr. Munjar, manager of the talking machine department of the Wiley B. Allen store in San Jose, was a recent visitor to headquarters in San Francisco. He says the holiday outlook is very favorable in the Santa Clara Valley.

E. V. Ridgeway, representing Lyon & Healy, of Chicago, has just been calling on the local trade. At present he is in the Northwest.

The Buffham book store at Idaho Falls, Idaho, is to handle the Columbia Grafonola as a special feature in the future. The store is being rearranged so that attractive displays of the machine may be made.

The Phonograph Shop at 109-111 Stockton street, is having a most encouraging month in the handsome new location. Besides the Sonora phonograph, the Columbias are handled, and other makes will be sold later. The shop was ready for business the first of the month.

JOINS STANDARD T. M. CO.'S STAFF

A. B. Kinch, Formerly With W. F. Frederick Co., Becomes Assistant Manager of That Concern—To Specialize on Service

PITTSBURGH, PA., November 2.—A. B. Kinch, who has been resident manager of the wholesale Victor business for the W. F. Frederick Co. in this city since French Nestor's removal to Washington, D. C., has joined the staff of the Standard Talking Machine Co., as assistant manager. He will give his special attention to the service department and will give his personal attention to plans for featuring the sales of dealers in this territory. In announcing the appointment, the Standard Co. emphasizes the fact that all their efforts in developing the retail business reverts directly to the benefit of the dealer, for the company itself is interested exclusively in the wholesale business.

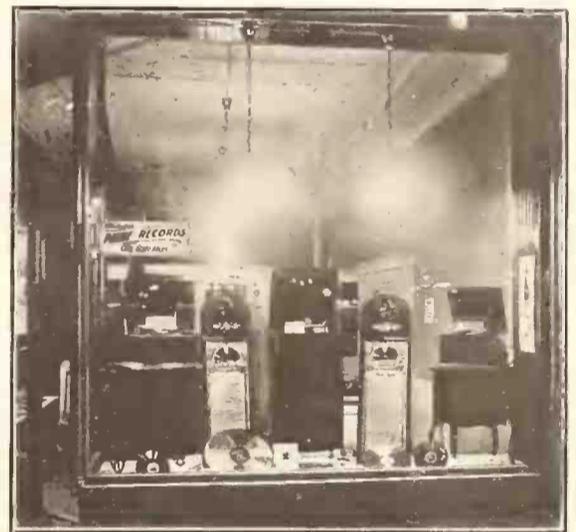
ATTRACTIVE FLOAT IN PARADE

Ackerman & Co., Victor dealers at 537 Linden street, Scranton, Pa., recently had an attractive float showing a Victor talking machine with the famous dog in a recent parade held to boost Scranton's industries.

AN ENTERPRISING PATHE DEALER

W. E. Drey Uses Novel Methods for Swelling Sale of Records

The accompanying photograph shows the establishment of Walter E. Drey & Co., 1358 St. Nicholas avenue, New York. Mr. Drey is one of the most active Pathé dealers in this section, and states that the demand for Pathé records and Pathephones is almost phenomenal.



Show Window of W. E. Drey & Co.

considering the short time he has been doing business in his locality.

Mr. Drey ascribes his success in part to the intensive effort he has personally put behind his business. He does not wait for sales to come to him, but goes after them!

One of his plans is to have his salesmen call upon his principal customer at frequent intervals to "inspect" their instruments. Sometimes the "inspector" finds a condition which needs attention, and he always carries a few of the latest records for "testing" purposes.

The customer is, of course, pleased with the service being rendered, and it is not surprising, therefore, that the inspector-salesman very often gets an order for the new records he has with him. Mr. Drey figures that in this way he is paid several times over for the salesman's absence from the store.

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

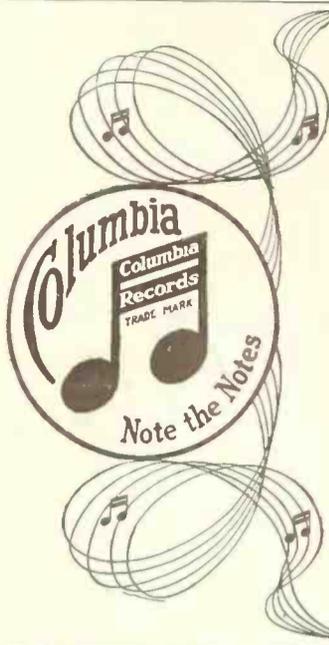
PROMPT SHIPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY



For quality, variety, interest and activity the Columbia Record List for December is a Symphony!

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

Columbia Graphophone Co.
Woolworth Building, New York

TO BUILD NEW SOSS FACTORY

Soss Mfg. Co. to Have Modern Five-Story Plant for Making Soss Invisible Hinges and Die Castings—Now Making Many Castings

The Soss Manufacturing Co., 435 Atlantic avenue, Brooklyn, N. Y., has recently purchased a large plot of ground located at the corner of Bergen and Grand avenues, Brooklyn, and according to an announcement just made, will shortly erect a new five-story, fireproof factory at this location. The new factory will comprise 40,000 square feet of floor space, and will be equipped with every modern appliance for not only manufacturing the Soss invisible hinges, which are being universally used in many industries, including the piano and talking machine trade, but also for making aluminum and other metal die-castings of various descriptions.

The factory will be so arranged that there will be one department devoted exclusively to the manufacture of hinges for the piano and cabinet industries, and others devoted to the manufacture of hinges for the automobile industry, in fact, a department for the manufacture of these invisible hinges for whatever lines of business they are used in. There will also be separate departments for the manufacture of die-castings.

For many years the Soss Manufacturing Co. have made die-castings for their own use, but have not manufactured them for outsiders. Finding recently, however, that they can handle a great deal of this business, they have en-

larged their present factory to the extent that a fully equipped die-casting plant has been installed. The factory has been so planned that the work is done in the most progressive manner, and as they are well supplied with material are in a position to insure quick deliveries.

Although finished in various ways, the Soss invisible hinge has always been a cast product, so that the process is nothing new in this business, and the entire organization is amply capable of handling any business of this kind which may come to them.

C. J. Soss stated to a representative of The World recently that so far they had made a large number of die-castings for the automobile industry, and are now doing some work for some of the leading talking machine and player-piano manufacturers.

Samuel Soss has recently been traveling through the Middle West. The factory has been exceedingly busy ever since the first of the year.

NOW SHIPPING ORDERS COMPLETE

"During the past month we have established a number of important agencies for the Metro-Phone line of machines," said Franz Brückner, head of the Franz Brückner Manufacturing Co., New York, to The World. "We have increased our facilities so that our dealers may receive their machines in plenty of time for the holiday trade, and are now shipping machine orders complete as soon as they are received. We are particularly pleased with the demand for our No. 110 Metro-Phone.

"The cabinet end of our business is growing steadily, and manufacturers have placed large orders with us during the past few weeks. Our disc record cabinet department is also adding new accounts to its list day by day."

HEADS A. M. SWEYD CO.

Charles D. Isaacson, well known in the local music trade and previously associated with the Aeolian Co., and the Musical Instrument Sales Co., has become president of the A. M. Sweyd Co., New York advertising agents. Until recently Mr. Isaacson was president of the Joseph Ellner Co., New York, also advertising agents. He will continue to edit the "Music in the Home" page of the New York Globe—an interesting feature of that newspaper.

AWARDED FIRST PRIZE FOR DISPLAY

FREMONT, O., November 6.—Welker & Stierwalt, of this city, who arranged some time ago to handle the products of the Pathé Frères Phonograph Co., New York, prepared an exhibit for the Sandusky County Fair, reproduced here-



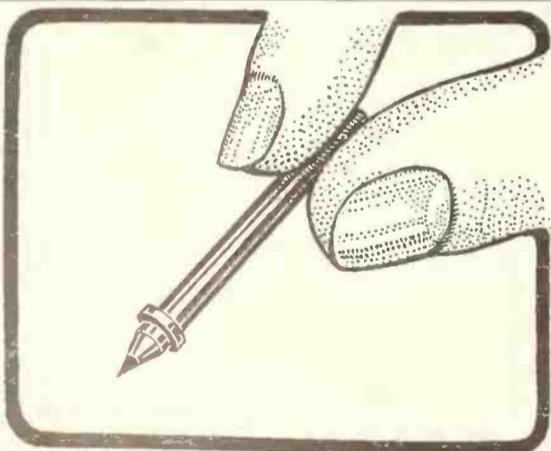
Welker & Stierwalt's Display at Sandusky Fair with, which was awarded first prize. The judges were enthusiastic in their praises of the artistic conception of the booth's decorations, of which the Pathéphone formed the basis. As there were forty-two booths at the fair, the honor accorded this exhibit was the subject of considerable newspaper comment. Welker & Stierwalt report a phenomenal increase in sales within the last few weeks and ascribe it not alone to the fact that the Pathé line has exceptional sales possibilities, but to the effective publicity they are putting behind it.

CRAIG APPOINTED MANAGER

S. B. Craig has been appointed manager of the branch of the Brunswick-Balke-Collender Co., at 61 East Long street, Columbus, O. He is particularly interested in furthering the interests of the Brunswick phonograph.

JAMESTOWN DEALERS ORGANIZE

Talking machine dealers of Jamestown, N. Y., held a banquet at the Hotel Samuels there recently, at which preliminary arrangements were made for perfecting a permanent organization.



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.

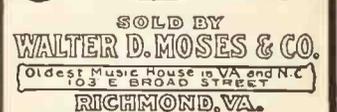
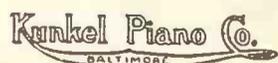
We can furnish the same or similar style as shown herewith, according to the price scale given below.

	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.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

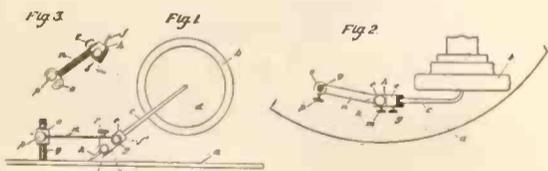
WASHINGTON, D. C., November 4.—PHONOGRAPH. Patrick B. Delany, Nantucket, Mass. Patent No. 1,193,242.

This invention relates to treatment of the surface of records for their protection and improvement when new and their improvement when old and worn. For this purpose the record is coated with graphite.

The records, whether disc, cylindrical or of other formation may be coated with graphite in any appropriate way. The best results may be obtained with pure graphite. When graphite, in the form of a stick or block is used to coat the record, it is preferable that the stick be composed of pure graphite plus the feasible minimum of binding material. The block or stick of graphite, held in a suitable support so that it will bear upon the surface of the record that is revolving with the table or support of an ordinary reproducing machine, acts to coat the surface, and the reproducing needle running in the channels or grooves of the record acts as a distributor of the graphite that brings it into intimate relation with the surfaces of said grooves. It is well known that graphite is an efficient lubricant and that its lubricating qualities depend upon its capability of attenuated distribution and filling the pores of surfaces to which it is applied. These characteristics afford very markedly improved results in the reproduction of musical tones and spoken words from a graphite coated record. Even the needle, whether it be of steel or other composition, becomes surface coated and filled with the graphite. The general result is that there is a reduction of friction, and a characteristic smoothness of contact between the surfaces of the needle and record that causes objectionable sounds ordinarily present to be eliminated. Experience has demonstrated that in addition to the advantages above suggested static electrical effects due to frictional contact of the needle and record are eliminated or dissipated where the record is coated with graphite which is a fair conductor of electricity. Furthermore, there is less likelihood of dust or floating particles of any kind adhering to the graphite coated record than there is in the case of the ordinary uncoated record. The surface of the record being covered with graphite is divested of its electro-static capacity for the reason that the graphite instead of being an insulator is a conductor and therefore does not attract floating particles or hold them when lodged by gravitation. Rubber, sealing wax or glass when rubbed with dry fabric will hold a static charge, but if any of them be coated with a conducting material their static capacity is dissipated.

The graphite may be applied to new or old records by placing the record in a reproducing machine and revolving the disc in contact with a stick or block of graphite held in the hand or mounted upon an arm carried by the needle head, which arm may be resilient so as to press the block yieldingly against the record.

The accompanying drawing shows a practical and highly efficient way of applying graphite



to a disc record. Figure 1 is a diagrammatic side elevation; Fig. 2 a similar plan view; and Fig. 3 a perspective view of the graphite applying attachment separated from reproducer arm.

RESONANT BODY.—James H. Collins, Harrisburg, Pa. Patent No. 1,193,995.

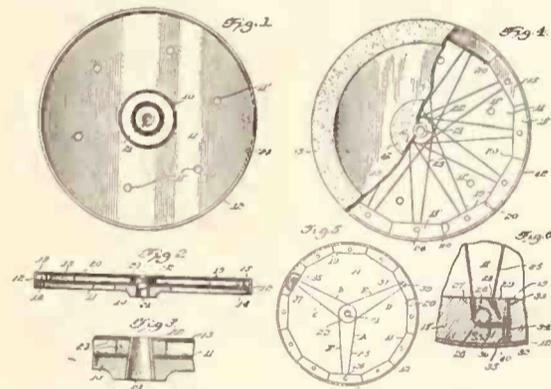
The object of this invention is to provide a hollow, resonant body for use particularly in conjunction with sound reproducing machines, said body being provided with members inde-

pendently capable of being placed under varying degrees of tension.

More particularly the object is to provide a removable, hollow record support, adapted to universally fit any type of machine for reproducing sound from disc records, though the principle involved is equally adapted to record supports of other types.

In this art there is often experienced a condition in which a given note, chord or other sound, is incorrectly recorded, in which case it is desirable to reproduce the particular sound with its intended pitch, tone and other characteristics; also, there is frequently a condition in which a correctly recorded sound is not reproduced with its intended individual qualities, because of the peculiarities of the particular reproducing machine employed, or because of the objects within the room or other inclosure surrounding or in the neighborhood of the said machine. Such conditions as these, the present invention is designed to counteract to the end that the actual sound recorded is the sound actually heard, it being understood that to impair the results obtained in reproducing a record it is not necessarily true that the pitch, or other quality, should be extremely incorrect. This briefly is accomplished by reinforcing, or augmenting, the respective sounds reproduced by the usual sound box, and before they leave the machine, by a series of vibrant, tensioned members supported in conjunction therewith.

It has been found that in the ordinary sound reproducing machine, a considerable vibration is imparted to the record support by reason of the irregular, vibratory co-operation existing between the usual disc and the reproducing stylus: in the case of a "hill and dale" record this vibration, caused by the stylus riding over the vertical irregularities of the groove, is substantially perpendicular to the plane of the record support, while with a lateral cut record, the vibration is substantially parallel with the



plane of the said support, and is to a great extent impressed upon the upper portion of the spindle passing through the record disc. In this invention it is the object to utilize this vibration to transmit to perfectly tuned strings, or other members, the characteristic vibrations of a record, it being a well known fact that when a given period of vibration, as that of a sound conveyed through substantially any known medium, comes into contact with, or by mechanical means is impressed upon, a vibrant body possessing substantially the same natural period of vibration, said body responds and tends to modify, augment or reinforce the original sound. Furthermore, if there is but a relatively slight difference in the two characteristic periods of vibration, the string responds, though less energetically, and if sufficiently strong tends to correct the audible sound emitting from the machine.

In the preferred embodiment of the invention there is provided a plurality of correctly tuned strings, which by reason of their peculiar characteristics are adapted to respond to a greater or less degree to practically any period of vibration impressed upon them through the medium of the walls of the hollow record support, and in thus responding they have a positive tendency

to clarify and enrich the sound reproduced. Furthermore, while there are certain recorded sounds characteristic of particular instruments to which they respond more freely, their effect upon the reproduction of all sounds is marked, these including even that of the human voice.

In the drawings Figure 1 is a bottom plan view of the preferred form of the device; Fig. 2 is a vertical diametrical section of the same with the strings removed; Fig. 3 is an enlarged detail section of the central portion of the same, including the combined hub, and bridge; Fig. 4 is a plan view of the device showing the annular record supporting members, and partly in section with the top wall removed; Fig. 5 is a plan view of the same, showing the course of one of the vibratory elements; and Fig. 6 is an enlarged section of one of the string tensioning means.

SOUND REPRODUCING MACHINE FOR ADVERTISING PURPOSES.—Edward L. Christensen, Ann Arbor, Mich., assignor of one-half to Wm. J. Ross, Detroit, Mich. Patent No. 1,193,762.

This invention relates to sound reproducing machines, and its object is to provide such a machine so constructed as to emit words, phrases or sentences constituting advertising or other matter on the occasion of certain acts performed by various persons.

In accordance with the present invention a sound reproducing or talking machine is provided with a sound record which may contain numerous repetitions of the same words, phrases or sentences for successive reproduction thereof, or may contain any desired recorded sounds either for advertising or for announcement purposes. The talking machine is so constructed and arranged that it may be made fast to a door casing above the door in such manner that on opening the door the talking machine is set into motion and reproduces a suitable portion of the record, after which the machine is automatically stopped. The opening of the door also winds up the propelling spring of the talking machine to an extent compensating for the active movement of the talking machine caused by a previous opening of the door. The talking machine is primarily wound up to a desired extent and is kept wound up to the extent it unwinds on each active movement of the talking machine by the opening movements of the door.

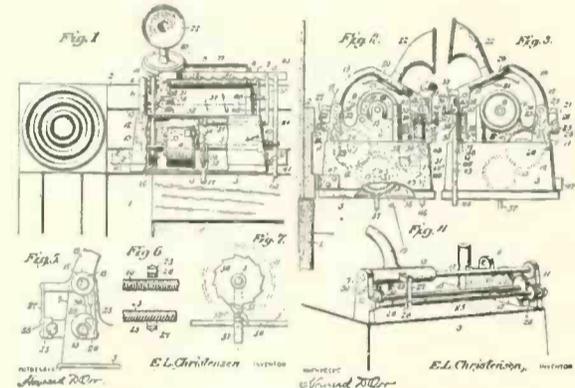
It is the purpose of the present invention to install the talking machine over the store doors or other doors leading into rooms entered by customers or others to whom the announcements made by the talking machine may be of interest. The customer on opening the door sets the talking machine in motion, though this may be an unconscious act on the part of the customer, and the machine continues in operation for a time for which it may be prearranged, and then automatically stops. Successive openings of the door cause the talking machine to be set in motion each time the door is opened, until finally the sound reproducing element has reached the limit of its travel, whereupon such sound reproducing element, customarily called the sound box, is returned to the initial position by the automatic operation of suitable mechanism. Since the spring usually employed in such machines is wound up before each operation to the extent which it runs down during such operation, the spring remains wound to the original condition, and if the spring be wound up initially to the proper tension, the only thing which will cause the spring to run below its initial tension will be the power consumed in returning the sound box from the position representing the end of its travel to the beginning point of such travel. Even this may be provided for by so adjusting the intermittent winding actions that each winding action is slightly in excess of the amount required to restore the used energy on each operation of the talking machine for reproduction of sound. The machines capable of such adjustment with respect to the winding as to run indefinitely, the power needed to maintain the motor spring under proper tension being supplied by the persons traversing the door passage. The arrangement is also made in such a way that the talking ma-

(Continued on page 114)

chine may respond to, say, the opening movement of the door and be unresponsive to the closing movement thereof.

The invention will be best understood from a consideration of the following detailed description, taken in connection with the accompanying drawings forming a part of this specification, with the further understanding that while the drawings show a practical form of the invention, the latter is not confined to any strict conformity with the showing of the drawings, but may be changed and modified so long as such changes and modifications mark no material departure from the salient features.

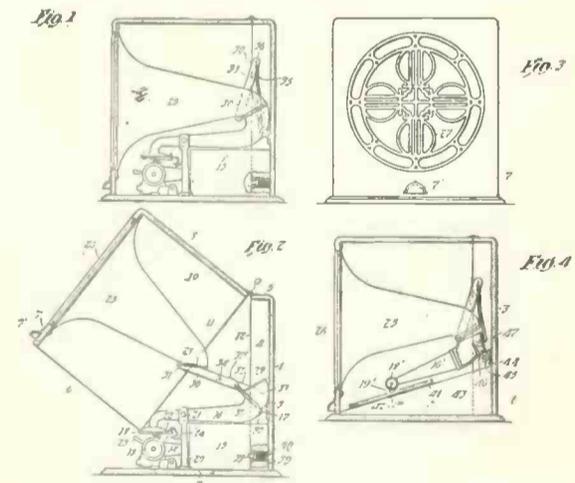
In the drawings, Figure 1 is a front elevation with some parts broken away and showing the invention applied to a door frame. Fig. 2 is an end elevation of the structure of Fig. 1 with some parts broken away to disclose more distant parts and the door frame shown in cross section. Fig. 3 is an elevation of the end of the talking machine structure remote from that



seen in Fig. 2, some of the parts being in a different position from that shown in Fig. 2. Fig. 4 is a perspective view of a portion of the mechanism embodied in the present invention. Fig. 5 is a fragmentary cross section through the feed screws and adjacent parts. Fig. 6 is a fragmentary section through the feed nuts and also showing small sections of the feed screws in their relative positions with respect to the feed nuts. Fig. 7 is a fragmentary section showing a portion of the rewinding structure.

PHONOGRAPH OR TALKING MACHINE.—Frank L. Dyer, Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,194,488.

This invention relates to phonographs or talking machines of the type in which the horn or sound amplifying means is inclosed within a cabinet which conceals or partially conceals the same, and the object is to provide a simple and compact device of this character in which a horn or sound conveying means of a length sufficient to give the sound reproduced the desired amplification, is inclosed within a small and compact cabinet. In pursuance of this object a



sound amplifying horn or conveyer is mounted within a cover which preferably is hinged to the cabinet containing the phonograph or talking machine, the amplifying horn when the cover is closed making joint with the tone arm or other connection from the sound box, so that a continuous sound passageway is provided from the reproducer to the exit end of the sound conveyer. By this means the horn may be forwardly directed above the talking machine when the cover is closed, the horn and connections being coiled or bent in such a manner as to give the desired length thereto, while at the same

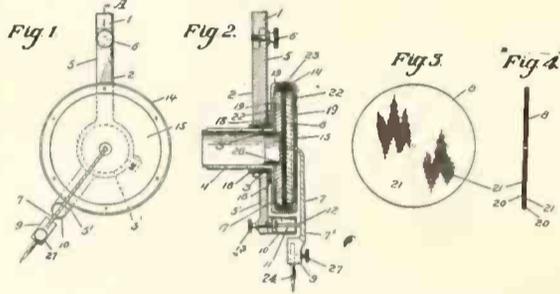
time the record and reproducer are rendered readily accessible for changing records, etc., by merely opening the cover. This invention is equally applicable to phonographs and talking machines of the cylinder and of the disc type.

Figure 1 represents a vertical cross section through a cabinet having a cover pivoted thereto in closed position, a phonograph of the cylinder type, together with the tone arm, amplifying horn, etc., being shown in elevation contained therein. Fig. 2 is a similar view showing the cover in open or raised position. Fig. 3 represents an end elevation looking from the left in Fig. 1 or Fig. 4; and Fig. 4 is a view corresponding to Fig. 1, showing the invention applied to a talking machine of the disc type.

TALKING MACHINE.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,635.

This invention is more particularly applicable to reproducing machines and its objects are to improve the behavior of such machines.

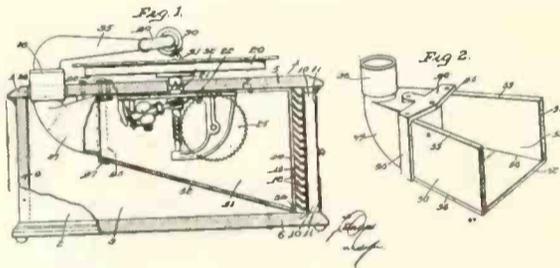
In the accompanying drawing: Figure 1 is a side elevation; Fig. 2, a section on the line



A, B, of Fig. 1; Fig. 3, a face view of a reproducer diaphragm; Fig. 4, a transverse section thereof.

WASHINGTON, D. C., November 6.—TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,196,448.

This invention relates to certain new and useful improvements in talking machines. In the accompanying drawings Fig. 1 is a side elevation partly in vertical central section of a



talking machine constructed in accordance with this invention, and Fig. 2 a fragmentary perspective of a portion of the same.

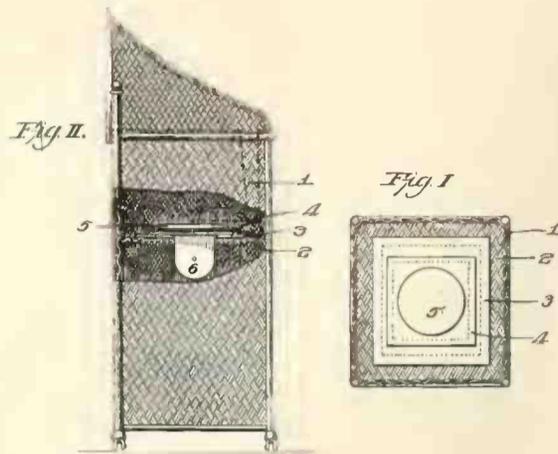
NON-RESONANT MUSIC CABINET.—Alva D. Jones, Philadelphia, Pa., Patent No. 1,196,366.

This invention relates to a novel construction of a talking machine cabinet, being formed of a non-resonant substance and preferably made from ratan, willow, or other reed substances.

It is a well-known fact that the musical vibrations occurring in the talking machine as well as piano arc greatly marred by sympathizing and exciting to vibratory movement the supporting frame and body portion of these instruments. This is particularly undesirable in the case of the talking machine as this instrument has to deal with the reproduction of the human voice, the tonal quality of which is greatly varied in accordance with the various board parts of this instrument as it has been constructed in the past. After exhaustive tests it has been found that on reproducing records of various tonal qualities and pitch, that on placing the hand on the wood parts of this instrument, the wood vibrates to a very considerable degree, and that the various sounds coming from the record sympathize with various boards going to make up this cabinet. For example, a very high pitch will sympathize with a certain board—a very low pitch with a different tonal quality will sympathize with a separate panel of the wood work depending upon whether this particular panel or board is to a greater degree in sympathetic vibratory accordance with a respective sound com-

ing from the record. In the new construction of this talking machine cabinet, a non-resonant but yet vibratory substance is used, which is not capable of changing the speed of vibrations coming from the record or in any way adulterating them. In accomplishing this function in a talking machine cabinet, it is found that reed is more durable than wood.

Fig. 1 is a plan view of the new construction of a talking machine cabinet taken through



the central portion of said cabinet, showing the motor and turn table mounted on a plaited non-resonant ledge. Fig. 2 shows a side elevation of the new talking machine cabinet, partly in section, showing a motor and turn table mounted thereon.

STYLUS FOR TALKING MACHINES AND PROCESS FOR MAKING SAME.—Leander J. Whiteman, Jr., Newark, N. J. Patent No. 1,197,165.

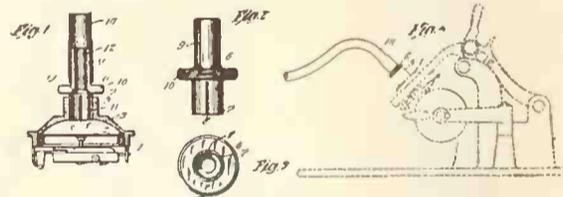
This invention relates to talking machines and comprises a novel stylus or reproducer point for use in such apparatus, and a novel process for making same. One of the claims follows:

"The process of making a sound reproducing stylus which comprises the following steps, first, subjecting properly shaped pieces of compressed bone to a hardening treatment; second, treating the pointed end of the stylus so formed to an acid bath which dissolves out the earthy salts contained in the compressed bone, and third, saturating the porous structure left after the second step with a lubricating fluid."

SOUND MODIFIER.—Nelson C. Durand, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,197,722.

This invention relates to sound modifiers, and more particularly to an improved sound modifier for use in connection with the reproducers of phonographs.

Fig. 1 is a central sectional view of a phonograph reproducer and one form of invention



applied thereto; Fig. 2 is a side elevation of the sound modifier of Fig. 1; Fig. 3 is a bottom plan view thereof; Fig. 4 is a side elevation showing in dotted lines a phonograph of the Edison commercial type with the device of Fig. 1 applied thereto and provided with a flexible ear tube.

60 YEARS' EXPERIENCE PATENTS TRADE MARKS DESIGNS COPYRIGHTS & C. Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the Scientific American. A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. MUNN & Co. 361 Broadway, New York Branch Office, 626 F St., Washington, D. C.

RECORD BULLETINS FOR DECEMBER, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS AND MUSICAL COMEDY HITS

- 18150 On the Arm of the Old Arm Chair (Bobby Heath-Arthur Lange), Albert Campbell-Henry Burr 10
- Mulberry Moon (C. M. Denison-F. Wallace Rega) Albert Campbell-Henry Burr 10
- 18151 The Melody of My Dream (Composed by "Unknown") Morton Harvey 10
- 18151 I'm Going Over the Hills to Virginia (Clyde Hager-Walter Goodwin) Morton Harvey 10
- 18153 Hello, My Sweetheart (I Love You) (Bobby Heath-Billy James) Irving Kaufman 10
- He May Be Old, But He's Got Young Ideas (Johnson-Gerher-Jentes) Billy Murray 10
- 18162 Pretty Baby (Kahn-Jackson-Van Alstyne), Orpheus Quartet 10
- Give Me All of You (Waltz hit from "Flora Bella") (Carroll-Schwarzwald), Alice Green-Edward Hamilton 10
- 18166 Ma Li'l Starlight (Beatrice M. Tandy-Geoffrey O'Hara) Lillian Davis-Geoffrey O'Hara 10
- I'll Make You Want Me (Long-Pelham), Lillian Davis-Geoffrey O'Hara 10
- 18167 Take Me to My Alaham' (Come Back, They're Calling You) (Will Dillon-Harry Tobias), Peerless Quartet 10
- O'Brien Is Trvin' to Learn to Talk Hawaiian (Al. Dubin-Rennie Cormack) (Ukulele and Guitar by Louise and Ferera) Horace Wright 10
- 18170 Out of the Cradle (Into My Heart) (Wolfe Gilbert-Friedland) Sterling Trio 10
- When You're Five Times Sweet Sixteen (Jack Mahoney-Geo. L. Cobb) Peerless Quartet 10
- 18171 My Lonely Lola Lo (In Hawaii) (Murphy-Lange-Solman) Sterling Trio 10
- My Own Iona (Moi One-Ionae) (Friedland-Morgan) (Ukulele and Guitar by Louise and Ferera) Wright and Dietrich 10
- 18172 Bahes in the Wood (from "Very Good Eddie") (Jerome Kern-Schuyler Greene), Anna Howard-Harry Macdonough 10
- Bachelor Girl and Boy (from "The Girl from Brazil") (Matthew Woodward-Sigmund Romberg) Alice Green-Raymond Dixon 10
- 18163 Hesitation Blues—One-step (Billy Smythe), Victor Military Band 10
- Kansas City Blues—Fox-trot (E. L. Bowman), Victor Military Band 10
- 18174 Nigger Blues—Fox-trot (Leroy White) ("Lasses"), Victor Military Band 10
- Joe Turner Blues—Medley Fox-trot (Introducing "St. Louis Blues") (W. C. Handy), Victor Military Band 10
- 35589 Pretty Baby—Medley Fox-trot. "Pretty Baby"—"Mammy's Little Coal Black Rose"—"Just a Word of Sympathy" Victor Military Band 12
- 35589 There's a Little Bit of Bad in Every Good Little Girl—Medley Fox-trot. "There's a Little Bit of Bad in Every Good Little Girl"—"I'm Saving Up the Means to Get to New Orleans"—"Way Out Yonder in the Golden West," Victor Military Band 12
- 35591 Flora Bella—Medley One-step (Milton E. Schwarzwald). "Flora Bella" and "You're the Girl" Victor Military Band 12
- Girl from Brazil—Medley One-step (Sigmund Romberg). "Bachelor Girl and Boy"—"The Right Brazilian Girl"—"My Senorita," Victor Military Band 12
- 35593 Songs of the Night—Waltz (Stewart James), Joseph C. Smith and his Orchestra 12
- Fox Favorites—Medley Waltz (Hits of Sam Fox Publishing Co.). "I'm a Longin' Fo' You"—"Only a Year Ago"—"One Fleeting Hour"—"I'm a Longin' Fo' You," Victor Dance Orchestra 12

MISCELLANEOUS INSTRUMENTAL RECORDS

- 18084 Victorious America—March (Eilenberg-Tobani), Conwav's Band 10
- De Molay Commandery—March (R. B. Hall), Victor Military Band 10
- 18091 Killarney (Balfe) (Violin-Cello-Piano), McKee Trio 10
- Kathleen Mavourneen (Crouch) (Violin-Cello-Piano) McKee Trio 10
- 18095 Fletita One-step (J. B. Hurtado), Hurtado Bros. Royal Marimba Band 10
- Catalina One-step (M. B. Hurtado), Hurtado Bros. Royal Marimba Band 10
- 18144 To a Wild Rose (MacDowell) (Violin Solo), Michel Gusikoff 10
- Souvenir Poétique (Zdenko Fihich) (Paraphrase for Violin by Kurt Schindler). Michel Gusikoff 10
- 18157 Waiu Lullululi—March (Old Hawaiian Melody) (Hawaiian Guitars). Helen Louise-Frank Ferera Kai Maia o ka Maoli (Kekupuohi)—Medley March (Hawaiian Guitars). Introducing "Pua He-i" (Papaia Blossoms)—"Kua Pua Rose Lau" (The Rose of Heaven) (Sol Hiram)—"Kuu Ipo i ka Hee Pue One" (Princess Like-like) Helen Louise-Frank Ferera 10
- 35588 Little Tycoon Selection (Willard Spenser). "On the Sea"—"The Fatal Step"—"Yes, We've All Seen Sham"—"Heel and Toe, We Always Go"—"Hohgohlin Dance and Chorus"—"Love Comes Like a Summer Sigh"—"Tycoon March" Victor Concert Orchestra 12
- Princess Bonnie Selection (Willard Spenser). "Bonnie, My Queen"—"Dreaming of Love"—"Slumber So Gently"—"My Bark Canoe"—"Once Upon a Time"—"America, I Love Thee" Victor Concert Orchestra 12
- 17806 In the Gloaming (Meta Orred-Annie F. Harrison) Elsie Baker 10
- Oh, Promise Me (from "Robin Hood") (Scott-de Koven) Elsie Baker 10
- 17890 Swing Low, Sweet Chariot (Primitive Negro Chant) Tuskegee Institute Singers 10
- Steal Away (Negro Spiritual), Tuskegee Institute Singers 10
- 18158 My Lady Chlo' (Negro Love Song) (H. Clough-Leigher) Imperial Quartet 10
- Pickaninny's Lullaby (Macy). Introducing Foster's "Massa's in de Cold, Cold Ground," Imperial Quartet 10
- 18161 The Village Blacksmith (H. W. Longfellow), Harry E. Humphrey 10
- A Psalm of Life (H. W. Longfellow), Harry E. Humphrey 10
- 18168 The Yellow and the Blue (University of Michigan Song) (Chas. Gayley) (Air from Balfe), Peerless Quartet 10
- College Days (from "Koanzaland") (Kahn-Moore) Peerless Quartet 10
- 35570 Tom Thumb (Old Fairy Tale) Pauline Potter 12
- The Wolf and the Kids (Fairy Tale), Pauline Potter 12
- 35585 Songs of the Past—No. 19. Chorus, "Down in a Coal Mine" (Geoghegan) — Baritone and Chorus, "Paddle Your Own Canoe" (Clifton-Hohson)—Male Chorus, "Champagne Charlie"

- (Leybourne-Lee)—Tenor and Chorus, "Captain Jinks"—Soprano and Chorus, "Come Home, Father" ("Father, Dear Father, Come Home With Me Now!") (Work)—Bass and Chorus, "Shoo Fly, Don't Bother Me"—Baritone and Chorus, "The Flying Trapeze" (Leybourne), Victor Mixed Chorus 12
- Songs of the Past—No. 20. Chorus, "Up In a Balloon" (Farnie)—Baritone and Chorus, "Wait for the Wagon" (Buckley)—Tenor and Chorus, "Who! Emma" (Read)—Soprano and Mixed Quartet, "Put Me in My Little Bed" (White)—Tenor and Mixed Quartette, "Listen to the Mocking Bird" (Winner)—Duet and Chorus, "The Little Brown Jug" (Eastburn)—Baritone and Chorus, "Old Dan Tucker," Victor Mixed Chorus 12
- 35592 Gems from "Miss Springtime" (Emmerich Kalmann). "A Little Bid for Sympathy"—"In the Garden of Romance"—"A Little Country Mouse"—"The Love Monopoly"—"Throw Me a Rose" Victor Light Opera Co. 12
- Gems from "Flora Bella" (Milton E. Schwarzwald). Opening Chorus, "You're the Girl"—"It's Very Hard to Bring Up Father"—"Creep, Creep, the World's Asleep"—"Flora Bella"—Waltz, "Give Me All of You," Victor Light Opera Co. 12
- 35594 Angels from the Realms of Glory (Christmas Hymn) (Tune—"Regent Square") (J. Montgomery-H. Smart) Trinity Choir 12
- Oh, Little Town of Bethlehem (Christmas Hymn) (Tune—"St. Louis") (Phillips Brooks-L. H. Redner) Trinity Choir 12
- 45062 To Mary (Shelley-White) Paul Reimers 12
- Phyllis und die Mutter (Ihren Schäfer zu erwarten) (German) Paul Reimers 12
- 55079 The Heart Bow'd Down (from "Bohemian Girl") (Balfe) Reinald Werrenrath 12
- Faust—Even Bravest Heart (Gounod), Reinald Werrenrath 12

RED SEAL RECORDS

- 88558 Macbeth—Ah, la paterna mano (My Paternal Hand). Enrico Caruso, Tenor—in Italian, Verdi 12
- 87254 All Through the Night (Old Welsh Air). Geraldine Farrar, Soprano Harold Boulton 10
- 64616 Happy Days. Mahel Garrison, Soprano, Henly Thompson-Anton Strelzki 10
- 74475 The Mother's Prayer. Alma Gluck, Soprano, George Cooper-J. R. Thomas 12
- 64582 Pie Jesu (Holy Lord Jesus) (Requiem, Op. 48). Marcel Journet, Bass—in Latin Fauré 10
- 74487 Andante Cantabile (from String Quartet, Op. 11). Fritz Kreisler, Violinist Tschaiakowsky 12
- 74495 Africana—O Paradiso! (Oh, Paradise!). Hipolito Lazaro, Tenor—in Italian Meyerheer 12
- 74496 Favorita—Spirto gentil (Spirit So Fair). Hipolito Lazaro, Tenor—in Italian Donizetti 12
- 64622 The Sunshine of Your Smile (with violin obbligato). John McCormack, Tenor, Leonard Cooke-Lilian Ray 10
- 74484 Don Giovanni—Il mio tesoro (To My Beloved). John McCormack, Tenor—in Italian Mozart 12
- 74476 Dreaming of Home and Mother. Evan Williams, Tenor J. P. Ordway 12
- 74444 (1) Menuett in G (Beethoven), (2) Gavotte in D. Efreim Zimhalist, Violinist Gossec 12

COLUMBIA GRAPHOPHONE CO.

- 48750 Tosca (Puccini). "Recondita Armonia" (Strange Harmonies). Tenor Solo—in Italian, orch. accomp. Hipolito Lazaro 12
 - 46736 Rigoletto (Verdi). "La donna e mobile" (Woman is Fickle). Tenor Solo—in Italian, orch. accomp. Hipolito Lazaro 10
- POPULAR SONGS
- A2105 Since Mary Ann McCue Came Back from Honolulu (Von Tilzer). Mezzo-soprano Solo, orch. accomp. Anna Chandler 10
 - Sometimes You Get a Good One and Sometimes You Don't (Von Tilzer). Mezzo-soprano Solo, orch. accomp. Anna Chandler 10
 - A2107 Tho' I Had a Bit o' the Devil in Me (Von Tilzer). Tenor Solo, orch. accomp. James Reed 10
 - I'll Wed the Girl I Left Behind (Dillon). Orch. accomp. Empire Trio 10
 - A2108 Just a Word of Sympathy (Van Alstyne). Tenor Solo, orch. accomp. Vernon Dalhart 10
 - I Know I Got More Than My Share (Clarke). Tenor Solo, orch. accomp. Robert Lewis 10
 - A2109 She Sang Aloha to Me (Carey). Orch. accomp. Broadway Quartette 10
 - Fair Hawaii (Kutz). Orch. accomp. Broadway Quartette 10
 - A2114 Step This Way (Grant). "Love Me at Twilight." Tenor-Soprano Duet, orch. accomp. Charles Harrison-Inez Barbour 10
 - Mammy's Little Coal Black Rose (Whiting). Orch. accomp. Broadway Quartette 10
 - A5884 Blaze Away (Holzman). Two-step. Prince's Band 12
 - College Life (Frantzen). Two-step. Prince's Band 12
 - A5885 I'm Longing Fo' You (Hathaway). Waltz, Prince's Orchestra 12
 - A5886 Skating Waltzes (Harris) Prince's Orchestra 12
 - Take Me to My Alaham' (Dillon and Tobias—Dillon and de Costa). Medley One-step, introducing "I'll Wed the Girl I Left Behind," and "Eyes of Heaven" Prince's Band 12
 - Harry Von Tilzer Medley One-step (H. Von Tilzer). Introducing "On the South Sea Isle," "Honest Injun," "There's Someone More Lonesome Than You," and "Through These Wonderful Glasses of Mine" Prince's Band 12
 - A5887 Oh, How She Could Yacki Hacki Wacki Woo (Von Tilzer). Fox-trot Prince's Band 12
 - You Were Made to Order for Me (H. Von Tilzer). Medley Fox-trot. Introducing "With His Hands in His Pockets," "Sweet Babette," "She Always Did the Minuet" Prince's Band 12
 - A2113 Beneath a Balcony (Winne). Fox-trot, Vess Ossman's Banjo Orchestra 12
 - Uncle Tom (Frey). One-step, Vess Ossman's Banjo Orchestra 12
- CHRISTMAS RECORDS
- A2104 Hark! the Herald Angels Sing (Mendelssohn). Orch. accomp. Columbia Mixed Quartette 10
 - Oh! Come All Ye Faithful—Adeste Fideles (Canon Oakley). Orch. accomp. Columbia Mixed Orchestra 10
 - A5888 Oh! Holy Night (Adam) (Arr. by Mark Andrews). Tenor Solo and Columbia Mixed Quartette, orch. accomp. Charles Harrison 12
 - Star of Bethlehem (Adams). Tenor Solo, orch. accomp. Reed Miller 12
 - A2112 Christmas Bells (Eilenberg). George Stehl, violin; Marshall Lufsky, flute, and Charles Schuetze, harp. Introducing "Christmas Expectations" and "O Sanctissima" George Stehl, violin; Marshall Lufsky, flute, and Charles Schuetze, harp. 10

- A2111 The Dolly Dances (Poldini) Prince's Orchestra 10
- The Toy Parade (Prince) Prince's Orchestra 10
- A2102 Amaryllis (Louis XIII.—Arr. by H. Ghys). Gavotte. Celesta Solo, orch. accomp. Charles A. Prince 10
- Chacone (Durand). Celesta Solo, orch. accomp. Charles A. Prince 10
- A2106 Don't Write Me Letters (Grant). orch. accomp. Al Jolson, Comedian 10
- I've Made a Study of You (Von Tilzer). Tenor Solo, orch. accomp. Samuel Ash 10
- A2092 The Marriage Market Scene (Weber and Fields). Vaudeville sketch, orch. accomp. Joe Weber-Lew Fields 10
- The Baseball Game (Weber and Fields). Vaudeville sketch, orch. accomp. Joe Weber-Lew Fields 10
- A2110 I Hear You Calling Me (Marshall). Tenor Solo, orch. accomp. Charles Harrison 10
- Sleep and the Roses (Tate). Tenor Solo, orch. accomp. Charles Harrison 10
- A2103 Don't You Mind It, Honey (Roma). Violin, 'Cello and Piano Taylor Trio 10
- Can't You Hear Me Calling, Caroline (Gardner and Roma). Violin, 'Cello and Piano, Taylor Trio 10
- A2098 Answer (Robyn). Baritone Solo, orch. accomp. Alfred de Manby 10
- Calling Me Home to You (Dorel). Baritone Solo, orch. accomp. Alfred de Manby 10
- A2095 My Faith Looks Up to Thee (Arr. from Lachner by Bassford). Soprano-Contralto Duet, orch. accomp. Grace Kerns-Ida Gardner 10
- Safe in the Arms of Jesus (Doane). Tenor Solo, orch. accomp. Harry McClaskey 10
- A2097 Syhil (Jacobi). "When Cupid Calls." Fox-trot, Blue and White Marimba Band 10
- Stop, Look and Listen (Berlin). Hula Hula Medley. Introducing "The Girl on the Magazine" Blue and White Marimba Band 10
- A2094 Medley of Reels (Arr. by Joe Linder). Introducing "Flogging Reel" and "Cup of Tea." Accordion Solo, piano accomp. John J. Kimmel 10
- International Echoes (Linder). Accordion Solo, piano accomp. John J. Kimmel 10
- A2096 Canzonetta (D'Ambrosio). Violin Solo, Charles A. Prince at the piano Frank Gittelson 10
- Hungarian Dance No. 7 (Brahms-Joachim). Violin Solo, Charles A. Prince at the piano, Frank Gittelson 10

FIRST RECORDS IN NATIVE GAELIC

- A2093 Inghin an Phalaitinigh (The Palatine's Daughter). Shule Aghra. Baritone Solo, orch. accomp. George Potter 10
- Caitheamh an Ghlais (Wearing of the Green). Baritone Solo, orch. accomp. George Potter 10

RECORDS FOR THE CHILDREN

- A5883 The Ginger Bread Boy (Georgene Faulkner). Georgene Faulkner, talking 12
- The Golden Cobwebs (Georgene Faulkner). Georgene Faulkner, talking 12
- A2101 The Mouse and the Thomas Cat (Francis). Adeline Francis, talking 10
- The Shoemaker and the Brownies (Francis). Adeline Francis, talking 10

FIRST RECORDS BY MUSICAL ART SOCIETY OF NEW YORK

- A5880 (1) Alla Trinita. (Fifteenth Century Melody). (2) Lo, How a Rose E'er Blooming. (Praetorius A. D. 1609). Frank Damrosch, Conductor, unaccomp. Musical Art Society Choir 12
- (1) Adoramus Te (Palestrino). (2) Legend. (Tschaiakowsky). Frank Damrosch, Conductor, unaccomp. Musical Art Society Choir 12
- A5876 The Huguenots (Meyerbeer). Marcellos Air. "Piff! Paff!" Basso Solo—in French, orch. accomp. Leon Rothier 12
- 1e Caid—Air Du Tamhour Major (Drum Major's Air) (Thomas). Basso Solo—in French, orch. accomp. Leon Rothier 12
- A5875 Adagio from Concerto in D Major (Haydn). 'Cello Solo, orch. accomp. Pablo Casals 12
- Gigue from C Major Suite (Bach). 'Cello Solo, Pablo Casals 12
- A5889 Die Meistersinger (Wagner). Walther's Preislied. Prize Song. Tenor Solo—in German, orch. accomp. Johannes Sembach 12
- Lohengrin (Wagner). Mein lieher Schwan (Lohengrin's Farewell). Tenor Solo—in German, orch. accomp. Johannes Sembach 12
- A5882 Spring (Henschel). Soprano Solo, orch. accomp. Lucy Gates 12
- Sing Sweet Bird (Ganz). Soprano Solo, orch. accomp. Lucy Gates 12
- A5879 Stein Song (Bullard). Baritone Solo and Stellar Quartette, orch. accomp. Graham Marr 12
- Brown October Ale (De Koven). Baritone Solo and Stellar Quartette, orch. accomp. Braham Marr 12
- A5874 1812 Overture (Tschaiakowsky). Part I, Regimental Band of H. M. Grenadier Guards 12
- 1812 Overture (Tschaiakowsky). Part II, Regimental Band of H. M. Grenadier Guards 12
- A5856 Rosamunde—Overture (Schubert). Part I, Prince's Orchestra 12
- Rosamunde—Overture (Schubert). Part II, Prince's Orchestra 12
- A5873 Overture to Semiramide (Rossini). Part I, Prince's Orchestra 12
- Overture to Semiramide (Rossini). Part II, Prince's Orchestra 12
- A5877 Faust (Gounod). "Even Bravest Heart." Basso solo, orch. accomp. Henri Scott 12
- Gipsy John (Clay). Basso Solo, orch. accomp. Henri Scott 12
- A2100 Idilio (Lack) Prince's Orchestra 10
- Star of the Sea (Kennedy) Prince's Orchestra 10
- A5881 Nearer, My God, to Thee (Mason), Creatore's Band 12
- The Last Hope (Gottschalk) (Arranged by Tobani) Prince's Symphony Orchestra 12
- A5878 Scheherazade (Rimsky-Korsakow). (Symphonic Suite). No. 1, Le Vaisseau de Sindhad. (Sindhad's Ship). Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra 12
- Scheherazade (Rimsky-Korsakow). (Symphonic Suite). No. 4, Fête à Bagdad (Feast at Bagdad). Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra 12

EDISON BLUE AMBEROL RECORDS

- CONCERT LIST
- 28248 L'Eclat de Rire—Manon Lescaut (Auher). Soprano Solo—in French, orch. accomp. Yvonne de Tréville 12
 - 28247 Scots, Wha Hae wi' Wallace Bled! Contralto Solo, orch. accomp. Christine Miller 12
- SPECIAL FOR CHRISTMAS
- 28249 Stille Nacht! heilige Nacht (Franz Gruher). Soprano Solo—in German, orch. accomp. Marie Rappold 12
- REGULAR LIST—BROADWAY HITS
- 3017 I Never Knew—Canary Cottage (Earl Carroll). (Continued on page 116)

RECORD BULLETINS FOR DECEMBER

(Continued from page 115)

- Soprano and Tenor Duet, orch. accomp., Gladys Rice and Walter Van Brunt
- 3025 In Honeysuckle Time (Henry I. Marshall). Tenor and Baritone Duet, orch. accomp., Arthur Collins and Byron G. Harlan
- 3013 Ireland Must Be Heaven, for My Mother Came from There (McCarthy-Johnson-Fischer). Tenor Solo, orch. accomp., Walter Van Brunt
- 3012 I Was Never Nearer Heaven in My Life (Ted Snyder). Tenor and Bass Duet, orch. accomp., Harry Mayo and Harry Tally
- 3015 On the South Sea Isle (Harry Von Tilzer). Contralto Solo, orch. accomp., Helen Clark
- 3019 Pretty Baby (Jackson-Van Alstyne). Soprano Solo, orch. accomp., Gladys Rice and Chorus
- 3027 Turn Back the Universe and Give Me Yesterday (E. R. Ball). Tenor Solo, orch. accomp., George Wilton Ballard
- 3020 For Killarney and You (Teasdale). Tenor Solo, orch. accomp., Charles Harrison
- 3016 Mari, Mari! (Eduardo Di Capua). Baritone Solo—in Italian, orch. accomp., Thomas Chalmers
- BANDS AND ORCHESTRAS**
- 3018 Battle of the Marne—Descriptive (J. Luxton). New York Military Band
- 3023 Boomerang—One-step (Louis Maurice). For Dancing. National Promenade Band
- 3026 Mighty Lak' a Rose—Waltz, for Dancing. Jaudas' Society Orchestra
- 3014 You're a Dangerous Girl—One-step (Jimmie Monaco). For Dancing. Jaudas' Society Orchestra
- 3028 Annie Laurie (Adam Geibel arr. for male voices). Male Voices, unaccomp., Criterion Quartet
- 3022 Ben Bolt (Kneass). Contralto Solo, orch. accomp., Carolina Lazzari
- HAWAIIAN GUITARS**
- 3024 My Sweet Sweetening Waltz (Peters). Hawaiian Guitars. Helen Louise and Frank Ferera
- GERMAN RECORDS**
- 26193 Automobilcouplet (Karl Maxstadt). Humoristisches Duett mit Orchesterbegleitung, in German. Elise Kramer and Oscar Stolberg
- Du Du and Doctor Eisenhart, Yodler, in German, orch. accomp., George P. Watson
- 26194 Grosstadtluft (Karl Maxstadt). Humoristisches Duett mit Orchesterbegleitung, in German. Elise Kramer and Oscar Stolberg
- SPECIAL FOR CHRISTMAS**
- 3036 Christmas Eve (A Fantasia on Old German Christmas Carols) (Transcribed by Robert Gayler). Celesta. Robert Gayler
- 3035 Christmas Morning with the Kiddies—Descriptive (Fred Hager). Peerless Orchestra
- 3030 First Nowel (Traditional). Mixed Voices with orch. accomp., Carol Singers
- 3033 In the Toy-maker's Workshop—Babes in Toyland (V. Herbert). American Symphony Orchestra
- 3029 Joy to the World (Tune, "Antioch"). Mixed Voices, orch. accomp., Carol Singers
- 3031 O Sing to God (Gounod). Soprano and Contralto Duet, orch. accomp., Betsy Lane Shepherd, Helen Clark and Oratorio Chorus
- 3032 Ring Out, Wild Bells (Gounod). Mixed Voices, orch. accomp., Carol Singers
- 3034 Santa Claus Song (with Yodler). Yodler, orch. accomp., George P. Watson

NEW EDISON DIAMOND DISC RECORDS

- 50351 Massa's in de Cold, Cold Ground—Transcription (Foster-Bacon). Banjo Solo. Fred Bacon
- Old Black Joe—Transcription (Foster-Bacon). Banjo Solo. Fred Bacon
- 50354 Hilo March—Hawaiian Guitars. Helen Louise and Palakiko Ferreira
- Medley of Hawaiian Airs—No. 1, Hawaiian Guitars. Helen Louise and Palakiko Ferreira
- 50356 There's a Quaker Down in Quaker Town (Solman). Baritone Solo. Joseph A. Phillips
- Where Did Robinson Crusoe Go With Friday on Saturday Night? (Meyer). Tenor Solo. Billy Murray and Chorus
- 59357 Are You From Dixie? ('Cause I'm From Dixie Too) (Cobb). Tenor Solo.
- Don't Bite the Hand That's Feeding You (Morgan). Tenor Solo. Walter Van Brunt
- 50358 American Fantasia (Herbert). New York Military Band
- National Emblem March (Bagley). New York Military Band
- 50359 Are You Half the Man Your Mother Thought You'd Be (DeCosta). Tenor Solo. Walter Van Brunt
- Come Back to Erin, Mona Darling (Reed). Tenor Solo. George Wilton Ballard and Chorus
- 50360 Hungarian Serenade (Sgallari). Alessios Mandolin Quartet
- Spanish Rhapsody (Salvetti). Alessios Mandolin Quartet
- 50361 I Love a Lassie (Lauder-Grafton). Glen Ellison
- She Is Ma Daisy (Harry Lauder). Glen Ellison
- 50362 First Heart Throbs (Richard-Eilenberg). Bells. John F. Burckhardt
- Marriage Bells (O'Riordan). Bells and Xylophone. John Burckhardt and William Dorn
- 50363 Johnny Get a Girl (Puck). Tenor Solo. Billy Murray and Chorus
- When Priscilla Tries to Reach High C (H. Von Tilzer). Ada Jones and Billy Murray
- 50364 If I Knock the "L" Out of Kelly (It Would

- Still be Kelly to Me) (Grant). Ada Jones and Chorus
- Since Mother Goes to Movie Shows (A. Von Tilzer). Tenor Solo. Billy Murray
- 50365 My Grandfather's Girl (Dillon). Tenor Solo. George Wilton Ballard
- Sweet Cider Time, When You Were Mine (Wenrich). Baritone Solo. Joseph A. Phillips
- 50367 Chateau Three-step (Donaldson). For Dancing. Jaudas' Society Orchestra
- La Confession Valse (Morgan). For Dancing. Jaudas' Society Orchestra
- 50368 On the Hoko Moko Isle Medley—One-step, for Dancing. Jaudas' Society Orchestra
- Wake Up, America! Medley—One-step, for Dancing. Jaudas' Society Orchestra
- 50369 Medley of Hawaiian Airs—No. 2, Hawaiian Guitars. Helen Louise and Palakiko Ferreira
- On the Beach Medley. Waikiki Hawaiian Orchestra
- 50370 Dublin Mary Brown (Hill). Tenor Solo. Irving Kaufman and Chorus
- You're a Dangerous Girl—Robinson Crusoe, Jr. (Monaco). Contralto and Baritone Duet. Helen Clark and Joseph A. Phillips
- 50371 Baby Shoes (Piantadosi). Soprano Solo. Elizabeth Spencer
- Bood-Bye, Good Luck, God Bless You (Ball). Soprano and Tenor Duet. Gladys Rice and Walter Van Brunt
- 50372 Lily and the Frog (Olman). Arthur Collins and Byron G. Harlan
- Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (A. Von Tilzer). Arthur Collins and Byron G. Harlan
- 50373 Fair Hawaii (Kutz). Soprano and Tenor Duet. Gladys Rice and Walter Van Brunt
- She Sang "Aloha" to Me (Carey). Tenor Solo. Walter Van Brunt and Chorus
- 50374 Love-sick Coon—Vaudeville Sketch with Banjo, Billy Golden and James Marlowe
- When That Little Yellow Fellow Plays Piano (Hannah Plays Banjo) (Lindeman). Arthur Collins and Byron G. Harlan
- 50375 Ashes of My Heart (Lange). Tenor Solo. Burton Lenihan
- There's a Garden in Old Italy (Glogau). Tenor Solo. Irving Kaufman
- 50376 I Lost My Heart in Honolulu (Cobb). Tenor Solo. George Wilton Ballard and Chorus
- San San Soo—Hip-Hip Hooray (Lawrance). Tenor Solo. George Wilton Ballard and Chorus
- 50377 Gay Gossoon (Kendall). Banjo Solo. Vess L. Ossman
- Keep Off the Grass (H. Von Tilzer). Banjo Solo. Vess L. Ossman
- 50378 By the Sad Luana Shore—Step This Way (Goetz). Soprano and Tenor Duet. Elizabeth Spencer and George Wilton Ballard
- I Left Her on the Beach at Honolulu (Hirsch). Tenor Solo. Walter Van Brunt and Chorus
- 80307 Chasse aux Papillons—Serenade (Fontboune). Flute Solo. Weyert A. Moor
- Lullaby—Jocelyn (Godard). Cornet Solo. Ernst Albert Couturier
- 80309 Oh, Promise Me (de Koven). Violin, Violoncello, Flute and Harp. Venetian Instrumental Quartet
- Sweetest Story Ever Told (Stults). Violin, Violoncello, Flute and Harp. Venetian Instrumental Quartet
- 80310 I Cannot Sing the Old Songs (Claribel). Contralto Solo. Christine Miller
- Love's Old Sweet Song (Molloy). Soprano Solo. Elizabeth Spencer
- 80312 Old Black Joe (Foster). Contralto Solo. Christine Miller and Chorus
- Punchinello (Molloy). Baritone Solo. Edmund A. Jahn
- 80314 Spirit Flower (Campbell-Tipton). Tenor Solo. Emory B. Randolph
- Song of Hybrias the Cretan (Elliott). Bass Solo. T. Foster Why
- 80316 Lo! Here the Gentle Lark (Bishop). Soprano Solo. Marie Kaiser
- Where'er You Walk—Semele (Handel). Tenor Solo. Redferne Hollinshead
- 80317 Crescendol (Per Lasson). Armand Vecsey and His Hungarian Orchestra
- Valse Pathétique (Onivas). Armand Vecsey and His Hungarian Orchestra
- 80318 Mary of Argyle. (Tenor Solo). Will A. Rhodes, Jr. Scots, Wha Hae wi' Wallace Bled! Contralto Solo. Christine Miller
- 80319 Dream (Bartlett). Tenor Solo. Hardy Williamson
- I Hear You Calling Me (Marshall). Soprano Solo. Elizabeth Spencer and Chorus
- 80320 Rock Me to Sleep, Mother (Leslie). Soprano Solo. Elizabeth Spencer and Chorus
- When You and I Were Young, Maggie (Butterfield). Tenor Solo. Walter Van Brunt and Chorus
- 80321 Come Where the Lillies Bloom (Thompson). Mixed Voices. Metropolitan Quartet
- My Old Kentucky Home (Foster). Baritone Solo. Thomas Chalmers and Chorus
- 80322 Der Geigenmeister Von Cremona (The Violin Maker of Cremona) (Hubay). Violin Solo. Helen Ware
- Hungarian Dance No. 2 (Brahms-Joachim). Violin Solo. Helen Ware
- 80323 (a) Honey, I Wants Yer Now; (b) Jerusalem Morning—Male Voices. Criterion Quartet
- Little Cotton Dolly (Geibel)—Male Voices. Criterion Quartet
- 80324 Marcia Roma (Musso). Creator and His Band
- Moraima—Dance Espagnole (Espinosa), Creator and His Band
- 80325 Comin' Thro' the Rye. Soprano Solo. Betsy Lane Shepherd

- His Lullaby (Jacobs-Bond). Contralto Solo, Merle Alcock
- 80326 Melodie (Tschaiakowsky). Violin Solo. Kathleen Parlow
- Dondo (Dvorak). Violoncello Solo. Paulo Gruppe
- 80327 Last Night (Kjerulf). Contralto Solo. Amy Kellerman
- Last Rose of Summer—Martha (Moore-Flotow). Soprano Solo. Elizabeth Spencer and Chorus
- 82104 Explanatory Talk for Madre, Pietosa Vergine (Holy Mother, Have Mercy)—La Forza del Destino (Verdi). Soprano Solo—in Italian, Julia Heinrich and Male Chorus
- 82105 (a) Gigue (Rust); (b) Pierrot—Serenade (Randegger, Jr.). Violin Solo. Albert Spalding
- My Old Kentucky Home—Variations (Foster-Spalding). Violin Solo. Albert Spalding
- 82107 Explanatory Talk for Vissi d'arte (Love and Music)—Tosca (Puccini). Soprano Solo. Marie Rappold
- 83046 Home to Our Mountains—Il Trovatore (Verdi). Soprano and Tenor Duet. Julia Heinrich and Hardy Williamson
- Praise Ye—Attila (Verdi). Soprano, Tenor and Baritone Duet. Marie Rappold, Karl Jörn and Arthur Middleton
- 83047 Explanatory Talk for E Lucevan le stelle (The Stars Were Shining)—Tosca (Puccini). Soprano Solo—in Italian, Edoardo Ferrari-Fontana

PATHE FRERES PHONOGRAPH CO.

- 82003 Boris Godounow (Moussorgsky) "Monologue." Basso Solo—in Italian, orch. accomp., Adamo Didur 14
- Faust (Gounod) "Serenade." Basso Solo—in French, orch. accomp., Adamo Didur 14
- 62009 Faust (Gounod) "The Flower Song." Soprano Solo, orch. accomp., Eleonora de Cisneros 12
- A Dream (Bartlett) Soprano Solo, orch. accomp., Eleonora de Cisneros 12
- 40062 Tales of Hoffman (Offenbach). "Student's Drinking Chorus," orch. accomp., Premier Operatic Male Quartette 12
- Les Huguenots (Meyerbeer). "Soldier's Chorus," orch. accomp., Premier Operatic Male Quartette 12
- NEW STANDARD VOCAL RECORDS**
- 52003 Mother Machree (Olcott and Ball). Tenor Solo, Violin, 'Cello, Flute and Piano accomp., Thomas Egan 12
- Has Sorrow Thy Young Days Shaded (Moore). Tenor Solo, Violin, 'Cello, Flute and Piano accomp., Thomas Egan 12
- 40053 A Garden of Love (Hicks and Harelott). Tenor Solo, orch. accomp., Vernon Hughes
- Love's Garden of Roses (Haydn Wood). Soprano Solo, orch. accomp., Rosina Buckman 12
- NEW SACRED RECORDS**
- 40058 Hark! The Herald Angels Sing (Mendelssohn). Organ accomp., Tempo Male Quartette 12
- While Shepherds Watched Their Flocks by Night (Anglia). Unaccomp., Tempo Male Quartette 12
- 40059 Onward Christian Soldiers (Arthur Sullivan). Organ accomp., Tempo Male Quartette 12
- Lord Dismiss Us With Thy Blessing (Sicilian Mariners' Hymn). Unaccomp., Tempo Male Quartette 12
- NEW INSTRUMENTAL NOVELTIES**
- 35088 Drink to Me Only With Thine Eyes (Johnson). Violoncello Solo, orch. accomp., C. Warwick Evans 12
- Silver Threads Among the Gold (Danks). Violoncello Solo, orch. accomp., C. Warwick Evans 12
- 35091 The Forge in the Forest (Eilenberg) "Characteristic" Pathe Grand Orchestra 12
- Voyage in Switzerland (Thiele) "Characteristic," Pathe Grand Orchestra 12
- NEW HAWAIIAN SELECTIONS**
- 35080 Nearer My God to Thee and What a Friend We Have in Jesus, Louise and Ferera Hawaiian Troupe 12
- In the Sweet Bye and Bye and Bringing in the Sheaves. Louise and Ferera Hawaiian Troupe 12
- POPULAR HITS OF THE MONTH**
- 20072 O'Brien Is Tryin' to Learn to Talk Hawaiian (Dubin and Cormack). Baritone Solo, orch. accomp., Joe Remington 10 1/2
- Girls, If You Ever Get Married (Greene, Grant and Stamper). Baritone Solo, orch. accomp., Joe Remington 10 1/2
- 20078 Dancing Down in Dixieland (Olman and Bibb). Baritone Solo, orch. accomp., Louis J. Winsch 10 1/2
- He's Getting Too Darn Big for a One-Horse Town (Irving Berlin). Tenor Solo, orch. accomp., Byron G. Harlan 10 1/2
- 20082 On Lake Champlain (Bryan and Gumble). Orch. accomp., Sterling Trio 10 1/2
- Come Back, Let's Be Sweethearts Once More (Chas. K. Harris). Tenor Solo, orch. accomp., Harry Tally 10 1/2
- 20028 Fair Hawaii (J. F. Kutz). Soprano Solo, Louise and Ferera Hawaiian Orchestra accomp., Mary Ryan 10 1/2
- My Rose of Honolulu (Armstrong). Baritone Solo, Louise and Ferera Hawaiian Orchestra accomp., Gordon MacHughes 10 1/2
- 20092 I'll Be With You When It's Daisy Time in Dublin (Frost and Keithley). Tenor Solo, orch. accomp., Henry Burr 10 1/2
- "Theda Bara, I'll Keep Away from You"

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.



211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestras; Vacuum Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with



Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

RECORD BULLETINS FOR DECEMBER
(Continued from page 116)

- (Frost and Klickman. Duet, orch. accomp., Campbell and Burr 10½
- 20095 Down in Dreamy Honolulu Town (Branen and Lange). Tenor Solo, Louise & Ferera Hawaiian Orchestra accomp. Irving Gillette 10½
- On the Beach at Kailiki (Kailiki). Louise & Ferera Hawaiian Troupe 10½
- NEW VOCAL RECORDS FOR CHILDREN
- 20084 (1) Around the Christmas Tree (2) Little Christmas Shoes (Riley-Gaynor). Soprano Solo, piano accomp. Rosalie Zeamans 10½
- (1) Christmas Joys (2) A Letter to Santa Claus (Riley-Gaynor). Soprano Solo, piano accomp. Rosalie Zeamans 10½
- 20085 (1) Merry Christmas (2) New Year's Day (Riley-Gaynor). Soprano Solo, piano accomp. Rosalie Zeamans 10½
- (1) Tracks in the Snow (2) Jack Frost (3) Sleighing Song (Riley-Gaynor). Soprano Solo, piano accomp. Rosalie Zeamans 10½
- NEW HUMOROUS MONOLOGUES
- 35083 Casey's Fight With Ony Goeghen (Hunting), Russell Hunting, the Original Michael Casey The Bureau (Hunting). Humorous Sketch by Russell Hunting, Elocutionist 12
- NEW BAND AND ORCHESTRA RECORDS
- 20075 Sleighbell Mazurka (Wronski). Pathé Dance Orchestra 10½
- Softly Unawares (Lincke). Intermezzo, Imperial Symphony Orchestra 10½
- 20083 United States Boy Scouts' Official March (W. W. Ellsworth). American Republic Band The High School Cadets (Sousa). March, Pathé Military Band 10½
- 35096 El Canario (Selles). Sardinian Orchestra El Joquey (Coto). Sardinian Orchestra 12
- NEW PATHE "DE LUXE" DANCE RECORDS
- 20070 Bachelor Girl and Boy, from "The Girl from Brazil" (Sigmund and Romberg). One or Two-step. American Republic Band And They Called It Dixieland (Richard A. Whiting). Fox-trot. American Republic Band 10½
- 20091 Pearl of the Harem (Guy). One or Two-step. Banjo Solo, piano accomp. Fred Van Eps 10½
- College Rag (Hunter). Banjo Solo, orch. accomp. Oly Oakley 10½
- 20093 The Blue Danube (Strauss). Waltz, Pathé Military Band 10½
- The Rose of the Mountain Trail (Brennan). One or Two-step. Pathé Dance Orchestra 10½
- 20094 Down Home Rag (Sweetman). One or Two-step. Van Eps. Banjo Orchestra 10½
- White Wash Man (Schwartz). One or Two-step. Van Eps. Banjo Orchestra 10½

STARR PIANO CO.

- 10001 Stille Nacht, heilige Nacht (Gruber). In German. Contralto with Trio Accomp. Elsa Lyon 12501 Vissi d'arte (Love and Music)—"La Tosca" (Puccini). In Italian. Soprano Solo with orch. accomp. Elizabeth Schiller 7548 The Night Before Christmas—Reading, Strickland Gillilan The Holy City (Adams). Violin, Flute and Harp, Starr Trio 7543 King of the Forest Am I (Brand-Parker). Baritone Solo with Brass orch. accomp. John W. Dodd That's An Irish Lullaby (Shannon). Baritone Solo with Brass orch. accomp. John W. Dodd 7545 Honey Moon—Fox-trot (Smith). Starr Military Band Nice and Easy—Rag Fox-trot (McKay),

- Starr Military Band 7547 The Buglers and the Band—March (Hemuberg), Weber's Prize Band Tiroler Holzhaecker-Bnab'n—March (Wagner), Weber's Prize Band 7546 See Those Mississippi Steamboats on Parade (Kelsey-Straight). Tenor and Baritone Duet with orch. accomp. Loos Bros. (Ernie and Billy) Early in the Morning (Down on the Farm) (Kahn-LeBoy). Tenor and Baritone Duet with orch. accomp. Loos Bros. (Ernie and Billy) 7544 I Hear You Calling Me (Marshall). Violin, Flute and Harp. Montani Trio Serenade (Pierre). Instrumental Sextette, Arcadian Symphony Sextette 6504 Brutus Caesar Anthony Lee (Tell Me Is It G'wine to Be, or Not to Be) (Mahony-Von Tilzer). Tenor with piano accomp. Shubel Cook On the Hoko Moko Isle (Klein-Von Tilzer). Tenor Solo with piano accomp. Shubel Cook

EMERSON PHONOGRAPH CO., INC.

TIMELY CHRISTMAS SELECTIONS

- SEVEN INCH DOUBLE DISC
- 7100 O Come, All Ye Faithful (Adeste Fideles). Christmas Hymn. Accomp. by Violin, 'Cello, Piano and Organ. Emerson Mixed Quartet Hark! The Herald Angels Sing (Mendelssohn). Christmas Hymn. Accomp. by Violin, 'Cello, Piano and Organ. Emerson Mixed Quartet 793 Night Before Christmas, Part I. Recitation, Harry Humphrey Night Before Christmas, Part II. Recitation, Harry Humphrey

POPULAR SONGS

- 798 Hawaiian Sunshine (Gilbert-Morgan). Soprano and Tenor Duet, accomp. by Helena and Palakiko with Ukulele and Guitar, and Malvin Franklin at the piano. Van and Schenck The World Is Hungry for a Little Bit of Love (Turner). Tenor Solo. Violin, 'Cello and Piano accomp. Vernon Dalhart 788 There's a Little Bit of Bad in Every Good Little Girl (Clarke and Fischer). Baritone Solo, accomp. by 'Cello, Violin and Piano. Morton Harvey She Is the Sunshine of Virginia (Caroll). Tenor Solo, orch. accomp. Samuel Ash 797 On the South Sea Isle (Von Tilzer). Tenor Solo, accomp. by 'Cello, Violin, Bells, Guitar and Piano. Samuel Ash Come Along to Caroline (Olman). Descriptive Comic Duet, orch. accomp. Collins and Harlan 7101 Love Is a Dance (Cubillier) (from "Flora Bella"). Tenor Solo, orch. accomp. Samuel Ash Darling, I Love You So (Winterberg) (from "The Girl from Brazil"). Tenor Solo, orch. accomp. Samuel Ash 7102 My Castle in the Air (Kern) (from "Miss Springtime"). Tenor Solo, orch. accomp. Samuel Ash Throw Me a Rose (Kalman) (from "Miss Springtime"). Tenor Solo, orch. accomp. Samuel Ash

DANCE AND INSTRUMENTAL SELECTIONS

- 795 Hill and Dale Fox-trot (Lodge), Emerson Military Band Angel's Serenade Waltz (Braga-Franklin), Emerson Military Band 7105 Sari Waltz (Kalman) (from "Sari"), Emerson Military Band Sphinx Waltz (Popv). Rialto Orchestra 796 Li-ke No Li-ke (Hawaiian Medley). Ukulele and Guitar Duet. Helena and Palakiko L'Infanta March (Gregory). Banjo Solo, accompanied by 'Cello. Fred Van Epps

- 799 Elegie (Massenet). Baritone Solo, orch. accomp. De Frere Toreador Song (from "Carmen." Act 2) (Bizet). Baritone Solo, orch. accomp. De Frere 7103 Kamennoi-Ostrow (Rubinstein). Rialto Orchestra Souvenir (Drda). Rialto Orchestra 7104 Mother Machree (Olcott-Ball). Tenor Solo, Henry Pinckney Can't You Hear Me Callin' Caroline (Turner). Tenor Solo, Violin, 'Cello and Piano accomp. Vernon Dalhart 794 Winkin Blynken & Nod (Fields). Recitation, Sally Hamlin Raggedy Man (Riley). Recitation. Sally Hamlin

POPULAR AND STANDARD VOCAL SELECTIONS

- 5134 Hawaiian Sunshine (Gilbert and Morgan). Soprano and Tenor Duet, accomp. by Helena and Palakiko with Ukulele and Guitar, and Malvin Franklin at the Piano. Van and Schenck 5130 There's a Little Bit of Bad in Every Good Little Girl (Clarke and Fischer). Baritone Solo, accomp. by 'Cello, Violin and Piano, Morton Harvey 5142 My Castle in the Air (Kern) (from "Miss Springtime"). Tenor Solo, orch. accomp. Samuel Ash 5135 Throw Me a Rose (Kalman) (from "Miss Springtime"). Tenor Solo, orch. accomp. Samuel Ash 5133 Carry Me Back to Old Virginny (Bland). Tenor Solo, accomp. by Violin, 'Cello and Piano, Henry Burr

DANCE AND INSTRUMENTAL SELECTIONS

- 5136 Dance of the Dollys (Ager). Fox-trot (from "His Bridal Night"). Emerson Military Band 5139 Angel's Serenade Waltz (Braga-Franklin), Emerson Military Band 5141 Splinz Waltz (Popv). Rialto Orchestra 5143 Dancing in the Barn (Schottische), Emerson Military Band 5137 Kalima Waltz. Ukulele and Guitar Duet, Helena and Palakiko 5138 Hawaiian Hula Medley. Ukulele and Guitar Duet. Helena and Palakiko 5140 Parade of the Tin Soldiers (Jessel). Characteristic Band Selection. Emerson Military Band

MAJESTIC RECORD CORP.

- 101 Mother Machree (Olcott-Ball). Tenor Solo, orch. accomp. Henry Burr A Dream (Bartlett). Tenor Solo, orch. accomp. Charles Harrison 102 A Perfect Day (Bond). Tenor Solo, orch. accomp. Henry Burr Comin' Thro' the Rye. Soprano Solo, orch. accomp. Inez Barbour 103 Come Back to Old Kentucky (Reisner-Taylor). Orch. accomp. Burr and Campbell You'd Never Know That Old Home Town (Johnson-Donaldson). Orch. accomp. Collins and Harlan 104 Adeste Fideles—with Chimes. Orch. accomp. Burr and Campbell Nearer My God to Thee. Tenor Solo, orch. accomp. Henry Burr 105 The Preacher and the Bear (Longbrake-Arzonja). Baritone Solo, orch. accomp. Arthur Collins On the Hoko Moko Isle (Klein-Von Tilzer). Baritone Solo, orch. accomp. Arthur Collins 106 Is There Still Room for Me 'Neath the Old Apple Tree (Leslie-Brown-Abrahams). Orch. accomp. Burr and Campbell

(Continued on page 118)

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

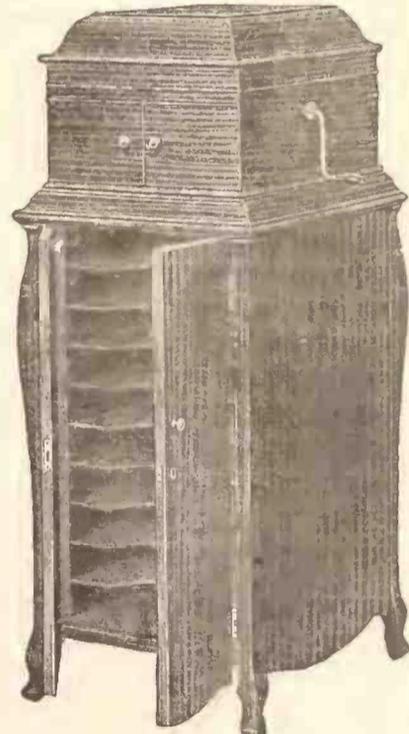
In the cabinet field.

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.

Leading Jobbers of Talking Machines in America

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola
Pianos, Holton Band Instruments

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER DITSON COMPANY BOSTON

Largest VICTOR Talking
Machine Distributors East of
Chicago.
Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

The Chicago Edison Jobber

The perfection of musical
Instruments—THE EDISON
diamond disc PHONOGRAPH
—with EDISON double disc
records.

THE PERFECTION OF
SERVICE—Our Service.

The Perfection of advertising
for the dealer—Our plan.

The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO. Saint Paul, Minn.

VICTOR & EDISON Distributors

Quick Service for all points in the North-
west. Machines, Records, Supplies.

1856 **WURLITZER** 1916

VICTOR DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order
out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.

If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.

Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathophone

PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

Every Jobber in this country should be
represented in this department. The cost
is slight and the advantage is great. Be
sure to have your card in this department
of The Talking Machine World.

RECORD BULLETINS FOR DECEMBER (Continued from page 117)

- 106 Loading Up the Mandy Lee (Murphy-Marshall).
Orch. accomp. Collins and Harlan
- 107 The Rosary (Nevin). Tenor Solo, orch. ac-
comp. Raymond Landon
- I Hear You Calling Me (Marshall). Tenor
Solo, orch. accomp. Charles Harrison
- 108 Mother (Johnson-Morse). Tenor Solo, orch.
accomp. Henry Burr
- Long Ago in Alcalá (Messenger). Baritone Solo,
orch. accomp. Royal Dadmum
- 109 The Insect Powder Agent—Sketch,
Golden and Marlowe
- Matrimonial Difficulties—Sketch,
Golden and Marlowe
- 110 Kangaroo Hop—Banjo Solo, piano accomp.,
Fred Van Eps
- Cohen at the Telephone—Monologue,
Geo. L. Thompson
- 111 Ladder of Roses (Hubbell). Dance Record,
Majestic Concert Orchestra
- Wedding of the Winds Waltz (Hall),
Majestic Concert Orchestra
- 112 Scarf Dance from La Source (Delibes),
Majestic Concert Orchestra
- Good Scout—Dance Record (Kaufman),
Majestic Concert Orchestra
- 113 La Paloma (Yradier)...Majestic Concert Orchestra
- Ciribiribin (Pestalozza)...Majestic Concert Orchestra
- 114 Estudiantina Waltz (Waldteufel),
Majestic Concert Orchestra
- Marche Lorraine (Ganne)...Majestic Military Band
- 115 Blue Danube Waltz (Strauss),
Majestic Concert Orchestra
- Anvil Chorus (Verdi)...Majestic Military Band
- 116 Little Grey Home in the West (Löhr). Tenor
Solo, orch. accomp. Charles Harrison
- Drink to Me Only With Thine Eyes. Tenor
Solo, orch. accomp. Lewis Dana Zeidler
- 117 My Wild Irish Rose (Olcott). Tenor Solo, orch.
accomp. Charles Harrison
- Silver Threads Among the Gold (Danks). Tenor
Solo, orch. accomp. Raymond Landon
- 118 The Holy City (Adams). Tenor Solo, orch.
accomp. Henry Burr
- Face to Face (Johnson). Baritone Solo, orch.
accomp. Royal Dadmum
- 119 Somewhere A Voice Is Calling (Tate). Tenor
Solo, orch. accomp. Charles Harrison
- I Love You Truly (Bond). Contralto Solo,
orch. accomp. Beth Young
- 120 Yaaka Hula Hickey Dula (Goetz-Wendling).
Baritone Solo, orch. accomp. Arthur Collins
- If You've Got a Little Bit (Rose-Olman). Bari-
tone Solo, orch. accomp. Arthur Collins
- 121 Till the Boys Come Home (Novello). Baritone
Solo, orch. accomp. Lane Rogers
- Ah! Moon of My Delight (Lehman). Tenor
Solo (from "In a Persian Garden"),
Lewis Dana Zeidler
- 122 A Little Bit of Heaven (Ball). Tenor Solo,
orch. accomp. Charles Harrison
- Love's Old Sweet Song (Molloy). Contralto
- Solo, orch. accomp. Beth Young
- 123 Daddy (Behrend). Contralto Solo, orch. ac-
comp. Bettye Shaw
- Barcarolle (Offenbach (from "Tales of Hoff-
mann")). (Violin, 'Cello and Piano),
Gramm Trio
- 124 Smiler Rag (Wenrich). Banjo Solo, piano ac-
comp. Fred Van Eps
- Cohen Telephones the Gas Company—Monologue,
Geo. L. Thompson
- 125 Sing Me to Sleep (Greene). (Violin, 'Cello and
Piano). Gramm Trio
- Ave Maria (Gounod). (Violin, 'Cello and Piano),
Gramm Trio
- 126 Walking the Dog—Dance Record (Brooks).
Van Eps Banjo Orchestra
- Sun Dance—Dance Record (Brooks).
Van Eps Banjo Orchestra
- 127 Tenderness Waltz—Dance Record (Waldteufel),
Majestic Concert Orchestra
- Salut D'Amour (Elgar)...Majestic Concert Orchestra
- 128 Serenade (Drigo)...Majestic Concert Orchestra
- The Sunny South—Plantation Songs,
Majestic Concert Orchestra
- 129 Stars and Stripes March (Sousa),
Majestic Military Band
- American Patrol (Meacham)...Majestic Military Band
- 130 Washington Post March (Sousa),
Majestic Military Band
- The Whistler and His Dog (Pryor),
Majestic Military Band
- 131 The Two Key Rag (Hollander). Baritone Solo,
orch. accomp. Arthur Collins
- Honest Injun (Von Tilzer-Sterling). Baritone
Solo, orch. accomp. Arthur Collins
- 132 Because (D'Hardelot). Tenor Solo, orch. ac-
comp. Lewis Dana Zeidler
- Beauty's Eyes (Tosti). Soprano Solo, 'Cello
Obl. Joan Walker
- 133 Where My Caravan Has Rested (Lohr). So-
prano Solo, orch. accomp. Joan Walker
- Serenade (Widor). (Violin, 'Cello and Piano),
Gramm Trio
- 134 If I Knock the "L" Out of Kelly (Lewis-Grant).
Baritone Solo, orch. accomp. Dan Quinn
- Pat Malone Forgot That He Was Dead (Clyde-
Sweeney). Baritone Solo, orch. accomp. Dan Quinn
- 135 Herd Girl's Dream (Labitzky)...Turner Ensemble
- Call Me Thine Own—From E'clair (Haley),
Turner Ensemble
- 136 O Solo Mio (In Italian)—Neopolitan Folk Song.
Baritone Solo, orch. accomp. Benno Daherno
- Kiss Me, Love (In Italian) (Tosti). Baritone
Solo. Paolo Riccerdi
- 137 Mighty Lak' a Rose (Nevin). Soprano Solo,
orch. accomp. Joan Walker
- The Sunshine of Your Smile (Ray). Tenor
Solo, orch. accomp. Raymond Landon
- 138 Still Wie Die Nacht—In German. Baritone
Solo, orch. accomp. Royal Dadmum
- In Einen Kühlen Grunde—In German. Bari-
tone Solo, orch. accomp. Royal Dadmum
- 139 Irish Love Song (Lang). Soprano Solo, orch.
accomp. Tonika Fresé
- Minuett in G (Beethoven). Violin Solo,
Arthur Gramm

- 140 With His Hands in His Pockets (Von Tilzer).
Baritone Solo, orch. accomp. Arthur Collins
- Why the Band Came Back—Sketch,
George L. Thompson
- 141 Valse Des Blondes—Dance Record (Granne).
Orch. accomp. Turner Ensemble
- Babes in the Woods—Fox-trot (Kern). Orch.
accomp. Turner Ensemble
- 142 Cavalleria Rusticana (Mascagni)...Turner Ensemble
- Espana Waltz (Waldteufel). Orch. accomp. Turner Ensemble
- 143 La Sorella (Gallini)...Orchestra
- Bolero (Moszkowski)...Orchestra
- 144 Razzazza Mazzazza (Pryor)...Majestic Band
- In the Clock Store—Descriptive (Orth),
Majestic Band
- 145 Do What Your Mother Did—One-step (Von
Tilzer). Majestic Band
- Where the Swansee River Flows—Fox-trot (Von
Tilzer). Majestic Band
- 146 To a Wild Rose (MacDowell). Cello Solo,
Jean Miliere
- In the Gloaming. (Violin, 'Cello and
Piano),
Gramm Trio
- 147 Lobster Quadrille (from "Alice in Wonderland")
(Louise Carroll)...Sally E. Hamlin
- Walrus and the Carpenter (from "Alice in
Wonderland") (Louise Carroll)...Sally E. Hamlin
- 148 An Irishman's Dream (McCarthy). Baritone
Solo, orch. accomp. Tommy Bresman
- Ireland Must Be Heaven (McCarthy). Baritone
Solo, orch. accomp. Tommy Bresman
- 149 Scarf Dance (Chaminade)...Orchestra
- Slavonic Dance (D'Vorak)...Orchestra
- 150 I've Saved All My Love for You (Follies, 1916)
(Dave Stamper)...Majestic Dance Specialty
- Valse Pathétique (Onivas)...Majestic Dance Specialty

STURZ BROS. HANDLING STARR

Sturz Bros., at 142 Lincoln avenue, Bronx,
manufacturers of the Sturz upright and player-
pianos have taken the agency for the Starr
phonograph in their section. Several styles
of Starr machines, which were received last
week, are now on exhibition at their headquar-
ters in the Bronx.

DISPLAY THE SONORA PHONOGRAPH

The Herbert & Huesgen Co., one of the lead-
ing optical and photographic establishments in
New York is devoting a considerable portion
of its warerooms at 18 East Forty-second street,
to a display of Sonora phonographs. This
company caters to a high-class clientele.

To Sonora Dealers—

We are doing over 6 times the business this year that we did last—and 1915 was no small year!

So that you can get your shipments in time for the holiday business it is absolutely essential that you send in your orders at once. In ordering, remember that sales this year will be exceptionally big because of the wonderful popularity of Sonora, the extensive Sonora Christmas advertising which is being done, and the great prosperity of the country.

Reread the second cover.

We shall have to adhere to the rule, first come first served.

Yours very truly,

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, NEW YORK CITY

320 South Wabash Avenue, CHICAGO

109 Stockton Street, SAN FRANCISCO

DEALERS PROTECT YOURSELVES!

The Sonora Phonograph is manufactured and sold under an agreement which permits it to operate under the GREAT BASIC PATENTS of the phonograph industry. Therefore dealers selling the Sonora are safe from troublesome litigation.

The New Edison Diamond Amberola



The New Edison Diamond Amberola
Model 50

\$30

\$50

\$75

An instrument of distinct artistic merit. An Edison instrument embodying all the exclusive features that put the Edison line above comparison.



The New Edison Diamond Amberola
Model 75

The New Edison Diamond Amberola is the ideal instrument for your low-price trade. With the higher priced New Edison models, it gives the Edison dealer a complete line of distinctively superior instruments ranging in price from \$30 to \$450.

The dealer who handles both the New Edison and the New Edison Diamond Amberola is in a position, to meet the constantly growing demand for Edison instruments from all classes of trade.

JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co.
INDIANA
Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Phonograph Co., of Detroit.
MINNESOTA
Minneapolis—Laurence H. Lucker.
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.
CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.