

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, February 15, 1917

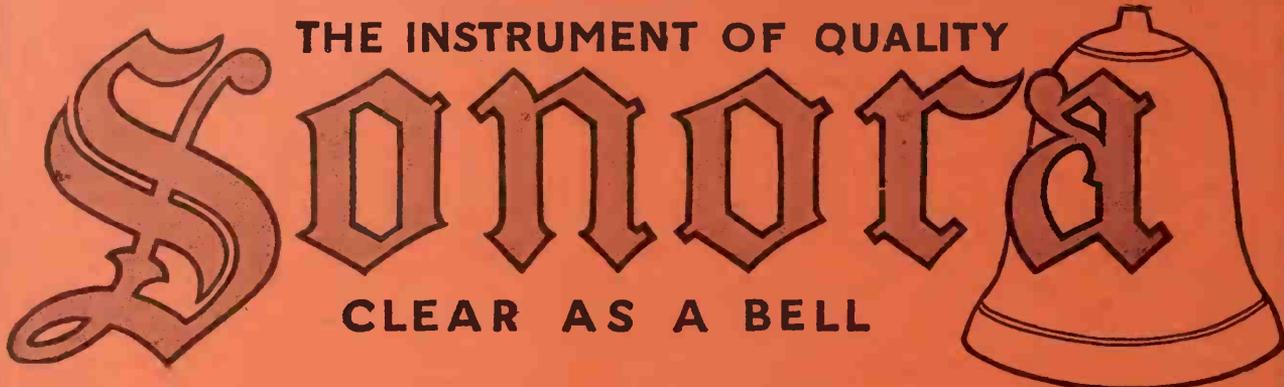


The best-known trade mark in the world

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

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

THE INSTRUMENT OF QUALITY



CLEAR AS A BELL

Quality vs. Terms

The Sonora phonograph has never been featured other than for its quality

MANY dealers mistakenly believe that that growing evil—the “easy-payment-plan” is a necessity—that it is the main feature and the only sales method by which phonographs are sold. This may be so with some phonographs.

Whatever may be the case regarding other phonographs, Sonora has *never* been sold with installment payments as the leading inducement.

Sonora sells on *merit* alone. Terms are *secondary*. To buy quality, the public now realizes is more important than buying terms.

Every dealer has realized the danger to himself of tying up large sums in a long-time payment system. Sonora dealers are happy because the *Sonora is the phonograph that demands cash. And its sales are increasing by great leaps.*

Investigate this superb instrument. *Your territory may be open.* Write us today!

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 Ave. San Francisco—109 Stockton St.
Boston—165 Tremont St. Philadelphia—1311 Walnut St.
Toronto—Ryrie Building

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



The Talking Machine World

Vol. 13. No. 2

New York, February 15, 1917

Price Twenty Cents

SERVICE WITHOUT A PROFIT BUT FOR FUTURE PROFIT

Incidents Which Prove That the Value of Service Rendered to the Public by the Talking Machine Dealer Is to Be Measured by Future Rather Than Immediate Results

Service by the talking machine dealer is regarded as the ultimate source of income and profit. By doing certain things for a customer in the way of service, by adjusting his machine, by going out of the way to get records not often called for and making deliveries under conditions that do not always prove satisfactory, the dealer expects to win the good will of the customer and through such good will, to make profitable sales in the future. By catering to a customer he finds that the customer will remain with him and become a factor in his regular clientele.

So much for the service to a customer who buys a machine and records from the dealer who renders the service. There are times, however, when the dealer is called upon to give service to some one who has purchased his machine and records from a competitor who is probably located at a distance. A case in point is that of a man who went into a talking machine dealer's store in a nearby city and asked that some quick repairs be made on a machine of the same make as that handled by the dealer, which was purchased from a competitor in a nearby town. The man was willing to pay for the repair work and wanted it quick because he desired to use the machine to entertain a house party.

The dealer realized that to have the repairs made promptly would cause him some trouble which perhaps was not commensurate with the profit he would realize on the repair work. He, therefore, quickly informed the man that he repaired only machines purchased directly from him and referred the customer to the dealer from whom he had bought his machine. The man was disappointed and left, whether to take the machine to the other dealer or not, is not learned.

Any one with good business sense can see in the dealer's action an opportunity deliberately thrown away. By giving service to this casual visitor the dealer would probably have developed a friend, and having developed a friend nothing would be more natural than that the friend would be willing to spend some record money in the store of the dealer who had treated him so courteously. Now the man will probably avoid that store as he would a hospital for contagious diseases.

A case directly opposite is that of a man in the upper section of New York who purchased a machine from a downtown house and invited some friends to hear it and discovered that the reproducer was far from being satisfactory. In fact, it had something radically wrong with it. At the particular time in the evening that the discovery was made the guests were on the point of assembling, and the store from which the machine had been purchased was closed. In desperation the man went to a talking machine dealer only a few blocks from his own residence and explained his predicament. The talking machine dealer did not throw the man out of the store—didn't even give him a black look. He simply examined the reproducer and discovered that it was considerably out of adjustment, probably through some rough handling in delivery, and explained the trouble to the visitor. He thereupon recorded the man's name and address, took the broken reproducer as security and then loaned the man one of his own reproducers in perfect condition for use during the evening. It was a piece of service that was rendered really at a loss, the dealer's time being considered.

The following day the man returned the reproducer to the dealer and took his damaged one back to the house from which he had purchased the machine, to be repaired. He was

most profuse in his thanks, but the dealer simply cut him off by stating that that was the sort of service that belonged to the machine he had purchased. Then in the course of conversation, the dealer asked why he had left his own neighborhood to make the purchase. "Well, the downtown store was so much larger, and so much better known that I thought I might be able to make a little better deal," said the visitor. The dealer thereupon showed him the same style of machine that he had purchased and naturally quoted the same price. "I never realized that before," said the man. "How about records?" said the dealer. "Well, I'm going to buy some more pretty soon," said the visitor. "Look at my stock," said the dealer, and lead him through a fairly long gallery with a practically complete record stock. "Moreover," said the dealer, "if I haven't got the record you want, I can get it for you within twenty-four hours, or have it the same day if I am advised early enough." "I am glad to hear

that," said the visitor. "I'll buy records here, it's nearer home."

Now the dealer has a regular customer, won through a little bit of service that cost him some time without any practical financial return. The funny part of it is that both incidents actually occurred. It all goes to prove that service in the talking machine field does not simply mean carrying a line of talking machines and records and handing them over upon request and at the price. It means studying every visitor in the store whether he wants to buy or just wants some information. It is the regular customers developed from casual visitors with practically no soliciting expense that makes for the biggest profits.

Every man who enters a talking machine store if only to receive directions regarding how to reach a certain street, is a prospective customer if the dealer wants to make him so. This doesn't necessarily mean that a dealer will sell machines and records to everybody that comes into his store, but the proportion of sales that materialize through that medium will prove far larger than those that develop through the usual prospect list or a house-to-house canvass.

DATES OF THE JOBBERS' CONVENTION

National Association of Talking Machine Jobbers to Hold Meetings at Hotel Traymore, Atlantic City, on July 9, 10 and 11—Working on Plans for a Record-Breaking Gathering

With a wintry wind blowing fiercely around the corners of the street and right through one's anatomy: with the snow sifting down inside one's collar and the slush rising and falling about the ankles, to mention the annual convention of the National Association of Talking Machine Jobbers at Atlantic City in July serves as a tonic to warm the cockles of the heart. What, ho! for the summer breezes, the roar of the surf the expanse of Boardwalk, the rolling chairs, the big nights at the Martinique, and all the things that go to make the Jobbers' convention successful!

Having gone so far it might be well to state

that the arrangement committee of the National Talking Machine Jobbers' Association announces that the dates for the 1917 convention are July 9, 10 and 11, and the headquarters will be at the Hotel Traymore, where the jobbers were so royally entertained last year. While no definite plans have been made for the entertainment of the delegates, the committee states that the convention will, of course, be bigger and better than ever.

PHILIP SIMON WITH HAHNE & CO.

NEWARK, N. J., February 6.—Philip Simon, who was a salesman with Landay Bros., New York, for a number of years, and who has for some time past, been assistant manager of the Victrola section of James McCreery & Co., has been appointed manager of the talking machine department of Hahne & Co., Newark, N. J., where Victrolas are handled exclusively.

A TWENTIETH CENTURY DEFINITION OF SALESMANSHIP

An Analysis of the Importance of Salesmanship by Willis P. Wood Will Be Found Interesting to Talking Machine Men Who Are Giving Attention to the Matter of Sales

Willis P. Wood, a prominent sales manager, and an authority on the art of selling, recently gave utterance to some terse definitions of the value and meaning of real salesmanship that can well be pondered over by every talking machine salesman. Mr. Wood defined real salesmanship as follows:

Salesmanship is the primary principle of progress; it is the artery of commerce; it is the power that directs the exchange of commodities for mutual benefit, and is, therefore, the most valuable and reliable resource man can possess.

Salesmanship is based on knowledge and confidence—knowledge of your business—knowledge of your goods and knowledge of human nature; confidence in your business—confidence in your goods—confidence in your house and confidence in yourself.

These possessions will stimulate energy, animate action, inspire courage, develop determination and fortify you against failure.

There is always a demand for men who can assert themselves; men who can do, no matter what stands in the way; men who can turn fault into favor and convert doubt into dollars.

Success in salesmanship demands a clear head, a steady hand and a strong heart. You can't burn midnight oil without consuming daylight energy; you can't booze all night without a desire to snooze all day; you can't make unnecessary overdrafts on your physical reserve

fund and expect your demands to be honored indefinitely. Besides, the compound interest with which such drafts must ultimately be paid, will surely result in mental, physical, and financial bankruptcy.

You cannot build without a foundation, nor is the strongest foundation of any value, except to build upon, for unless it is covered and protected by a superstructure, it will soon disintegrate and fall into decay and ruin.

The foundation should be self-respect—the cornerstone honesty—the side-walls ambition and energy—the braces and girders courage, confidence and common sense—the roof knowledge and skill—a veranda of resolution, decision and determination—the interior finish and decorations should be truth, justice and honor. Above the door should be inscribed the motto: "I Will." After the structure is finished, clean up the surroundings, remove the refuse of Antiquated Ideas—destroy the debris of doubt and burn up the rubbish of bad habits—grade and level a beautiful terrace and cover it with the velvet sod—courtesy and civility.

The building of such a character will be a beacon light to success and a danger signal to opposition, a tower of beauty, strength and security that will be a delight and pleasure in sunshine and prosperity; that will stand the storm of envy and the cyclones of adversity, and will have an irresistible influence on the woman on the American dollar.

EXPENSIVE MACHINES FIND PERMANENT PLACE IN HOMES

Experiment in Connection With Sales During Holidays in St. Louis Which Reveals Wisdom of Substituting More Expensive Machines for Cheaper Models Purchased But Not in Stock

St. Louis, Mo., February 8.—The question of salesmanship in connection with substituting the more expensive machines than those selected by customers at Christmas time (when machines are scarce the model selected cannot be supplied) has been answered to the satisfaction of at least two sales managers in St. Louis. It is probable that the same story would be told in every house on The Row, but the question was taken up only with these two.

"I just this minute hung up the telephone, after making an engagement to see a woman to-night to whom we delivered a \$200 model in the place of a \$100 before Christmas," said Ben Phillips, of the Columbia warerooms. "I am going to sell her that \$200 model to-night. The sale is as good as made, if I am any judge. It was this way: I called Mrs. C. and said: 'We have received a model of the talking machine you selected before Christmas, will it be all right for me to send it out in the morning?' She replied, 'Really, Mr. Phillips, since we have had this machine in the house we are not at all sure that we want the other. We have become very much attached to this one.' That was exactly what I wanted. I replied, 'If it will be all right I will come out this evening, and perhaps we can arrange to let you keep that one.' I am going, and I regard the sale as made. (It was.)

"This is the experience we have been having with almost every case where we sent more expensive machines than were selected. I would say that in at least seven cases out of ten the larger machine has stuck, and in some of the cases where it has failed it has been because they wanted a special finish, say of mission or like that and we had to send a mahogany case in the larger model.

"In very few cases have the people tried to keep the smaller machines than were ordered. In a few cases they have. But sometimes we are able to arrange for these persons to come into the salesrooms by telling them that we have a supply of the size of machines they selected, and that we would like to have them come in and see if there is any choice. By this time, most of these people become so attached to a talking machine, which they regarded as an experiment, that they select a higher-priced model than was the original intent. We have ceased to regard a sale as closed until delivery is accepted of the very model selected and duly approved. Only for reasons of credit have we permitted lower-priced machines to stay. As long as a substitute machine is in place, there

is a chance to make an attempt for the sale of a costlier model."

Manager Robinson, of the Thiebes Piano Co. talking machine department, put it even stronger. He said nine out of ten of the higher-priced machines remained in the home. This is his version:

"We were compelled to substitute for a very large number of machines this year, and we are just now closing this deal (this was late in January. Victor, Columbia and Edison disc lines are sold). Every day we have occasion to call up some of the folk to whom we delivered machines to hold the sale, and almost without exception they want to keep the machine in their homes, rather than take a smaller one. Of course, we are right on the job then. Even

IMPORTANT OBJECT OF NEW CLUB

Home Music Club, Organized in New York Under the Auspices of the Evening Mail, Plans to Teach Talking Machine Owners How to Get More Enjoyment Out of Machines

A new club in New York that should make a special appeal to talking machine men generally is the Home Music Club, organized on January 19 under the auspices of the New York Evening Mail. One of the chief purposes of the new club, as announced, is to teach owners of talking machines and player-pianos how to secure more musical enjoyment from their instruments.

At the first meeting of the club, in addition to the appearance of a capable artist and a short talk on music generally by Henry H. Hart, editor of the Home Music Page in the Evening Mail, a number of selections were played on the Columbia Grafonola. It is also planned to use other makes of records and machines at future meetings of the club.

ENLARGE STORE IN SAYRE, PA.

Ike Samuels Now Has Most Attractive Quarters in That City for the Sale of Talking Machines—A Firm Believer in Publicity

SAYRE, PA., February 4.—One of the attractive big piano stores in this section of the State is that of Ike Samuels of this city, whose establishment at 113 West Lockhart street was considerably enlarged recently through the erection of an addition twenty-five by thirty feet in size. The original store is now devoted to the sale of jewelry exclusively and the addition has been given over to the growing talking machine busi-

ness. There has been provided for Victrola customers two sound-proof demonstrating rooms, and a full line of the various types of machines is carried in the main showroom.

those persons who wanted golden oak of a \$200 model, say, and to whom we sent a \$250 mahogany, they will ask if we cannot supply the larger model in the finish that they ordered. We never refuse to try to do that.

"The matter of delivering smaller models has not proven a troublesome one with us. In very few cases has it even been intimated that these were 'good enough.' We have not left any of the smaller models on these sales. Of course, we do not deliver the next size smaller. If we are compelled to send a smaller machine, we make it so much smaller that there is no comparison. Our trade is the sort that can go the limit if it desires, and we have no mercy in raising the limit, for we know they can afford these machines, and that really they want the better ones to fit nicely into their homes."

Some of the local dealers predict that it will be well to the end of February before they get all of their substitute deals cleared up.

Mr. Samuels believes in plenty of publicity and has given a number of Victrola recitals in his store. For the recitals the stock of machines is moved out of the main store and collapsible seats installed. A capacity audience is the rule.

CHANGES IN RECORD SUPPLEMENT

Portrait of Prominent Artist to Appear Each Month on Victor Record Supplements—Some Other Interesting and Important Changes

The Victor Record supplement for February is particularly notable for the important and excellent changes that have been made in its general arrangement—changes that make for the improvement of the supplement and, therefore, calculated to arouse more interest in those who receive it. The most interesting feature is the placing of the reproduction of a prominent Victor artist on the front cover, sent in an elaborately designed border of Elizabethan design, with the Victor trade mark occupying a prominent position immediately beneath the border. In the February supplement Geraldine Farrar is pictured on the cover, and portraits of other artists will appear in subsequent issues.

In rearranging the front cover of the supplement the space for the dealer's imprint has been moved to the back cover immediately under the list of the "ten Victor records which should be in every home." The general typographical arrangement of the supplement remains, practically the same as before.

Depend On

EASTERN VICTOR SERVICE

The EASTERN TALKING MACHINE COMPANY

177 TREMONT ST. BOSTON

If you depend on us, you can rest assured not only that your records will arrive *on time* and *exactly as ordered*, but that our sales promotion plans will enable you to double or triple your present record business.



Victrola XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



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

Victor supremacy is self-evident

It is the supremacy of achievement—of great things actually accomplished.

And it brings success to Victor dealers everywhere!

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important Notice. All Victor Talking Machines are patented and are only *licensed*, and with right of use with Victor Records only. All Victor Records are patented and are only *licensed*, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture; and their use, except with each other, is not only unauthorized, but damaging and unsatisfactory.



Victor Distributors

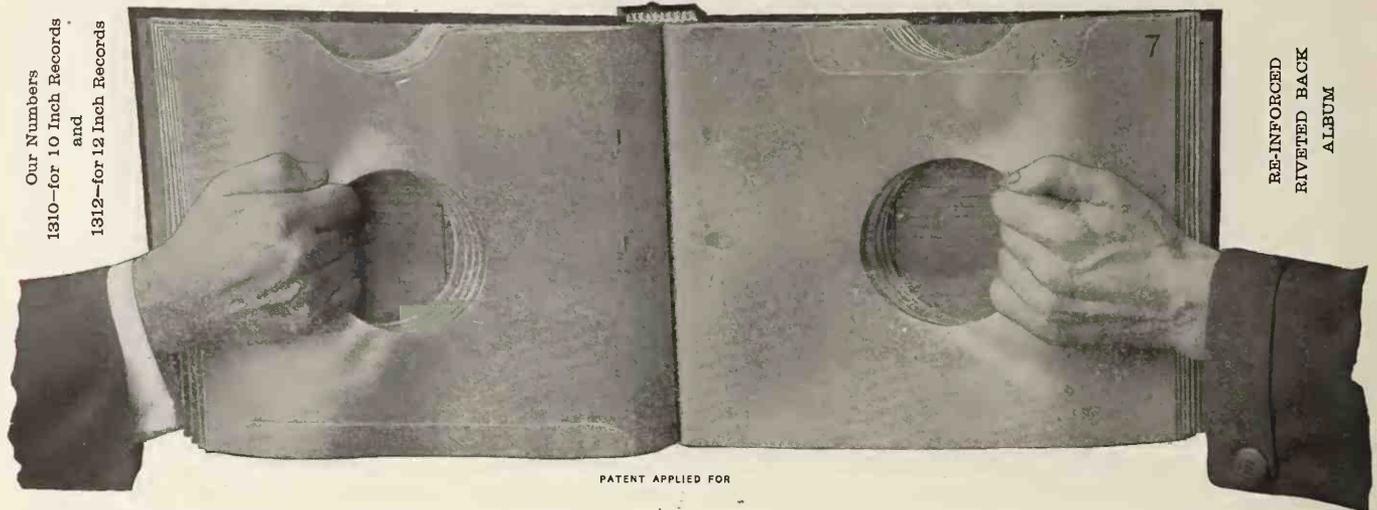
Albany, N. Y..... Gately-Haire Co., Inc.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Talking Machine Co., of
 Texas.
 Baltimore, Md..... Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me..... Andrews Music House Co.
 Birmingham, Ala...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

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

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



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

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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

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

FINE PROSPECTS ON PACIFIC COAST

Henry Gennett, President of Starr Piano Co., Finds Great Opportunities for Development of Phonograph Business in That Section

LOS ANGELES, CAL., February 2.—Henry Gennett, president of the Starr Piano Co., who has been spending a week in this city reports excellent prospects for his company's business during the spring. While spending much of his time at the Pacific division headquarters of the Starr Piano Co. here, Mr. Gennett is also traveling quite a good deal up and down the Coast and keeps in close touch with conditions.

The Starr products have attained unusual popularity in the Far West through the awards received at the Panama-California National Exposition which closed last month after having run for two years. The Starr was the official piano during the display and a special exhibit was made of pianos, player-pianos, phonographs and records.

The Starr phonograph, which during the first year of the exposition was a comparatively new product, received then the Grand Prize and Gold Medal for quality and again this year, the highest awards. Although last year was the biggest ever enjoyed by the company in the West, the present is expected to be even greater and the Pacific division anticipates being kept busy.

U. S. SUPREME COURT TAKES RECESS

Members Will Spend Month From February 5 to March 5 in Preparing Opinions—Decision in the Victor-Macy Case Expected

WASHINGTON, D. C., February 6.—Those who have been watching with great interest the decision of the Supreme Court in the Victor-Macy case now before it, must wait at least a month or more for any further information on that score, owing to the fact that the Supreme Court has declared a recess of four weeks, becoming effective February 5 and lasting until March 5.

The recess is taken for the purpose of preparing opinions, and it is believed that the Victor-Macy case will be one of those considered in that connection, although there are a number of very important cases, some of Governmental character, that are now awaiting the Supreme Court's decision.

HIGH GRADE MACHINES FAVORED

The American Consular agent in Brazil states that high-grade talking machines are in favor in that country, and those that retail for about \$200 are best liked. He emphasizes that machines shipped to Brazil should be most carefully packed, so that they will reach their destination in proper condition.

NEW AUTOMATIC TALKING MACHINE

Cincinnati Men Invent Machine That Will Play as Many Records as Desired Without the Personal Attention of the Owner

CINCINNATI, O., February 2.—A company was recently organized and incorporated here for the purpose of marketing a new phonographic device invented by Prof. Robert Brown, formerly of the University of Cincinnati, and now of Swarthmore, and A. Streitelmeyer of Avondale, whereby an electric motor for phonographs may be operated continuously without attention. The machine plays a record once or as many times as desired and stops automatically.

BOOKED BIG ORDERS IN NEW YORK

The advertisement of E. H. Lansing, which appeared in last month's World, and which is duplicated on page 23 of this issue, has attracted considerable attention from the trade not only throughout the East, but in all parts of the country. The Lansing Khaki moving cover has become a necessity with high-class talking machine dealers, and during his visit to New York last month, Mr. Lansing closed an unusually large number of orders. He remarked that the dealers on whom he called spoke in the highest possible manner of the high quality and reasonable price of these products, and were enthusiastic over them as machine preservers and money savers. They insure the delivery of a talking machine in fine condition.

OPENS NEW STORE IN WINNIPEG

Joseph M. Tees, who has been connected with the talking machine business in the Canadian Northwest for years, has opened a store of his own at 206 Notre Dame avenue, Winnipeg, Manitoba, where he handles the Edison and Columbia lines. In asking that The World be sent to his new address Mr. Tees writes: "Can't get along without it."



Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering the best 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

Victor supremacy

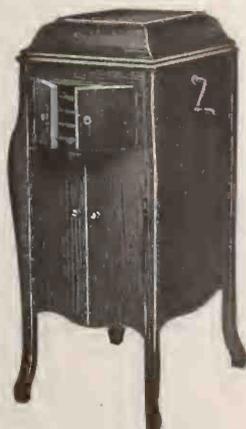


Victor supremacy points the ways to success for every music dealer. It marks the "path of least resistance."

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, FEBRUARY 15, 1917

SO far as it is safe to prophesy on the basis of past performances, and future prospects, 1917 should set a new record in the volume of talking machine and record sales, and in the growth of public appreciation of the talking machine, both as an educational and an entertainment factor.

In the past history of the trade each year has been hailed as a record-breaker and without fail has proven a record-breaker. The business for 1915 was far in excess of that of the year before, and was in turn outclassed by the record of 1916. At the present time there is nothing to indicate that the year that has just opened will not progress true to form, and that there will be some new high score figures to hang up before the twelve months pass.

The past year has been a most interesting one from a trade viewpoint. It has seen new concerns by the dozen enter the field; it has seen some such concerns build up a solid foundation and show signs of the permanence of future progress, and it has seen many more fall by the wayside, chiefly through lack of understanding trade conditions and shortage of capital.

At the beginning of last year there began to appear a flood of new corporations organized to make talking machines and records. The flood increased in volume until the summer and then began to subside. It brought with it some worthy additions to the industry and in a large measure served to fortify the position of the pioneers in the field.

The heavy increase in the cost of all kinds of manufacturing materials has naturally had its effect on the talking machine business. Everything that goes into the machine is costlier by many per cent. than it was at the beginning of 1916, and no relief is in sight. Brass for tone arms and motor parts, springs for motors, mica for reproducers, veneers and finishes for cases, and even the lumber for packing crates have all been included in the tremendous price advances, and not only do they cost more, but in many instances are almost impossible to obtain. Even the needle, indispensable in the operation of the greater number of machines, became a thing of rare value. Not only was it difficult to secure the proper grade of steel, but competent workmen in many instances deserted to answer the call of high wages in munition plants. At one time during the year the needle shortage reached a point that was really appalling.

In face of these higher costs and the difficulties that beset manufacturers in obtaining materials, it is noteworthy that so far as standard makes are concerned not one cent was added to the

wholesale or retail costs of machines or records. Some of the increased cost was counteracted by increased efficiency in manufacturing methods, but by far the greater part was, and is, carried on the shoulders of the manufacturers themselves. It is to be hoped that 1917 will bring some relief in this particular at least.

The opportunity for the talking machine dealer was never so great as it is at the present time. Recognized as a permanent institution, with a definite purpose in the school and in the home, the talking machine has reached a position where it is fast becoming a necessity rather than a luxury. With famous artists and musicians endorsing it; with concerts made up wholly of selections played by the concert artists for talking machine records; with clubs formed to teach talking machine owners to obtain more benefit and enjoyment from their instruments, and with other activities all calculated to increase the service of the talking machine to humanity, the dealer sees before him an unending field for his labors. Not a virgin field, it is true, but a field the surface of which, it may be safe to say, has hardly been scratched.

FROM time to time we have devoted considerable space in these columns to the importance of the sales force in the retail talking machine field realizing the necessity of a wider knowledge of not only the technical aspects of the machine which they are handling, but of a knowledge of the music which they demonstrate in the records.

The increasing demand for high priced records has brought into the retail buying field a class of customers who are highly pleased when the salesman knows the opera from which the extract on the record appears; knows something about the singer—in fact the more the salesman knows about the record he is selling the more he interests the customer, thus demonstrating his intelligence as well as his sales capabilities.

It is a pleasure for The World to note that there is a marked improvement to be seen in the type of salesmen who are being employed to-day in all the leading talking machine stores throughout the country. This proves that dealers are realizing the importance of their record departments, and the necessity of having a class of people handling the sales of records who will help in its expansion, because of their knowledge of musical matters generally and its application to the record department.

Year after year witnesses the increasing importance of the record departments in the talking machine stores, and as a wider recognition of the artistic position won by the talking machine in the musical field becomes more apparent, the high class record, on which is photographed the vocal or instrumental skill of the greatest artists of the world, is bound to grow in still greater favor among those who love the best in music. This brings a finer and more critical class of purchasers to the store, and the establishment that has a staff of salesmen who can discuss the record situation with authority, and in a manner interesting to the visitors, will certainly win its reward.

THERE has been a remarkable increase in the demand for foreign records in America during the past year—an increase which has opened the eyes of jobbers and dealers to the tremendous possibilities for enlarged trade which centers in this field. In every large city in the United States there is a large foreign population, and these people like to hear the songs of their native land, sung in their own language by artists of standing.

In New York, Chicago, Milwaukee and many other cities the increasing demand for records of this character during the year just closed is beyond belief, and dealers who are giving this class of trade close attention are developing a business of large proportions. In New York, for instance, there are sections of the city where Germans, Italians, Syrians, French, Irish, and other nationalities predominate, and small dealers on our East and West sides are building up a large record trade by catering to their needs in a musical way.

The World is bringing this subject to the attention of its readers so that dealers who have not concentrated on the foreign record department of their business should become awake to the possibilities that exist in thus developing their record trade to greater advantage.

The large companies manufacturing records are steadily in-

creasing their lists of foreign records, and when there is a larger co-operation on the part of dealers throughout the country, we feel confident that manufacturers will broaden their sphere of activity still further in keeping the growth in demand.

THE growing recognition of the musical possibilities of the talking machine and what it means in the matter of musical education generally, is forcefully indicated in the formation in New York of the Home Music Club, under the auspices of the Evening Mail, and with the avowed purpose of teaching owners of talking machines and player-pianos how to get greater musical enjoyment out of their instruments.

At the meetings of the new club various classes and forms of music are discussed and illustrated by means of records played on talking machines, thus giving an actual demonstration of what may be accomplished in this particular.

The "Music in the Home" movement is becoming nation-wide in its scope, and if developed along the lines that have resulted in the Home Music Club in New York, it deserves the unqualified support of everyone interested in the manufacture and sale of talking machines or records of any make. It is true that the talking machine manufacturers have done a great deal and have accomplished much in developing interest in music of the better sort, and the campaigns for the most part have been distinctly of an educational nature. The movement, apart from any manufacturing interest, however, should bring unusually satisfactory results. The working out of the idea will be watched with interest. Meanwhile it should be supported.

THERE are few lines of business wherein the personal equation enters to such an extent as in the development of talking machine record sales. Musical taste, in the first place, is distinctly a personal matter and a successful record salesman recognizes this fact. In other words, the salesman cannot strike any average of public taste or arrange any fixed schedule for a stock sales system that will apply to every customer. One customer may favor operatic selections or the better class of instrumental numbers; another may lean strongly towards vocal numbers exclusively, and still another will favor popular numbers, the tastes varying as widely as the classes of records.

The customer, as a rule, has a certain amount of time to spend in the selection of new records. Even the enthusiast does not care to sit in a booth while twenty or twenty-five records are being played without any regard for his particular desires. The salesman naturally wastes time in playing records for which the customer has no use, and thereby loses the opportunity of demonstrating records that would most appeal to him. By maintaining a card index of every record customer, it is a simple matter to have at hand detailed information regarding purchasers and the taste they may indicate.

A glance at the card will show the sort of records a customer has purchased in the past, and when he comes in to make new selections the salesman can make the most of the opportunity by offering to him only such records as are most likely to suit him. By this means the proportion of sales to demonstrations may be increased materially. Moreover, such an index forms the basis for some excellent circular work, or better still, personal letter canvasses. If a letter calls attention to two or three records that are of the sort favored by the customer, it will much more likely produce favorable attention than would a general letter calling attention to the new records of all classes.

The profits of the talking machine business lie largely in the ability of the dealer or salesman to make minimum legitimate efforts produce the greatest results. In other words, the less wasted effort in a sale means less selling expense and also that much more money on the right side of the ledger.

THE outstanding feature of the hearings of the opposition to the Stephens Bill, held in Washington early last month, was the unusually strong showing made by the members of the talking machine trade. Their earnestness was admirably proven by the fact that though a number of them made fruitless journeys from various parts of the country, some from west of the Mississippi in December, only to learn that the hearing had been postponed because the opposition "was too busy with Christmas trade to attend," they nevertheless showed up in increasing numbers at the January hearing.

If the Stephens Bill becomes a law the members of the talking machine trade will deserve much of the credit for bringing it about. If the present Congress dies without acting on the measure the talking machine men will at least have the satisfaction of knowing that they put up a good fight.

The talking machine men are vitally interested in the price-maintenance measure because one of the fundamental reasons for the tremendous success of the talking machine business has been the strict adherence to fixed prices. The fact that standard machines have a recognized retail value in every part of the country has been a tremendous factor in encouraging their distribution. Every talking machine dealer, large or small, has been given an equal chance to make a fair profit, and to compete on equal terms with his neighboring dealer. Cut-throat tactics have not and could not obtain. The opportunity has been the dealer's. How he has taken advantage of it remains with himself.

ADVERTISING has well been termed an insurance against failure. It is true that some succeed without advertising, but it must be admitted that their success would have been more pronounced had they advertised. There is nothing that adds more to the development of a healthy and prosperous business in any field of effort than a well planned advertising campaign.

A Suggestion!

Let us get together on a **REAL RECORD** campaign.
We can help you develop your **record sales** for

Pearsall Victor Service

is based on a knowledge of actual conditions

Why not let us serve you?

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

MAKING NOON HOUR RECITALS PRODUCE REAL SALES

How One Dealer Solved the Problem Successfully by Playing Records for Which Requests Were Made—Special Service Also Has Excellent Effect—Turning Listeners Into Buyers

Talking machine recitals during the afternoon and evening hours have become more or less common in every section of the country. The afternoon concerts serve to attract the leisure class among men and likewise the women shoppers ostensibly with money to spend. The evening recitals, of course, attract all classes and may, or may not, bring results according to the manner in which they are conducted, and the manner in which they are followed up.

Several stores located in business districts, however, have adopted the idea of giving noon-day concerts in order to attract those workers who have eaten lunch and still have a few minutes to spare before returning to their desks. One of the greatest drawbacks to the noon concerts, however, from a sales point of view, has been the fact that a great number of those who have a few moments to listen to one or two selections do not have the time to buy or even look over the general catalog. They would come in and spend ten or fifteen minutes and leave without attempting to approach a salesman.

The experiment has been tried of distributing record supplements bearing the dealer's name to each one entering the store, to endeavor, by offering to mail record supplements regularly, to secure the names and addresses of the visitors for later consideration, and by having salesmen mingle with the audience to encourage personal contacts. In some cases the results of these tactics were satisfactory and in many cases the sales were not of a volume to warrant the expenditure entailed.

One bright talking machine man after watching the crowds at the noonday concerts and seeing the same people frequently and observing that they purchased nothing conceived the idea that perhaps the program offered, while well calculated to emphasize the excellence of the better classes of records, did not appeal to the

majority of those who measured their entire luncheon period by the time clock. The manager, therefore, installed at the door a suggestion box above which was hung two or three of the latest record hangers showing the new selections and special hits, with paper and pencil provided for the visitors, and they were requested to drop into the box the name of any record they desired played.

While the limited amount of time made it impossible to oblige everybody, it was discovered that there were frequently a large number of visitors who desired to hear one or two particular records which were naturally played first, and then followed in order by records for which the most requests had been made. The results were immediately satisfactory, for by playing just what the listeners wanted to hear and having the records immediately available, many of the noon hour crowd soon cultivated the habit of going up to the sales desk even while the record was playing and purchasing that particular record and perhaps several others listed on the bulletin. The manager's idea turned what had been a pleasant entertainment into a sales producing campaign.

The manager also declared that a number of those who had failed to buy had hesitated because they were not prepared to pay for the records at the time they were ordered, having, as is often the case with shop and office workers, especially girls, brought only enough money to see them comfortably through the day and meet normal expenses. The dealer, therefore, had special slips printed and attached to the suggestion box advising members of the audience that any records selected would be delivered at their homes the following day on the C. O. D. plan, and twenty-four hours leeway was given in order that the purchasers might notify those at home to accept and pay for the records. Every such delivery put a new prospect on the book to which

supplements were mailed regularly every month.

On several occasions the order to deliver records C. O. D. resulted in an order for a single record to be sent a prohibitive distance. On such occasions the dealer explained the circumstances to the purchaser and offered to put the record to one side with the understanding that the purchaser would come in the following noon and pay for it.

When the purchaser was employed in a store having a checking system on outgoing packages, the dealer sealed the record very carefully, affixed his own label on the wrapper, together with a special "paid" label to avoid causing the purchaser any embarrassment in the checking room.

The result of the campaign has been the development of a noon hour trade that exceeds that of any similar period during the day.

BUYING SUPPLIES FOR AUSTRALIA

Arthur Tartakover, Representing New Concern, Now on Buying Trip to United States

Arthur Tartakover, a well-known Australian talking machine man, formerly with Marcus Clark & Co., Sydney, and now representing new interests, was a recent visitor to the United States for the purpose of purchasing talking machine supplies of all sorts in quantities. Mr. Tartakover stated that his principals contemplated entering the talking machine field in Australia on a big scale. Members of the trade desiring to offer supplies to Mr. Tartakover may send information and prices in care of The World office, and the letters will be forwarded.

WINNIPEG BRANCH IN NEW HOME

WINNIPEG, MAN., January 31.—The Western branch of Whaley-Royce & Co. here has removed from its old premises at Donald and Princess streets to new quarters in the heart of the retail section, 311 Fort street, which is near the corner of Portage and Main. The firm's head office expresses great satisfaction with the final computation of 1916 results.

The 1917 Model V. D.

OUR 1917 "Victor Distributing" service will be improved by still better facilities for the rapid transmission of products;

By larger storage capacity than ever before;

By a rare degree of responsiveness to individual needs, and

By a tremendous reserve strength for emergencies.

*Victor dealers are invited to ask
for a demonstration*

Schmelzer Arms Co.

THE OLDEST VICTOR DISTRIBUTERS IN THE SOUTHWEST

KANSAS CITY, MO.

There are twelve "up to the minute" popular songs in the Columbia list for March (on sale February 20th). They are real hits—hits as songs and hits as sales.

(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



THE JEWEL PHONOGRAPH NEEDLE

Some Interesting Facts Regarding This Product and Its Importance to the Trade Discussed by Clifford A. Wolf, of New York City

The user of a jeweled phonograph needle, and very often the dealer himself does not fully appreciate the careful and exacting selection and labor involved in producing the finished product. Clifford A. Wolf, of 65 Nassau street, who is an authority in jeweled phonograph needles, in a chat with The World regarding their manufacture, recently said:

"The so-called jeweled or permanent phonograph needle used in playing Edison and Pathé records is not as simple an article to manufacture as many people imagine.

"The needle is made of diamond or sapphire, and great care and experience are necessary in its production, so that it accurately follows and does not injure the grooves of the record. A properly finished needle not only preserves the record, but is a very important factor in producing tone quality.

"There are four different kinds of sapphires, namely, Montana, Australian, Oriental and Scientific; the latter is manufactured, but is unsatisfactory for needles, while the best is Oriental. Sapphires in the rough state look like irregularly shaped pebbles of different colors, such as blue, pink, yellow, white, green, and heliotrope. Great care must be taken in the selection of the raw material, as only stones absolutely flawless should be used.

"The selected stones are cut into the desired lengths, then turned, and ground into the correct shapes and angles, after which they are

highly polished and finally centered with great care, and securely fastened into the shanks of metal or other materials.

"It is very important that the stone be finished so that the grain runs in the right direction, for if not the constant vibrations produced by the cuts on the record is apt eventually to flaw the stone. The fruits of this careful and exacting labor are not hidden, for the clear tone and perfect reproduction of the record being played could not be produced except with the aid of a perfect needle."

PHONOGRAPHS FOR AIR SCOUTS

Daily Newspapers Tell of the New Method of Communicating Observations—A Good Trick Even if They Don't Really Do It

According to daily paper reports experiments have shown that military aviators can make the most intelligent reports of their observations from aeroplanes by dictating their impressions into a phonograph and dropping the records thus made to intelligence officers waiting on the ground below.

Of course it makes a very pretty story, but one wonders what happens to the soft wax records landing on the ground after a drop of 1,000 or more feet, even though they be placed in special containers. As a vaudevillian says: "It's a good trick even if they don't do it."

OPENS BRANCH STORE IN NEW YORK

The Weber Talking Machine Co., which conducts a store at 281 Broadway, Brooklyn, N. Y., has opened a branch store on Eighth avenue, near 117th street, New York City. The company specializes in Columbia Grafonola records.

STARR RECORDING IN NEW YORK

New Location Proves a Great Convenience to Artists—Much New Equipment Added—Actual Manufacturing to Continue in Richmond, Ind.

The record department of the Starr Piano Co., Richmond, Ind., is now located in new quarters at 56 West Forty-fifth street, New York. In the past the recording of the Starr records was done at the company's factory at Richmond, but it was decided to move this department to the East in order to facilitate the work of the artists and recording experts. The artists particularly found it rather inconvenient to travel out to Richmond. A great deal of new equipment has been added to the plant in New York in the matter of presses, etc., and the department as a whole is thoroughly up-to-date. It is in charge of R. C. Mayer, who has been directing this work in the factory in the past. The actual manufacturing of the records, however, will continue at the Richmond plant, where the equipment has also been increased.

GOSPEL CREW OF "TALKER" MEN

CAMDEN, N. J., February 5.—The matrix department of the Victor Talking Machine Co. is becoming prominent in religious circles through the work of the Gospel Crew representing that department and which conducts evangelistic services in various churches in this section. The crew is composed of twelve men and several substitutes, and includes a number of soloists, a reader, and other specialties.

Tuboulaps store, Park Ridge, N. J., has opened a talking machine department.

THESE

ARE THE HARVEST DAYS FOR

VICTOR RECORD SALES

YOU WILL NEED THE VERY BEST ATTENTION OBTAINABLE
SEND US YOUR ORDERS—WE GUARANTEE SATISFACTION

ECLIPSE MUSICAL CO., VICTOR
Distributors
CLEVELAND





The NEW EDISON
Sheraton Cabinet (Mahogany)

The Edison business is a big business, growing bigger all the time. Back of the Edison business is a wonderful, new ideal—

MUSIC'S RE-CREATION

an ideal with unlimited possibilities.

Only the New Edison dealer can talk Music's Re-Creation.



The NEW EDISON
Queen Anne Period Cabinet (Walnut)



The NEW EDISON
Italian Period Cabinet (Walnut)

The average

NEW EDISON

sale represents in dollars and cents three times as much as the average talking machine sale. Do you get the significance?

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



The NEW EDISON
XVIII Century English Period Cabinet (Mahogany)

THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., February 8.—Among recent arrivals in Boston coming from the South on one of the steamers of the United Fruit Co. were the prima donna and several of the principals of the Bogota Opera Co., which had just been filling a successful engagement in South American cities. Marina Ughetti was the name of the leading singer, said to be a very sweet singer, and her arrival here is significant, as it is understood she is under engagement to sing for the Columbia Graphophone Co. With her are several members of her family, all included in the company. They are Jose Ughetti, Esperanza Ughetti, E. J. Ughetti, Raul Ughetti, Robert Ughetti, Denestria Rojas and Jose Escobar. It is a bit curious that the company comes from Colombia to sing for Columbia, for it is further understood that the company will furnish the choruses in some of the numbers which the prima donna will record.

Joins Columbia Force

An acquisition the first of this month to the local forces of the Columbia Graphophone Co. has been Fred E. Mann, who comes from the Oliver Typewriting Co., where he has had a fifteen years' experience. At one time Mr. Mann was assistant to the secretary of the company at Chicago, later he was for four years located in the Washington offices, and for the past eight years he has been manager of the Boston office. On resigning from the Oliver Co. Mr. Mann immediately started on a tour of the Eastern part of the country visiting the leading Columbia managers and studying the business methods of each department so as to familiarize himself with them. His post in Boston on his return will be an important one.

Eastern Co. Rearrange Departments

The Eastern Talking Machine Co. is planning to enlarge and generally rearrange its departments on the several floors of its Tremont street building. The plans particularly call for changes on the upper floors, and of this more specific details will be given in this department next month. The 1916 business of the Eastern's Boston headquarters both in the wholesale and retail departments made a very satisfactory showing.

Rosen Opens New Quarters on School Street

Harry Rosen, who has been conducting a large Victor, Columbia and Edison business at his second-floor establishment at the corner of School and Washington streets in the down-

town section of the city, has taken a lease of No. 11 School street, and the premises are being made over for his needs. Mr. Rosen had hoped to be established in his new quarters by February 1, but it was several days later before he was able to occupy them, owing to the extensive changes that were necessary. The new location has the advantage of being on the ground floor, which will be most advantageous for Mr. Rosen's many patrons. The new quarters are handsomely decorated and furnished.

Lease Another Suite of Rooms

The business of the Columbia Co. has grown to such proportions that Manager Erisman has been compelled to lease another suite of rooms on the second floor of 174 Tremont street. In addition to the large quarters already occupied on the ground floor this gives Mr. Erisman the entire second floor with the single exception of one room at the front of the building, the lease of which is held by a dentist. With these increased accommodations there will be more adequate quarters for the booking and financial departments as well as the dictaphone department. The executive department has been severely cramped for room up to now, and the additional quarters furnish a welcome relief.

Changes at the M. Steinert & Sons Co.

The local talking machine houses were treated to a piece of live news the latter part of January by the announcement of the resignation of Herbert L. Royer, as manager of the Arch street Victor department of the M. Steinert & Sons Co. Mr. Royer had been with the Steinert house for a number of years, and the Victor business under his management had advanced to large proportions. Previous to going with the Steinert establishment Mr. Royer was with the Victor Co. itself. The resignation of Clinton W. Royer, a brother of Herbert L., also was tendered at the same time. For the present Guy Foote, who has been with the Arch street quarters of the Steinert house for some time, is in charge of the establishment.

Progress of the New Ditson Building

The new building of the Oliver Ditson Co. in Tremont street, now that the foundations are in for the superstructure, has begun to rise fast, and already the steel work is up above the second story. More preliminary work was done than had been anticipated, as it was found necessary because of the adjoining walls to make

everything doubly secure against any possibility of said wall giving way. The year's business in the Victor department of the Ditson house was phenomenally large, which was to the credit of Manager Henry A. Winkelman and his able staff of employees.

Progress With Pardee-Ellenberger Co.

At the Oliver street headquarters of the Pardee-Ellenberger Co. one learns that the business throughout the New England territory, controlled by the Boston offices, was exceedingly large in the Edison line. In the meantime the January output was far in excess of this time a year ago. Vice-President Frederick H. Silliman is looking forward to a big 1917 business.

Important Business Conference

There was a business conference of some of the New England managers of the Columbia Graphophone Co. at the office of Manager Arthur C. Erisman in the Tremont street building a few days ago. Among those present were John E. Hine, wholesale traveling man with headquarters at New Haven, Conn.; H. M. Blokeborough, also of the New Haven department; George P. Donnelly, of Portland, Me., and R. L. Peritt, of Springfield. The business of the forthcoming year was carefully gone over, and Manager Erisman gave the men the benefit of some of his sound advice, touching the principles and ethics of the talking machine business. At the conclusion of the conference Manager Erisman hurried over to New York for another conference with the home office officials.

Not a Talker, Although He Stole One

They're telling a story around town of a man who was arrested a few nights ago near the North Station. He had a talking machine under his arm, and neither the man or the machine would say a word. The machine had been stolen off an express wagon, and when the man was brought into court the next morning the machine again was as loath to "tell anything" as on the night before. The judge was lenient with the machine, but the man was not let off so easily, for he was given three months in jail for stealing.

Enjoying Great Era of Prosperity

The Vocalion Co. under the management of R. S. Hibshman, who also is the president of the concern, is enjoying a great era of prosperity, and its handsome display of artistic ma-

BOSTON | "Exclusively" | NEW HAVEN
EDISON
PARDEE-ELLENBERGER

THE Edison Diamond Disc Agency is the great and popular year-round resort for dealers who seek to sell a *quality instrument* and thereby build for their house a *quality reputation*. "The Phonograph with Edison behind it" will have, during 1917, a BIG selling momentum, uniquely and entirely its own.

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

chines in the show window on Boylston street is the means of enlisting the attention of many persons. The warerooms are among the hand-somest of any in the city.

W. C. Fuhri a Visitor

W. C. Fuhri, United States manager of the Columbia Co., was a Boston visitor during the past month, and while here enjoyed the hospitality of Manager Erisman. Mr. Fuhri expressed himself as well pleased at the advancing business of the company throughout the New England territory.

Making Attractive Displays

The talking machine department of the Iver Johnson Sporting Goods Co. at 155 Washington street, of which Arthur W. Chamberlain is manager, has been making some attractive displays of Edison and Victor lines in its windows. The addition of new demonstration booths on the fourth floor, which is entirely devoted to talking machines, has been made necessary by the increasing business.

Visitors at Eastern Co.'s Warerooms

May Foster, who uses a Victor dog in her vaudeville act, and who has recently been play-

ing at Keith's, was a frequent visitor to the Eastern Co.'s warerooms while she was in town. Charles Kellogg, the bird singer, who is widely known throughout the country, and who is spending the winter in Cambridge, is a frequent caller at the Eastern's quarters.

Solophone Grows in Favor

H. T. Leeming, of the Solophone Co., was in town a few days ago making his headquarters at the Hallet & Davis Piano Co., in whose warerooms there is a special department for the demonstration and sale of these machines. Since the Hallet & Davis Co. has taken hold of the Solophone it has been given considerable publicity locally, and it is finding many admirers, which, judging from the many flattering things said about it, are destined to grow rapidly in the near future.

Freeman With Steinert House

S. J. Freeman, who has been fifteen years with the Eastern Talking Machine Co., has severed his connection with that house, and accepted a position with the M. Steinert & Sons Co., making his headquarters with its Victor department at its Arch street store.

were several Columbia men from out of town, John C. Hine, wholesale traveling man from New Haven; H. M. Blakeborough, also of New Haven; R. L. Perritt, the Springfield manager;

a finale to the speechmaking Manager Arthur Erisman arose, and in a few feeling words, which found an echo in the hearts of all the boys, presented Jack with a handsome gold watch. Jack was taken entirely by surprise, and could feebly express his gratitude. Dancing followed until a late hour, and all voted the occasion "some party."

Mr. Shaughnessy has been a valued member of the Columbia's Boston office for the past nine years. He is a Boston born boy, and following a special course in a business college, went with the United Shoe Machinery Co. Later accepting a post with the Columbia Co. he soon became head of the credit and accounting department having a good-sized staff under him. This position he has held for exactly five years to the day of resigning from this Boston house.

Mr. Shaughnessy assumed his new post in Portland on February 5, and his duties will largely be the same as those which he has so acceptably performed in Boston. He will have charge of the finances and general details of the house, and he is sure to make a success in his new undertaking, as he has in all his posts heretofore. The United Stores Music Co. is one of the largest Columbia distributors in the Pine Tree State, and is widely known. With the accession of Mr. Shaughnessy David Bedrick will devote himself to the sales end of the business.

SHAUGHNESSY GOES TO PORTLAND

Well-Known Talking Machine Man of Boston Goes With United Stores Music Co.

Boston, Mass., February 7.—John T. Shaughnessy, of the local staff of the Columbia Graphophone Co., has resigned to accept an important post with the United Stores Music Co. at Portland, Me. He was given a rousing send-off by his fellow employes at the Hotel Georgian a



The United Music Stores Co., Portland, Me. few nights ago, at which ninety or more were present. Present also to pay tribute to Jack



John T. Shaughnessy

George P. Donnelly, of Portland, Me. J. F. Carr presided, and remarks complimentary to Jack were uttered by all the above as well as by Fred R. Erisman, William C. Ellsler, T. Norman Mason, W. S. Parks, James B. Cahill, William S. Townsend, Frank E. Mills, John O'Hara, Arthur Collins and S. R. Carrington. Then as

EMPLOYEES BANQUET A. C. ERISMAN

High Tribute Paid to Boston Manager for Columbia Graphophone Co.—Presented With Handsome Golf Bag and Equipment

Boston, Mass., February 7.—One of the important happenings in local talking machine circles within the past few weeks was the testimonial banquet tendered by the employes of the Columbia Graphophone Co. here to Arthur C. Erisman, head of the establishment, through whose constant and cheerful co-operation the men and women were enabled to achieve great results during the year.

The banquet was served at the Hotel Westminister in the Back Bay, and the party numbered sixty. John T. Shaughnessy, head of the auditing and accounting department of the house, acted as toastmaster. At his right sat Mr. Erisman, the guest of honor. At the conclusion of the feast Mr. Shaughnessy—Jack, he is to his many friends—made a few remarks touching upon the good-fellowship and splendid co-operation that exists throughout the es-

(Continued on page 18)

W. H. Bagshaw Co.

Lowell, Mass.

Established 1870

Fine records on quality machines require needles of acoustic merit. Bagshaw needles have won their international reputation because of their superior artistic acoustical properties.

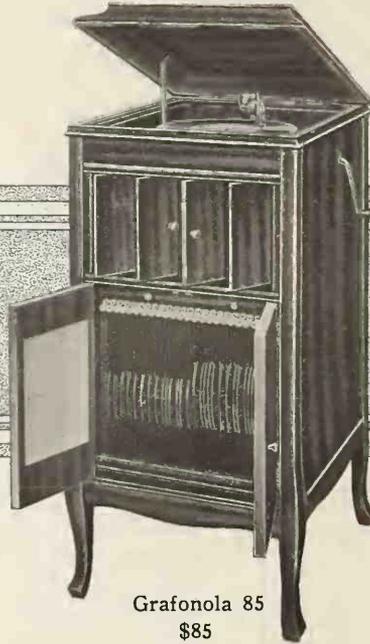
Best Because They Are Bagshaw

Incorporated 1917

The Most Popular on the Market



Grafonola 75
\$75



Grafonola 85
\$85

The \$75 Columbia Grafonola is a sight draft on any prospect's bank account if he wants the instrument that *shows* most for his money—tone, appearance, finish and size. The \$85 Columbia Grafonola—the tremendous selling power of the \$75 Grafonola, *plus* the great popularity of the Columbia Individual Record Ejector.

From the \$15 model for the trade that demands a great built for the buyer who wants the *best*, every instrument meet it so *completely* and so effectively that the growth The facts—and how they effect you as a dealer—are your

Columbia Graphophone Company

ular Uprights ket To-day



Grafonola 100
\$100



Grafonola 110
\$110

The \$100 Columbia Grafonola is the best hundred dollars' worth of any man's money as an *artistic*, perfect instrument—measured by any standard of tone, craftsmanship, finish or appearance. \$110 with the Record Ejector—the convenience that helped to sell a considerable percentage of all instruments sold since its first introduction.

value for little money, to the splendid \$200 instrument
the Columbia line is made to meet a specific demand; to
Columbia business is the wonder of the entire industry.
for the asking.

any, Woolworth Bldg., New York



EMPLOYEES BANQUET A. C. ERISMAN

(Continued from page 15)

establishment, concluding with a pleasant tribute to Mr. Erisman. He was followed by Mr. Erisman, for whom there was loud applause. He spoke in particular of the Columbia products, of the new and increased arrangements made for getting goods this year, and the methods of distribution. He referred enthusiastically to the business of the past year, and with even more enthusiasm to the business to



Arthur C. Erisman

be anticipated during 1917. T. Norman Mason spoke for the wholesale end of the business, and Fred R. Erisman talked on matters touching both the wholesale and retail departments. J. B. Cahill responded for the shipping room, and W. C. Ellsler, John O'Hara, Miss Elvira Cragin, of the retail force, had a few words to say. A letter regretting his inability to be present, was read from John H. Wilson, the Boston correspondent of The World. Then the surprise of

the evening was sprung when J. F. Luscomb came forward and addressing Manager Erisman, presented him with a fine golf outfit—leather bag, a pair of clubs and a dozen balls. Mr. Erisman, taken completely by surprise, made a most responsive acknowledgment, reminding his friends that they could not have given him a gift more to his liking in view of the fact that he is an ardent devotee of the sport. During the evening Tony McDonald and Wm. McAuliffe gave several songs, and dancing brought the evening to a happy close.

Those attending the banquet, and thus honoring Manager Erisman were: John S. Baker, Fred Ballou, Stanley B. Bowman, John Burke, J. B. Cahill, Arthur Collins, Margaret Collins, Elvira Cragin, Chester Culberson, Edgar Dooley, Lillian Dunnigan, William C. Ellsler, Fred R. Erisman, Henry Frye, Elizabeth Garrity, Teresa Guerin, Mabel Haley, James A. Holohan, Josephine Kelly, Mary Killion, Bessie Langdon, John F. Luscomb, Russell H. Luscomb, T. Norman Mason, William McAuliffe, James McDonald, J. T. McDonald, Mary McMahan, George Millet, Frank Mills, Alexander Mitaraki, John Mitaraki, John O'Hara, Wilton Parr, Michael E. Quinn, Viola Sanders, George Sharmon, John T. Shaughnessy, Roy C. Sylvester, William S. Townsend, Pearl Perret, Bertha Davidson, Timothy M. Hayes, Alexander Ramon, Christina McLaughlin, Margaret Doherty, William S. Parks, Joseph Mayne, Marion Cahill, William O. Tuttle, M. Metcalf, Herbert P. Fleming, Dorothy Cox, Mabel McKee, John M. Harlow, Lucy A. Sullivan, Joseph F. Carr, Abbie Philpot, Byron C. Tillinghast.

George H. Sharp & Son, of Westfield, Mass., dealers in pianos and talking machines, are installing several soundproof demonstration booths in their talking machine department.

Announcement is made that the Royal Phonograph Co. is seeking a location for a factory site in Geneva, Ill.

TO COVER THE NEW ENGLAND FIELD

O. P. Kilbourn to Cover That Territory for the New York Talking Machine Co.

O. P. Kilbourn, formerly traveling representative for the New York Talking Machine Co., Victor distributor, in Pennsylvania, has been appointed traveler for this company in New England, and is now calling upon Victor dealers in this important territory.

Although he has been associated with the



O. P. Kilbourn

New York Talking Machine Co. for less than a year, Mr. Kilbourn has won the friendship and esteem of all the dealers he has visited. His previous training was concentrated upon dealer co-operation, and he thoroughly appreciates the problems which confront the dealer in his daily work. Mr. Kilbourn is a native of New England, and a Yale graduate, and should therefore be "perfectly at home" in his new territory in a few weeks.

P

ICKERING'S

PITTSBURGH, PA.

for
Pathe

TRADE MARK REG. U. S. PAT. OFF

PATHEPHONES AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO

EDISON LIKES HEART SONGS

But Is Fond of Verdi, Brahms and Beethoven—Records of England's Famous Men Which Are Preserved—Interesting Chat With Great Inventor—Saving Waste on Diamonds

An interviewer for the New York Sun recently had a full page story in the magazine section of that paper on Thos. A. Edison's views of the world at seventy. Although Mr. Edison was not seventy years old until February 11, the newspaperman beat that date by several days in order to get his feature story.

Mr. Edison offered some excellent reasons for his great vigor at seventy, and declared that he ascribed his good health to the fact that he ate and drank sparingly, limiting himself for weeks at a time to eleven ounces of food daily, including water.

Naturally the interviewer came around to the question of the phonograph, which Mr. Edison described as the invention upon which he best liked to work. In response to a direct query as to the sort of phonograph music Mr. Edison has the greatest fondness for, he declared:

"Heart songs. Yes, heart songs; they're the real music for me."

"What heart songs?"

"Suwanee River"—oh, all of 'em. But I like all kinds of music. I was figuring to-day that I had heard 17,500 pieces played by the phonograph, and I enjoyed most of them. I like all of Verdi, all of Brahms, all of Beethoven—ah, there was a composer! I like everything but cubist music, which is hideous. I mean, for example, 'Debussy.' One can acquire a taste for almost anything, but I can't stand the type of music that is like a cubist picture. There is no melodic invention in 'Debussy,' not a single note that is related to its predecessor. Why, I can turn the phonograph backward and make better music than that. We get curious effects by reversing the phonograph—strange and interesting and sometimes delightful effects.

"You know, there are not more than 250

melodic combinations in music. All comic songs originate in twelve tunes. There are only forty-five waltz movements."

The interviewer did not know it. In fact, those fun loving eyes of Mr. Edison were dancing so obviously despite the gravity of his face that the visitor faintly suspected he was being spoofed. Let the musical sharps decide.

"I am afraid," Mr. Edison resumed, rather wistfully it appeared, as if he hated to admit that his child had grown up, "that there is not much more to be done with the phonograph. It seems to be about perfected. We have eliminated all the sounds of the machinery, we have reproduced the overtones of music, and when the voice of a machine cannot be distinguished from the voice of the singer who made the record when they stand side by side, there seems to be little more left to work for."

Discussion of the phonograph led to an inquiry as to the fate of a precious collection of records sent to Mr. Edison in 1894 by his European colleague, Col. George Edward Gouraud. It was on May 24 of that year that the inventor unwrapped the waxen cylinders in his laboratory and heard for the first time the speech of Gladstone, Tennyson, Browning, the Prince of Wales, Lord Kelvin and other famous men, some of whom were already dead when their living voices spoke to the man who had made this perpetuation possible. Tennyson, for example, recited his ode to Wellington, and Browning "How They Carried the Good News From Ghent to Aix."

"That's so," Mr. Edison said when The Sun interviewer asked about these records. "What did become of them, Meadowcroft? It seems to me they were broken somehow, weren't they?"

"No, most of them are preserved," the secretary replied. "You have Gladstone and some of the others in a glass case right here in the library."

"I'm very glad," returned Mr. Edison. "Have them plated." He explained that the plating process would insure permanent preservation.

"And if it's not a secret, what are you working at just now?" was the next question.

"No secret at all. I am getting up some machinery for grinding diamonds so there won't be so much waste in the making of the diamond stylus now used on the phonograph. Diamonds, you know, are fairly expensive, but I think I see a way to get better results by better grinding."

GENERAL ACTIVITY IN VANCOUVER

Uncertainty Following the Opening of the War Now Passed—Prominent Lines of Talking Machines and Records Much in Demand

VANCOUVER, B. C., February 3.—Reports from the dealers in this vicinity indicate that the period of uncertainty following the opening of the war is now well passed and that business has increased and in all probability will increase for some time to come.

Manager Kennedy, of Mason & Risch, Ltd., reports that Victrola sales have kept up remarkably since the first of the year with that company. A similar report comes from the wareroom of Walter F. Evans.

A Grafonola and Columbia records were featured at the annual dinner of the Rotary Club at the Empress Hotel recently. The music was supplied through the courtesy of Rotarian Jas. H. Fletcher, of Fletcher Bros.

The Kent Piano Co., Ltd., Edison distributor, stated that it has enjoyed the best business in its history during the past few months. Several booths were added to their phonograph department recently, but even these have failed to meet the demands of the public.

MANY LARGE ORDERS PLACED

The Keystone Minerals Co., 35 East Twenty-first street, New York, has enjoyed exceptional business. Several very large orders have been placed with this concern recently by some of the largest record manufacturers. The domestic rotten stone, mined by this company in Pennsylvania, is of a very fine quality, and is very satisfactory and popular in the trade.

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.



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"

A2169—Another Columbia “Al Jolson” record in the Columbia record list for March (out February 20th). Another trade creator.

(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

Importance of Keeping Steel Needles Dry and in Good Condition—How Rust on Needles Tends to Ruin Records—The Handling of Electrically Operated Machines

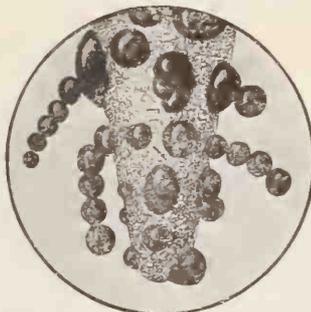
A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleaming of some knowledge about the records themselves should enable him to conduct his business more efficiently and profitably. 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.

RUST ON NEEDLES

Much has been said regarding the advisability of using talking machine needles only once and putting on a fresh needle for each record, and talking machine dealers and owners have risen up to remark that they have played a dozen or more records with one needle without any apparent damage. As has been said before, to the naked eye there is very little wear on the needle

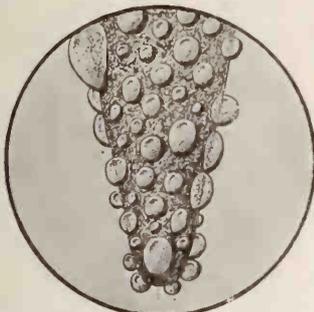
sending only about one-twenty-fifth of an inch of the point.

Illustration No. 1 shows the globules of moisture having condensed on the needle. No. 2 shows the same needle upon which the rust has



No. 2.—About one twenty-fifth of an inch of the point of a talking machine needle, greatly magnified. The rust has assumed the form of beads.

assumed the form of beads. No. 3 shows the needle at a later stage than No. 2 and with the rust spreading over the surface. One glance at the illustrations will show just what a needle in such a condition might do to a fine record. Simply to wipe off the rust does not offer much



No. 1.—About one twenty-fifth of an inch of the point of a damp talking machine needle, greatly magnified. Globules of moisture have condensed upon it.

after playing six or a dozen records, and very little damage done to the record groove, but under a microscope it will readily be seen that both needle and record have worn and worn greatly. The worn needle develops jagged edges which in turn rip the record surface. It is so easy to change the needle that arguments should not be necessary to convince the user that it is better to put in a fresh needle and be sure than to use an old needle and suffer damage to the record, no matter how slight.

Another point that is not sufficiently emphasized is that needles should be kept away from moisture, and a rusty needle should never be used. Although the hard wear and tear on the needle makes it rough, the addition of rust to its surface gives it the action of a file when passing along the record groove. In this case, the individual will question whether just a little rust on a needle such as is caused by handling with moist hands is liable to cause enough trouble to make it advisable to throw the needle away. In answer we simply refer to the accompanying illustrations showing the effect of water on the needle. The surface of the needle is highly polished, but there are cracks in the polish through which the water can seep, the action resulting in corrosion.

The illustrations show the needle highly magnified, the section of the needle shown repre-

No. 3.—About one twenty-fifth of an inch of the point of a talking machine needle at a later stage than No. 2, greatly magnified.

protection, because the needle surface will still remain more or less rough. It is better to discard the needle entirely, or all others in similar condition and open up a new stock, at an expenditure of a few cents.

The illustrations presented herewith were taken from an article written by James Scott for the Talking Machine News of London, and treating of the composition of the needle, which has already been described in a previous issue of The Talking Machine World.

ANENT ELECTRICAL EQUIPMENT

The dealer handling talking machines with electric motors installed or who handles electric motors of various types in connection with the talking machine line should in placing these orders be sure to state whether the electric current most used in his vicinity is direct or alternating, and if possible, what the average voltage is. This information can be readily obtained at the local electric service station, and will enable the talking machine merchant or retailer to deliver the proper equipment.

Some motors are made that are readily adjusted direct to either alternating or direct current, and can operate without difficulty on various voltages. Other motors and devices must be adjusted to certain voltage limits, and separate types must be secured for either direct or alternating current. It is well for the dealer in ordering such an electrically equipped machine to give as much detail as possible regarding his local conditions. It will mean satisfied customers and a minimum of trouble for the dealer, as well as saving express freight charges, telegraph bills and time.

TO DISCUSS “LANGUAGE LOGIC”

The Cortina Academy of Languages has in preparation a book entitled “Language Logic,” by Adolph Edwards. This is said to be a very fascinating story woven around the possibilities that await everybody from the study of languages. It will be finely printed and illustrated. The plan is to circulate this book widely and to supply talking machine dealers with a desk copy free of charge. An interesting pamphlet is also being sent out bearing the dealer’s name and address, bringing out convincingly the merits of the Cortinaphone.

The Tri State Talking Machine Co., of El Paso, Tex., has just remodeled its store at the corner of Stanton and Texas streets, at an expense of \$3,000. Several new demonstration booths have been installed, and the entire store has been enlarged and redecored.

ROTTEN STONE

The only American stone. Guaranteed at least equal to any imported. Special grade for Talking Machine Records. Another grade for wood finishing and polishing.

Free samples upon request

KEYSTONE MINERALS COMPANY

35 EAST 21st STREET

NEW YORK, N. Y.

COLUMBIA DEALERS IN SEATTLE TERRITORY ENJOY DANCE

Guests of the Columbia Graphophone Co., Seattle, at a Pleasing Entertainment Held in That City—Instructed in Latest Dance Steps—Excellent Effect of Gathering

SEATTLE, WASH., February 2.—Some days ago the local branch of the Columbia Graphophone Co. gave a very enjoyable dance at Redding's Queen Anne Hall, with the Columbia dealers in this territory as guests, there being about thirty couples present.

In addition to enjoying the familiar old and

every effort to beat the man across the way out of that sale, naturally, for that is why we are in business. We see each other only as hated competitors, and quite lose sight of the fact that these 'hated competitors' are but ordinary mortals who support their wives and families on the sale we lose to them. On the



Guests at Dance Given by Columbia Graphophone Co., Seattle, Wash.

new dances the guests received instructions in the new "Two-Two" dance by A. G. Redding, who ranks as Seattle's foremost teacher of modern dancing. The "London Taps" was also demonstrated to the music of a Columbia Grafonola record. Charles B. H. Jones, the local company's manager, appeared in the role of host, and was assisted by A. C. Love. In speaking of the affair Mr. Love said:

"Quite apart from the purely commercial value of such an entertainment, there is another and possibly a greater benefit springing from it, namely, the closer acquaintance between the various dealers which results from an evening of this nature. At business, each of us is bending

other hand, a gathering such as this one brings us all together in an entirely different frame of mind. All deals lost and in suspense sink into the background and we think of nothing but 'trotting the fox.' A little of this and we are soon ready to concede that the other chap is a nice fellow after all, even if he did beat you out on that sale, and his wife is a 'cracker-jack' of a dancer. All this tends to make us feel a little more kindly toward our competitors, and when we go back into the world once more it makes our business relations far more pleasant."

In the accompanying photo, Mr. Redding (in evening clothes) and Mrs. Redding are seen at the extreme left. Besides Mrs. Redding stands

Mr. Love, of the Columbia Co., and immediately behind him is Mr. M. Payette, Columbia dealer at Aberdeen, Wash. Mr. Hopper, of the Hopper-Kelly Co., stands behind the Grafonola. Behind him is Mr. Rice, his sales manager. Mr. Kelly, of the same organization, is seen beneath the picture on the wall conversing with his wife, who has turned her back to the camera. Mr. Jones, of the Columbia Co., is the fourth man from the right side of the photo. The second man at the right is Andrew Borgum, from Bush & Lane Piano Co., a young man who has had wide experience in the talking machine business. At Mr. Jones' right is Miss Williams, of the Hopper-Kelly Co., and besides her stands Mr. Larson of the same organization. Miss Meyers and Miss Truckey, of the Hopper-Kelly Co., stand at Mr. Jones' left. Seated at the right end (looking across the photo) is Miss Campbell, of Bush & Lane. At the side of the Grafonola behind the "Note the Notes" sign is Miss Dunn, of the Hopper-Kelly Co., while behind her in the order named stand Mrs. Jones, wife of Mr. Jones, manager of the Columbia Co.; Miss Bradley, of the Columbia Co., and Mr. C. W. Jones, of the Hopper-Kelly Co.

DOEHLER DIE-CASTING CO. GROWTH

The Doehler Die-Casting Co. have in the course of construction a new factory extending from Ninth street through to Huntington street in Brooklyn. This new building is in reality an addition to their already large plant adjoining the new premises. It will be seven stories high, and is expected to cost about \$250,000. The large volume of business handled by this firm in 1916, together with the amount of orders for this year now in hand, has made this new building an absolute necessity. The Doehler Die-Casting Co. have also large plants in Newark, N. J., and Toledo, O.

Extensive improvements are being made at the Victrola shop on Iowa avenue, Muscatine, Ia., by proprietors Bristol and Lohr. The record department has been greatly enlarged.

Use Louisville Built-up Stock

FOR YOUR

TALKING MACHINE CASES

- ☞ We furnish the veneered or built-up stock that is required for the Sides, Backs, Doors, Domes, etc., sawed to your dimensions and sanded smoothly, ready for finish. Mahogany, Quartered Oak and American Walnut.
- ☞ All materials carefully selected and tested, face veneers of good figure, properly matched; well glued and workmanship first class in all respects.
- ☞ Our facilities are strictly modern, and enable us to give dependable prompt shipments. We manufacture all of our sawed and cut veneers.

*Will gladly quote price, per set,
on your specifications.*

Minimum one hundred sets in any one model

What a new customer (name on request) recently said:

"We beg to thank you for your kind attention to our recent request regarding shipments, and very much appreciate the way you have handled the matter. Your methods of doing business are very pleasing."

The Louisville Veneer Mills

*Makers of Good Veneers and Panels for More
Than Quarter of a Century*

Louisville, Ky.



Otto Heineman Phonograph Supply Co.

INCORPORATED

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



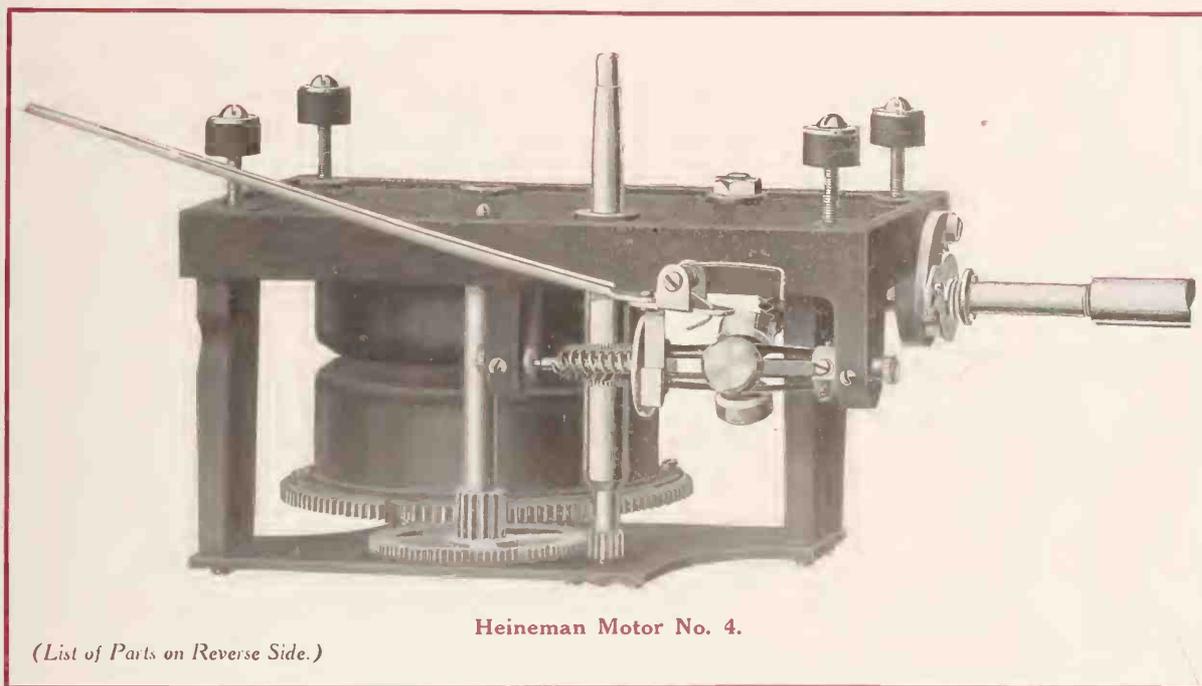
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 4

“The Heineman Leader”



Heineman Motor No. 4.

(List of Parts on Reverse Side.)

This type is the largest and strongest motor we manufacture. It is of the horizontal spring barrel type, and is equipped with two extra heavy springs, permitting of the playing of five 12-inch or seven 10-inch records at one winding, approximately a continuous playing power of twenty-five minutes.

It is of the beveled gear style of winding, guaranteeing absolutely noiseless winding and running. This style of motor is designed for use in the better class of floor type machines, and is furnished with either gold plated or nickel plated fittings.

This motor has the eccentric thrust bushing adjustment, with burnished and polished ends of the various running parts, with hardened steel bearing plates to reduce friction.

This motor is known throughout the trade as the very best motor for high-class talking machines with the reputation of being the “MOTOR OF QUALITY.”

Otto Heineman
President



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

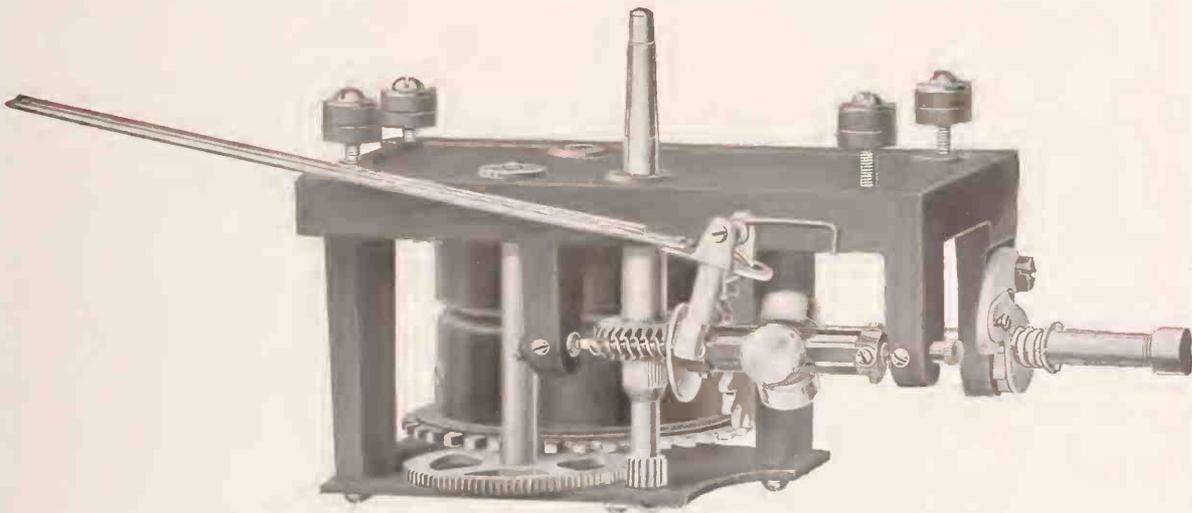
ATLANTA

SEATTLE



Heineman Motor No. 3

“Standard Motor for Floor Machines”



Heineman Motor No. 3.

(List of Parts on Reverse Side.)

This motor is of the heavy type, equipped with a cast iron frame, and two very strong springs mounted in spring barrels hung horizontally. It is of the worm drive type, and is equipped with thrust bearings on the turntable shaft as well as on the worm gear, on which latter they are of the eccentric type, thus permitting of easy and instant adjustment. This motor will run through three 12-inch records or four 10-inch records with one winding.

This type is finished in black enamel, making all the metal parts absolutely rust proof. The winding and running of this motor is absolutely noiseless.

Type No. 3 motor is the standard design for the four classes of machines, retailing from \$75 to \$150, and the success accorded this motor has been universal.

Otto Heineman
President



Otto Heineman Phonograph Supply Co.

INCORPORATED

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



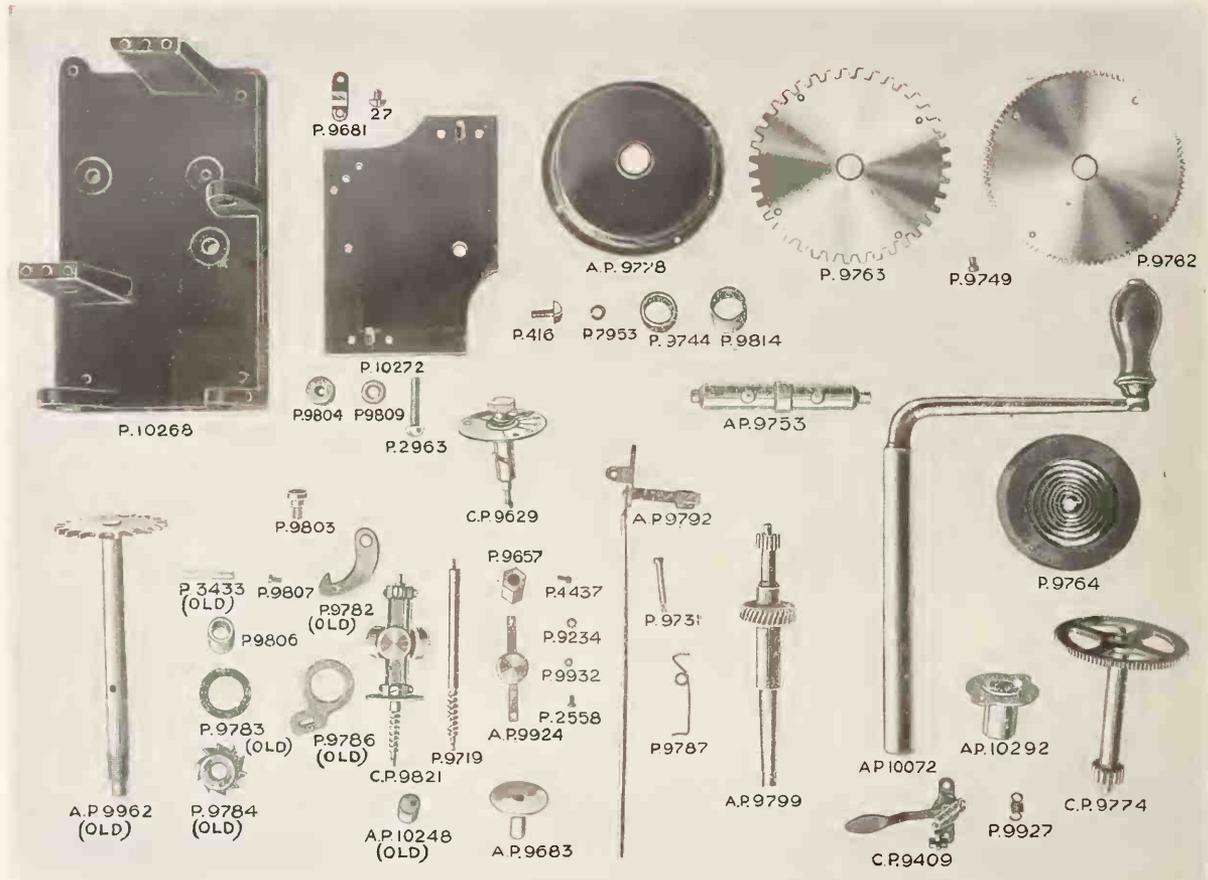
CHICAGO

ATLANTA

SEATTLE

Heineman Motor No. 3

Parts List



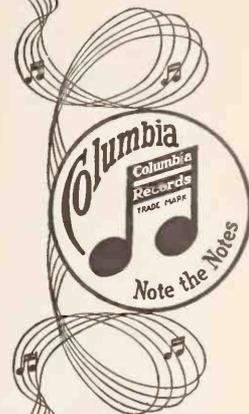
Parts List No. 3 Motor, Black Enameled

Part Number	Description	Quantity Used Per Motor	Part Number	Description	Quantity Used Per Motor
27	No. 8-32 R.H.M. Screw	2	9782	Ratchet	1
416	No. 8-32 R.H.M. Screw	6	9783	Friction Plate	1
2558	No. 2-56 Spec. Screw	7	9784	Ratchet Wheel	1
2963	No. 10-32 R.H.M. Screw	4	9786	Guide	1
3433	Ratchet Wheel Pin	1	9787	Brake Arm Spring	1
4437	No. 2-56 Spec. Screw	1	9792	Speed Regulator Arm	1
7953	Lock Washer	4	9799	Turn Table Shaft	1
9234	Washer	6	9803	No. 10-32 Spec. Screw	1
9409	Brake	1	9804	Rubber Washer	8
9629	Tabulator	1	9806	Crank Shaft Collar	1
9657	Collar	1	9807	No. 2-56 Spec. Screw	1
9681	Thrust Bearing Plate	1	9809	Washer	4
9683	Governor Disc	1	9814	Lower Collar	1
9719	Shaft	1	9821	Governor	1
9731	No. 6-32 Spec. Screw	1	9924	Governor Spring & Weight	3
9744	Upper Collar	1	9927	Spring	1
9749	No. 6-32 Spec. Screw	8	9932	Lock Washer	6
9753	Shaft	1	9962	Crank Shaft	1
9762	Driving Gear	1	10072	Handle	1
9763	Crank Gear	1	10248	Governor Shaft Bearing	2
9764	Spring	2	10268	Motor Frame	1
9774	Intermediate Shaft	1	10272	Motor Frame Plate	1
9778	Spring Barrel	2	10292	Escutcheon	1

The only change in Columbia dealers' profits during the last month has been an improvement.

(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



BIG DEMAND FOR VICTOR TRAVELERS

Jobbers and Dealers Quick to Grab Men With Headquarters Training for Important Positions With Their Local Staffs—Some Recent and Notable Instances

CAMDEN, N. J., February 6.—A feature of the business of the Victor Talking Machine Co., which has served to puzzle the layman at times, has been the changes among the members of the traveling staff of the company. A promising young man is taken on, and after a few years of careful training disappears into the general field, leaving a vacancy to be filled on the Victor staff. The changes are easily explained when it is considered that a large number of Victor traveling representatives have been taken over by jobbers and dealers as managers and for other responsible positions, for which a headquarters training proves admirable. Although such changes may at times serve to upset temporarily a section of the Victor traveling force, the company states that it is willing to undergo the inconvenience for the purpose of assisting dealers and distributors in every possible way in developing and improving their service.

Among those who have recently resigned from the Victor traveling staff to take positions in the trade are included L. D. Callahan, who sometime ago joined the staff of the Louis Buehm Co., Philadelphia; H. H. Michael, formerly Michigan representative for the Victor Co., who left on January 1 to become associated with the Chicago Talking Machine Co. in an important capacity; C. J. Wilkinson, who recently joined the forces of the G. A. Barlow Sons Co., Trenton, N. J., to take up an important line of work, and Herbert Shoemaker, formerly traveler for the Victor Co. in the West, who has become wholesale manager in the Victor department of Sherman, Clay & Co., Portland, Ore.

The list of Victor travelers who have previously entered the retail and wholesale branch of the trade is a long one, and includes such names as: Thomas Green, at present manager for the Silas E. Pearsall Co., New York, and Chas. K. Bennett, manager of the wholesale department of the Eclipse Musical Co., Cleveland.

That those in the trade should be so anxious to secure the services of the Victor Co. travelers is a tribute to Geo. D. Ornstein, manager of the traveling department of the Victor Co., for his ability to select such excellent material for his force, material that generally develops in a most satisfactory manner.

EMPLOYEES ENTERTAIN MANAGER

TOLEDO, O., February 5.—The employees of the Toledo branch of the Columbia Graphophone Co. recently gave an enjoyable banquet at the Hotel Boody and a theatre party to the local manager, O. M. Kiess, in appreciation of the very cordial relations existing between the management and force of the Toledo store. On behalf of the company, Mr. Kiess distributed liberal checks covering 1916 bonuses earned by the Toledo branch.

AN ACTIVE TRADE CAMPAIGN

Being Conducted by Hellrung & Grimm Co., of St. Louis, Who Recently Took Over the Pathephone Shop in That City

St. LOUIS, Mo., February 7.—The sale of the Pathephone Shop at 1010 Olive street to Hellrung & Grimm Furniture Co. the first of the month, will be followed by a very active campaign in this section of the country on behalf of the Pathé machines. This new talking machine jobbing firm is rather a remarkable business factor. A dozen years ago it was a neighborhood furniture store in North St. Louis, that was only beginning to be heard of in other sections of the city. Then it began an active advertising campaign that made the downtown stores take notice. Next the company moved downtown in rather modest quarters on Washington avenue, near Ninth street. The store is still there but has spread to the corner, and now has one of the handsomest furniture stores in the city, and one of the large ones. After one or two failures had been scored in an effort to introduce Pathé machines and records into this market, the Hellrung & Grimm firm took the machine and introduced it by a mystery advertising campaign, based on printing the unexplained rooster trade-mark. Then, gradually, the full meaning of the trade-mark and the new talking machine line was revealed.

Already a large part of the retail trade had been introduced to the Pathé line when R. H. Gordon came from Chicago and opened a job-

bing agency, which several months ago was moved to the Olive street address and enlarged to accommodate retail trade. The business in this shop has grown under the direction of Mr. Gordon who, however, devoted most of his attention to extending his retail outlets. The Hellrung & Grimm store, which a year ago installed a series of demonstration rooms for record sales, was regarded as the chief retail store in the city.

Charles Staffebach has been manager of the Hellrung & Grimm talking machine department since its institution, and he will continue in charge. He has been active in the Retail Talking Machine Dealers' Association and he is a Pathé enthusiast. The jobbing business will be conducted from the Hellrung & Grimm store, but the Pathephone Shop will be continued for the retail trade for the present at least, and very likely permanently, as the location in Piano Row makes a good fighting point.

R. H. Gordon, who came here from Chicago as wholesale agent, returned to that city where he has connected with an investment company.

INCORPORATED

The Murmann Phonograph Co., of Wilmington, Del., was recently incorporated for the manufacture of talking machines, especially the one sold under the name of the Grandtrola, with a capitalization of \$300,000.

With inventory out of the way, now for a new record in 1917.

LANSING KHAKI MOVING COVERS



YOU have just passed through the busiest season in the history of the Phonograph. Look back over your delivery expenses, at what it cost you for paper, for twine, for time used in packing, together with the cost of sending a polisher to each home to remove inevitable scratches and other blemishes. Then deduct from this amount the cost of a sufficient quantity of

LANSING KHAKI MOVING COVERS

to take complete care of your deliveries—this quantity will last for several seasons—and *note what might have been saved!*

LANSING KHAKI MOVING COVERS make contented customers—are money savers, and a necessary part of your delivery system. Equip yourself with them.

Send for Latest Booklet and Fullest Information

E. H. LANSING
MANUFACTURER

611 WASHINGTON ST., BOSTON, MASS.



HAPPENINGS IN CLEVELAND TRADE

Dealers Claim Some Jobbers Held Goods for Own Retail Stores at Holiday Time—Jobbers, in Turn, Allege Lack of Co-operation on Part of Dealers—General News of Interest

CLEVELAND, O., February 6.—At the monthly meeting of the Cleveland Music Trades Association, a number of talking machine retailers complained that some jobbers who operate retail establishments in connection with their wholesale business, took care of their own retail requirements during the holiday rush and left some of the dealers in the lurch. Although no jobbers were present at the meeting, the news of the charges nevertheless reached them and caused considerable comment.

The jobbers stated that the charges are absolutely untrue. They claim that their retail departments are treated just as would be any independent dealer, and were not favored to the exclusion of the rest of the trade. One jobber came back with the statement that the retailers themselves are in the wrong, by confining their stock to a minimum number of records both popular and high class, on the assumption that the jobber being located in their own city can at any time supply any amount of any particular record at a moment's notice. In other words, the jobber is supposed to have all the foresight, while the dealer supplies a minimum amount of co-operation.

The matter has not gone so far as to cause any deep ill-feeling, and it is believed through frequent discussion the jobbers and dealers may be able to patch up their differences without difficulty, particularly as each realizes that they need each other's co-operation.

Clevelanders last month were introduced to a new use of Victrolas, when Clara Elenore Babst before a joint audience of the City Club and the Women's City Club at The Hollenden, gave a dramatic recital of Ibsen's "Peer Gynt." Selections from the famous "Peer Gynt" suite by Edward Grieg were interspersed throughout the

recital through the medium of a Victrola, furnished by W. H. Buescher & Sons.

The Sterling Music Co., through the A. B. Smythe Realty Co., has taken a ten-year lease on the first floor storeroom in the Bangor Building, Prospect avenue S. E., and East Ninth street, for a rental totalling, it was stated, approximately \$25,000. This practically assures a new Columbia store for Cleveland because the Sterling Music Co. is described as the successor to the Grafonola department of the G. M. Ott Piano Co., 1317 Euclid avenue. Officers of the company are E. P. Chamberlain, president; V. M. Wellman, secretary, and C. A. Raouth, formerly of the Grafonola Co., sales manager.

Sales Manager Blum, of the Phonograph Co., Edison jobbers here, is enthusiastic over the new high-priced Edison phonographs, just now being extensively advertised. He has placed orders for six of these art styles, and one of them he says has been already practically sold by showing the prospective customer a picture of the instrument. This customer will go East with Mr. Blum early in February to look at the desired model. The Phonograph Co. hasn't yet recovered from the holiday shortage. It is so short on many of the most desirable models that no new agencies have been listed since November, and none will be listed until February 15, perhaps later than that. This same big business two months ago halted the concerts that were being given in the Phonograph Co.'s concert hall. Mr. Blum expects conditions will so adjust themselves that the concerts can be resumed through part of February at least.

Though this is but the second year Starr talking machines have been on the Cleveland market, the local Starr house has not yet been able to fill all the orders taken in the holidays with the types of models ordered. P. E. Leach, of Northfield, O., is a new dealer in the Starr line, being supplied by the Cleveland district.

Record dealers report an unprecedented sale of Alma Gluck and John McCormack records

following the concerts in Cleveland by this pair of artists the third week in February. Another boost was given better class records late in the month when the Boston National Grand Opera Co. returned to Cleveland late in the month with Zenatello, Baklanoff, Teyte, Mardones, Marr and Martin in the stellar roles.

TO AROUSE INTEREST IN THE HOME

Talking Machine Men Will Probably Co-operate With Furniture Manufacturers

There has of late been considerable discussion throughout the furniture trade relative to the advisability of a Publicity Campaign, having as its object the awakening in the minds of the people a greater interest in the home and home furnishings. The Federation of Furniture Manufacturers is actively engaged in promoting this work, and part of the talking machine trade will undoubtedly be afforded the opportunity to co-operate, in view of the great number of furniture dealers who handle talking machines, and in further view of the fact that the campaign will probably run somewhat along the lines of the present "Music in the Home" propaganda carried on by the music trade.

TALKING MACHINE TO CALL STATION

Will Be Substituted for Mumbling Conductors in Liverpool Street Cars

According to a report from London England, gargling street car conductors may become an annoyance and hindrance of the past, as the general manager of the Liverpool tramways proposes to install in each car on the railway a talking machine to announce "the next station."

This interesting innovation will come as a great relief to many passengers who have had dealings—not to say arguments—with conductors who gargle their words. Under the new system the name of each station on the line will be announced automatically by gramophone arrangement connected with an electric magnetic route indicator.

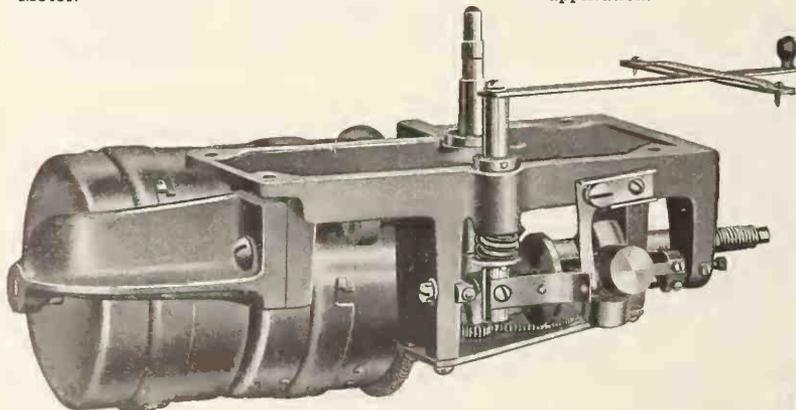
This is our No. 19 QUADRUPLE - SPRING MOTOR

Will play nine 10-inch or six 12-inch lateral cut records with one winding. Worm driven governor. This motor will fit the same borings in your cabinet as our No. 16 and No. 18 Motor.

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

By the turning of one screw, the spring cup can be removed.

When you see this motor, it represents the highest quality, for it has been made by a concern that has thirty years' experience in this line. We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.



Motorability of Meisselbach Motors

Do you like a hive of bees mixed in with your music? Do you think your customers would?

No noise from Meisselbach Motors.

Not a sound.

All you hear is Music, provided you have done your part in the development of your phonograph. There isn't the slightest fraction of an inch in the cutting of the gears used in Meisselbach Motors. Each motor is built properly and efficiently, and is super-tested.

The satisfaction of Meisselbach Motors has been responsible for doubling our plant again and again.

*Pioneers in the development of quality
talking machine motors*

A. F. Meisselbach & Bro.
Newark, N. J.



HIGH PRICED MACHINES HAVE CALL IN SAN FRANCISCO

Appreciation of High Mission of Talking Machine Emphasized Not Only in Class of Machines Purchased, But Also in Steady Demand For Good Records—News of Month

SAN FRANCISCO, CAL., February 3.—The talking machine business has kept up wonderfully after the unusual holiday rush, and the various establishments have only optimistic comments to make. The dealers all seem agreed that the higher-priced machines are in the greatest demand. The record business, as a consequence of the heavy machine sales, is all that could be expected, the demand being constantly increasing for high-class records. This is looked upon by the local talking machine men as an increased demand, on the part of the public, for good music which will continue to be strongly felt in all departments of the business. They consider that the desire for good music is more widespread now than ever before in music history in America, and this desire is being manifested in the steady demand for good records as well as good machines on which to play them.

Eldridge R. Johnson Entertained

Eldridge R. Johnson, president of the Victor Talking Machine Co., spent several days in San Francisco the past month on his way to Pasadena, where he has taken a house and will spend the winter. He was accompanied by his wife and young son. While in the city Mr. Johnson was the guest of Leon F. Douglass, of San Rafael at a luncheon at the Bohemian Club, and was entertained by numerous citizens of the Bay region.

Perfect San Francisco Branch

C. A. Adou, manager of the San Francisco branch of the Emerson Record Co., announces great improvement since the opening of the branch last September. The staff is now completed and various sub-branches opened. Hugo Koch has charge of the branch in Portland, and will cover the Northwest territory to Denver. The central California territory is in charge of Max Sittenfeld, who will make his headquarters in San Francisco. W. K. Fiske has the southern California district with headquarters in Los Angeles. G. B. F. Owen is in San Francisco in charge of the mail order business.

Mr. Adou reports an excellent opening three months' business, between two and three hundred thousand records having been disposed of through dealers, many of the most important department, music and drug stores in the State carrying the Emerson record. A number of stores never before carrying records are making it a large factor in their business. A shipment of thirty-five thousand records arrived at the San Francisco branch January 25.

As an evidence of the increasing importance of the new Emerson record branch all credits

and collections for the Pacific Coast, which were formerly handled in New York, will, after February 1, be handled from the Western branch. A special department has been organized in the San Francisco office to handle this work, and the new system is being put in working order. Mr. Adou asserts that the care of this department of the business in the local branch will assist greatly in the ease with which the business can be transacted.

Big Call for Sonora Phonographs

The Hauschildt Music Co. announces an immense call for Sonora machines since the holidays, the trade keeping up well with the bulk of the demand being for the \$100 machine.

The Julia Culp Victor records have had an excellent sale during the past few weeks, during which the noted singer was heard in San Francisco. L. H. Sherman, of Sherman, Clay & Co., who had tickets on sale for the concerts, reports them completely sold out for each concert in the engagement.

Byron Mauzy is still short of Victor stock, being unable to get machines from the East. The Columbia machine is doing well, especially the Columbia electrics, on which the firm is making a special newspaper advertising campaign.

Byron Mauzy had a Circassian walnut electric Victrola in the window several days during the past month. The machine was brought out from the East on a special order, and was used as a window feature for a few days before delivery.

Concerts Attract and Entertain

The large numbers of San Francisco's office help, which every pleasant day during the noon hour sit in the sunshine in Union square, are treated to a concert by the Byron Mauzy firm. A Victor Auxetophone is played from the third-story window over Union Square Park, and the daily concert is becoming quite a feature.

At the Home Industry League banquet, held February 8, at the Palace Hotel, each lady guest received a small handsome Victrola pin cushion as a gift from Byron Mauzy.

S. J. Gibson Takes Charge

S. J. Gibson has taken charge of the talking machine department of the M. Friedman Co. Mr. Brown, who has been in charge of the department since its organization eight months ago, has gone to Los Angeles. The department announces a heavy sale on Red Seal records.

F. B. Travers, manager of the Sonora Phonograph Co., is confined to his home by a severe cold.

John Murtha, formerly with the John Elliott

Clark Co., of Salt Lake City, has joined the selling force of the Kohler & Chase talking machine department.

The Kohler & Chase talking machine business is holding up well after the holidays, according to John Gercovich, manager of the department. Machines are selling well, and the demand for records shows no decrease. "Poor Butterfly" and "Missouri Waltz" are the heaviest sellers of the popular records.

Plans are now under way by the Stern Talking Machine Corp. for the opening of an Oakland branch to handle machines and records. P. B. Taylor has been installed as office manager of this corporation.

New Machine Taking Big Hold

F. A. Smith, manager of the local factory branch of the Brunswick-Balke-Collender Co., makers of the Brunswick phonograph, says that the new machine is taking a great hold on the Western trade, and is going faster than they anticipated. The Brunswick has just been placed on display in the company's showrooms at 767 Mission street, where it is being demonstrated with the Pathé records, for which it is especially suited. Mr. Smith is very pleased with the results the short time the machine has been on the market, and looks for heavy sales. Dealers are rapidly being signed up, and the new machine is being introduced to the public in record-breaking time. The Brunswick-Balke-Collender Co. are the distributors for the Pathé record, which is used with their machine.

A REAL BUSY ASSOCIATION

Suit Over Taxes Brings Out Fact That People's Pulpit Association Sold Talking Machines as Well as Foot Salve and Books

Legal proceedings brought to compel the People's Pulpit Association, New York, founded by the late Pastor Russell, to pay taxes on \$100,000 worth of property in Brooklyn, brought to light the fact that the association sold and professed to manufacture the Angelaphone, described by one of the daily papers as "the religious talking machine, an \$18 instrument listed at \$100 but on sale for a short time only at \$33.33." The association also vends a "Wonder Salve" for sore feet, a cancer cure and various books, in addition to publishing a magazine and running a moving picture show. The court ruled that the association need not pay taxes, but the corporation counsel, it is stated, will appeal.

The name of the Jennings-Stärke Furniture Co., talking machine dealers in Memphis, Tenn., has been changed to the Jennings Furniture Co., following the recent retirement of Louis Stärke from the company.

RECORD + DITSON DEMAND SERVICE

Means Perfect Harmony

The Greatest Record Season in History Is with Us
Let Us Help You Fill the Demand

DITSON

STOCKS ARE COMPLETE
EXPERIENCE IS RIPE
DELIVERIES ARE PROMPT

We Work for and with the Dealer

OLIVER DITSON CO.
BOSTON

C. H. DITSON & CO.
NEW YORK

CABINETS

1917 Contracts

We have greatly enlarged our factory facilities and can handle 1917 cabinet business in any quantities.

We are equipped to turn out a complete line of standard designs, or will furnish individual designs.

Our cabinets are being used by the leading manufacturers.

Let us figure now on your requirements. Prompt deliveries guaranteed.

We are also prepared to furnish a full line of complete instruments in quantities on a cost plus manufacturing profit basis

CENTURY CABINET CO.

25 WEST 45th STREET

NEW YORK

THE QUESTION OF HANDLING RECORDS ON APPROVAL

Some Valuable Comments on That Practice Included in the Volume of "Merchandise Helps for Victor Dealers"—The Keeping of Accurate Records One of the Secrets of Success

"Records on Approval" is one of the most interesting and valuable articles in the new publication "Merchandising Helps for Victor Dealers," issued recently by the New York-Chicago Talking Machine Co., Victor distributor. This topic has been discussed and considered by talking machine dealers everywhere, and the following article is therefore of timely interest:

Whether to send our records "on approval" or not is another problem of the Victor business. Undoubtedly it is a good thing to give the prospective customer a chance to hear the new records, because such demonstrations are the surest means of making sales, but on the other hand it is no less certain that the "on approval" privilege is often greatly abused, records being asked for without any real intent of purchasing and often returned in bad condition.

If it is the established practice of the dealers in your city to send out records on approval, and you decide it is good business to meet this competition, you will find it necessary to place reasonable restrictions on this practice. Here's the way some dealers handle it:

"CONDITIONS OF APPROVAL."

"We are pleased to send out records on APPROVAL to our customers who we know will handle them WITH CARE. To prevent the practice of abusing this privilege we are obliged to impose the following restrictions—

"All records taken on approval must be returned within 48 hours. If not returned within that time same shall be considered SOLD, and CHARGED TO YOUR ACCOUNT.

"No more than twelve records can be taken at one time, of which you are expected to purchase at least twenty-five per cent.

"These records are in perfect condition when they leave our store and must be handled with care. Any records returned damaged will be charged to your account.

"IMPORTANT."

"We send to you records upon approval, that you may

hear them in home surroundings, and that you may not be forced to make a hasty or careless selection.

"WE TRUST THAT THIS PRIVILEGE WILL NOT BE ABUSED."

"We must therefore insist that records be returned within forty-eight (48) hours after they leave our department, in as good condition as they were when sent to you."

By keeping a separate card index of records sent on approval any abuse of the privilege will soon be apparent and can be stopped. The index of records sent out should be checked over every day, and those which have been out more than forty-eight hours should be recalled.

A few large and successful dealers have abandoned the records-on-approval plan of selling entirely.

Here's the way one of these dealers handles the proposition:

"POSITIVELY NO RECORDS EXCHANGED."

"This is for your protection as well as ours, as it assures you of getting **WHAT YOU PAY FOR**—

"A NEW RECORD ALWAYS."

"Why not get a **NEW** record, and a **GOOD** one, when you **PAY** for it?"

"NOTE—This store is open every evening affording you an opportunity to spend time in the selection of records. Insist on having your records played.

"NO RECORDS EXCHANGED."

"NO RECORDS ON APPROVAL."

"Reasons for the overwhelming success of

"THE STORE'S ORIGINAL NON-APPROVAL VICTOR RECORDS."

"FIRST—Direct-from-the-factory records are put in heavy manila envelopes—away from dust, grit, etc.—and handled only when necessary—and by experienced sales people alone.

"SECOND—No-Approval-records—not having been handled over and over again—our records are naturally in perfect condition.

"THIRD—(——) Store records coming to you on this no-exchange plan, are free from blemishes and needle digs.

"CAN there be any question that (——) Store **NO-APPROVAL** tested records are **THE** records for you?"

and smaller professional people. It ought even to be possible to induce some Canadians to hesitate between the purchase of a phonograph and that of a war certificate and to realize that both they and their country will be better off if they take the latter course.

The Royal Phonograph Co. has been incorporated under the laws of Delaware with a capital stock of \$500,000, to manufacture and sell sound reproducing machines. The incorporators are F. W. Messerschmidt, Frederick Garrett and A. G. Landgraf.

NEW MANAGER IN KANSAS CITY

O. D. Standke Appointed Manager of Victrola Department of Peck Drygoods Co., That City—Has Had Wide Experience in Trade

KANSAS CITY, Mo., February 5.—At a recent directors' meeting of the Geo. B. Peck Drygoods Co., O. D. Standke was appointed manager of the exclusive Victrola department operated by that company. Mr. Standke has had broad experience in both the wholesale and retail branches of the talking machine trade, beginning



O. D. Standke

with the Columbia Graphophone Co. at the age of nineteen. He was first a salesman for the Denver branch, and shortly afterward was appointed wholesale traveler and representative in Western territory. After several years of successful work he was placed in charge of the Des Moines branch, and later made retail sales manager of the Chicago store. In 1913 he was transferred to New Orleans as retail sales manager for the Columbia store in that city.

It is expected that he will make an enviable record in his new position.

VELVETONE CO. INCORPORATES

The Velvetone Phonograph Co. was recently incorporated with the Secretary of State of New York, with a capital of \$10,000. It is for the purpose of engaging in the business of phonographs and other musical instruments. The incorporators are C. R. Smith, C. B. Nichols and H. G. Roberts, of this city.

ACTIVITY PREVAILS IN MONTREAL

Gram-O-Phone Co., Ltd., Entertains Employees—War Certificates and Phonographs—War Loan Threatens Sales—News of Interest

MONTREAL, CANADA, February 3.—There has been no letup in the demand for either machines or records in this vicinity since Christmas and the dealers feel that this condition will continue indefinitely.

As a mark of appreciation for the faithful work and co-operation of the employes of the retail department of the Berliner Gram-O-Phone Co., Ltd., the company entertained them recently at a theatre party at the Princess Theatre, followed by a supper and informal dance.

The Federation of Jewish Philanthropies recently undertook to raise \$150,000 in Montreal. E. M. Berliner, secretary and treasurer of the Berliner Gram-O-Phone Co., Ltd., acted as chairman of the Publicity Committee during the campaign and was heartily thanked by the Federation.

Goodwins, Ltd., report a strong demand for all models of Edison phonographs, and are likewise building up a large clientele in their record department. A concert is given daily during the luncheon and tea hours.

The local talking machine dealers are not endorsing T. Kelly Dickson's sentiments regarding "War Certificates and Phonographs" which appeared recently in the Montreal Financial Times, and read:

"With proper missionary effort it should, however, be possible to build up an immense demand for these \$25, \$50 and \$100 certificates and thus to rescue from the present maelstrom of extravagance a good proportion of the money which is in the hands of the working classes

Your main chance while the record demand is at its height is to depend upon the Victor Record Service of Cressey & Allen.

For New England Dealers
C & A Victor Service

is

Complete
Quick
Experienced
Successful

As a trial, send us your next order—after that you'll send them to us regularly.



CRESSEY & ALLEN
Victor Jobbers Exclusively

PORTLAND, MAINE

TUNING TIMER

Gives Correct Musical Pitch to Records in Three Seconds, when used in Rooms Lighted by Mazda Lamps supplied with the usual Alternating Current, i. e., 60 Cycle A. C.

Sample by Mail, 15 Cents

THE PHANTOM-METER CO., NEEDHAM, MASS.

When a manufacturing organization long in continuous operation with a reputation and prestige gained through constant achievement in producing the best adds a new product the world notices.

A half century's experience which the Starr Piano Company enjoyed in building the greatest musical instruments and accessories has resulted in the acquirement of musical knowledge that stands as this company's greatest asset.



STARR RECORDS

the latest product of this company, in which are combined the same thought, the same care, the same resources which have made musical quality in all Starr Products, are just as supreme in value.

Starr records are of the Hill and Dale type, double faced, 10 inches in diameter, 150 lines to the inch, and are priced up to \$4.00. They are released the 15th of each month.

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

THE STARR PIANO COMPANY

Established 1872

RICHMOND, INDIANA

DISTRIBUTORS

The Starr Piano Co., at Birmingham, Chicago, Cincinnati, Cleveland, Detroit, Fredericksburg, Va., Indianapolis, Kansas City, Los Angeles, Nashville, Richmond

W. H. CALDWELL, Shelbyville, Ky.
MELVILLE CLARK PIANO CO., Chicago
M. L. MCGINNIS & CO., Minneapolis
STARR PHONOGRAPH CO., Pittsburgh

STARR PHONOGRAPH SALES CO., New York
STARR SALES CO., Philadelphia
TROPICAL TRADING CO., New Orleans and for Central America
C. B. PARKER, New York and for Porto Rico

REPRESENTATIVES EVERYWHERE

The Sign
of a
Starr Store



Where Starr
Service is
Guaranteed

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

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

Columbia Graphophone Co.
Woolworth Building, New York



THE MAN WHO PLAYED THE BIG NOISE

Proof of the Fact That a Loud Voice and a Choice Line of Bull Doesn't Always Make a Real Salesman—Why One Hit the Toboggan

Once upon a time, brother Talking Machine Salesmen, there was a Man who Played the Big Noise twenty-four hours a day.

He talked Loud and Often, and there was Nothing To the other Goods, at Any Time, or at any Stage of the Selling Game.

But the wee sma' voice piped up Inside his Cosmos at Intervals, and begged for the Soft Pedal on the Rough Stuff.

He wasn't as Popular as A Hot Water Bag to a man with the Toothache, but because he was with a Fine House, his Talk Got By. The Trade Stood for Him because it Liked the Line of Goods he Boosted, even if it Wore out of his Conversation.

And the wee sma' voice frequently Warned him that he'd Overplay his Hand some day.

"If there was Anything within megaphone Distance of the Goods I'm showin' you," he would wind up his talk, "Believe me, I'd go Jump in the Drink. We're the people who Put the supe in Superior. Un'erstan'?"

Whereupon the wee sma' voice would Cringe and pluck him by his Psychic Elbow and Beg him to Desist. But Not—

"Take that stuff away, please!" he would Below, glancing at the Other Man's products. "My nerves Go all to Picces when I see such Horrible Merchandise! Hel-lup. Hel-lup twice!"

Then the wee sma' voice whispered, "If you would ONLY spend your time and breath Selling in Place of Knocking, the Firm would like you Better."

"The firm doesn't Realize how Faithful I am," he would confide to the Next Victim, "or they'd Boost the Wad in my Envelope. But I couldn't Get another job in This line; I'd be Ashamed to Show samples of Goods like Those!"

By this time the wee sma' voice had Nearly Passed away; but it still had strength enough to Weep "Drop the Hammer before it Dents your Head in!"

And it Came to Pass that the Firm, after struggling with its Hectic Salesman and trying to Break him of the Habit, had to Toboggan him to the Bush League of Drummers, and get a Man Who Sold without Knocking.

Moral—There's a limit to most everything.

B. L. MILLER SURPRISES FRIENDS

Talking Machine Man of Seattle Announces His Marriage to "Talking Machine Maid"

SEATTLE, WASH., February 4.—The many friends of Burdette L. Miller, well-known in the talking machine trade on the Coast and now connected with the talking machine department of Sherman, Clay & Co. here, will be surprised to learn of his marriage to Miss Esther A. Whalquist in this city on Thanksgiving Day. Miss Whalquist was for the time connected with the Hopper-Kelly Talking Machine Co., of Seattle, and resigned her position there this month. The marriage was kept very secret, but as is usually the case the news leaked out unexpectedly.

Mr. Miller was for three years manager of the phonograph department of Eilers Music House, in Lewiston, Idaho, and was for one year with the Hopper-Kelly Co. here before joining the Sherman, Clay & Co. staff.

A BELIEVER IN ORIGINAL METHODS

Harry C. Grove, Head of H. C. Grove, Inc., Washington, D. C., Adopts Free Machine Inspection Service and a New Record Selling Plan—Improvements at Droop & Sons Co.

WASHINGTON, D. C., February 6—Harry C. Grove, who is head of Harry C. Grove, Inc., which took over the retail branch of the Columbia Graphophone Co. here, is going after business with a strong hand and has introduced a number of innovations in the matter of service and selling stunts. Among other things Mr. Grove is a firm believer in the doctrine that a periodic inspection by the dealer of talking machines placed in customers' homes makes for that great business asset—a satisfied customer. Incidentally it keeps the dealer in close touch with the customer and the inspector, if he has any ability, can generally find a way to sell a few records on each visit.

Under Mr. Grove's plan his experts keep instruments in perfect running order without charge, whether the instrument happens to be of the make handled by the Grove firm or not. The success of the plan has been instantaneous and music lovers have been quick to avail themselves of and to appreciate the complimentary inspections that, from the viewpoint of the customer, come about as near as anything could to absolutely disinterested service. Of course, when some part of the instrument is broken or missing there is naturally a small charge for the repair of the broken part, but where it is simply a case of adjustment no charge is made.

Mr. Grove has also introduced an innovation in record selling. He believes in the salesman's axiom that a display of too many articles at one time serve to confuse the customer and interferes with rather than aids a sale. He has, therefore, hit upon the plan of featuring one record a day for fifty days. Fifty squares have been laid out on one of the walls of his showroom with a record in each square. Under the record appears the date upon which it is to be

featured at a special recital. The results have been most satisfactory, and when the first list of fifty have been gone over fifty more records will be featured in the same manner.

Taking advantage of holiday conditions, the E. F. Droop & Sons Co. are now carrying out plans for the re-arrangement and enlargement of their talking machine department, the business of which has grown to very large proportions.

It is the plan of the company to devote one department to machines and another to records, the record department being located conveniently on the ground floor and equipped with the numerous sound proof demonstrating booths for the convenience of customers. The machine stock will be shown and demonstrated on the second floor, while demonstrating booths are being installed and handsome plate glass partitions erected.

CHOSE HIS OWN HYMN

PITTSBURGH, PA., February 5.—Carrying out the last wishes of the late James Jerpe, who for a number of years held a high position on the staff of the Gazette-Times, and whose death occurred recently, members of the family caused his favorite musical selections, "Beautiful Isle of Somewhere," to be reproduced upon the Victrola, during the funeral services. Later the remains were removed to the Brushton Methodist Episcopal Church, where hundreds of friends of the departed paid their last tribute.

Shortly before the end came Mr. Jerpe requested that the record of "Beautiful Isle of Somewhere," as sung by John McCormack, be reproduced upon the day of his burial. Accordingly his dying wish was granted, while private obsequies were being conducted by Rev. Francis W. Cröve, pastor of the Blackadore Avenue Presbyterian Church, of which the deceased had been a member.

B. H. Cheydeur, proprietor of a talking machine store on North Broad street, Norwich, N. Y., is now handling the Stewart, Sonora, Edison and Victor lines.



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

BLAINE DAMON WITH PATHE

Well-Known Talking Machine Man to Travel Through New England for This House

Blaine Damon, connected with the sales staff of the New York Talking Machine Co., New York, Victor distributor, for nearly two years, has been appointed a member of the traveling staff of the Pathé Frères Phonograph Co., New York, and will visit the trade in New England.

Mr. Damon is well equipped for his new duties, as his work with the New York Talking Machine Co. gave him an intimate knowledge of the requirements and problems of the talking machine dealers. He made many friends in New England, and will doubtless achieve pleasing success in his new post.

The Pathé Frères Phonograph Co. has been making plans to give Pathé dealers an even greater degree of service and co-operation than they received last year, and with that idea in mind, the sales staff will probably be augmented during the next few months, in order that the company may intensify its service in every possible way.

The Jamestown Mantel Co., Jamestown, N. Y., has accepted a contract from Thos. A. Edison, Inc., to supply phonograph cabinets to the value of approximately \$900,000 during 1917.

The Schmoller & Mueller Co., of Omaha, Neb., has secured the Columbia Grafonola agency for the States of Nebraska, Iowa and South Dakota.



Blaine Damon

THE OVERWORKED TALKING MACHINE

Demands Made Upon Modern Instrument by All Members of the Family Moves Writer to Pen Sympathetic Article—No Rest for the Weary

A good talking machine is a very important factor in the busy household and in many instances does more than its full share of work in meeting the demands of various members of the family establishment.

It was sympathy for the overworked talking machine, therefore, that inspired a writer in the "Indianapolis News" to pen the following:

"The talking machine gave an inharmonious chuckle as the automatic brake stopped him at least two rounds from the end of the symphony. It was, of course, a foolish, misplaced chuckle because the brake was reset more carefully and he had to play it all over again. Such is a talking machine's existence. It may be a luxury for the person that plays it, for himself he is but an overworked and abused member of society. He is, you see, like a lot of other folks. He has become famous, he has even become popular, only to find that the more popular he is, the harder he must work. And a family talking machine works all day and most of the night until he is almost as weary of himself as he is of everybody else.

"Father wakens him before breakfast, and after breakfast and before school the older children, waving the dish cloths and Latin grammars about their heads, try the new records and a few new dances. By the time they are shoed away to their respective tasks or are safely out of the house on their way to school, it is time for the talking machine to put baby to sleep. Alas, putting baby to sleep has become one of the daily, in fact thrice daily, duties of the 'talker.' At 9 o'clock, at 2 o'clock, and at 7 o'clock; he is released from his other work long enough to put the baby to sleep. And he does it very well, putting to shame one of the oldest of our family institutions. The baby really prefers a Chopin nocturne or a Harry Lauder song

or a Schumann-Heink lullaby to the most renowned home-made songs. This is, in theory, a bit sad, but its true.

"In the afternoon the phonograph entertains the sewing society or callers, or perhaps, if the family is away from home, he may have a more or less noisy half hour with the maid and a friend or two. And after the long day of duties well done, he must frolic all the evening with the whole household and most of the neighbors, dance tunes spinning round and round in his head while the dancers spin round him. With never a mind of his own, he must be gay, sorrowful and gay again, obeying the caprice of the person that gets to him first. Some records have been played so often that he starts them with a groan, but nobody pays any attention to him. Sometimes he gets really cross and squeaks all the evening, but he only gets a dose of oil. Poor talking machine! If he were but a thing, like the kitchen cabinet, working would not be so hard for him, but it must be admitted that he is much more of a person than a kitchen cabinet is, and, for all we know, he may have an artistic temperament at that—not a working sort of temperament at all."

TO OPEN FOREIGN DEPARTMENT

The Pathé Frères Phonograph Co., New York, has announced that a foreign department is now in process of formation, and it is planned to commence issuing records in foreign languages about May 1. Each language will have an individual supplement, and artists of renown will be represented in the monthly recording.

The Pathé Frères Co. recognized the tremendous growth and fast growing importance of the foreign record department some time ago, but awaited the completion of its new Brooklyn factory before proceeding with its plans in this direction. With its increased manufacturing facilities the company will be in a position to give serious consideration and attention to the development of Pathé foreign language business.



Why Leading Phonograph Makers Want ACME Die-Castings

FIRST because the Acme patented process insures strong, light, smooth, uniform die castings like those illustrated here—unequalled in finish and accurate to the thousandth of an inch. The Acme process gives sturdy, attractive design and permits of the widest range of construction.

SECOND because Acme Die-Casting service guarantees you prompt deliveries. You get your castings when you want them and the way you want them in any quantity. Our organization of experts are ready to co-operate with you in every way to make your work a success.

THIRD Acme Die-Castings lessen the cost of phonograph parts. Reduce labor and equipment and the general trouble and delays incident to manufacturing.

ACME Die-Castings in Aluminum

have the same high-grade finish and accuracy that has made Acme Die-Castings in such wide demand. Send for quotations at once.

Acme Die-Casting Corporation

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

Brooklyn, N. Y.

BOSTON
176 Federal St.
PHILADELPHIA
Widener Building



TRADE MARK

CHICAGO
549 Washington Blvd.
DETROIT
965 Woodward Ave.

CANADIAN DISTRIBUTORS—Lyman Tube & Supply Co., Ltd., Montreal



For every argument that might occur to you as to the efficiency of Columbia Grafonolas and Columbia Records in your store, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.

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

Columbia Graphophone Co.
Woolworth Building, New York



ST. LOUIS DEALERS NOW WELL PREPARED WITH STOCK

Most Houses Have Full Lines of Machines and Records on Hand—Heavy Deliveries for Jobbers—Koeber-Brenner Co.'s New House Organ—Kieselhorst's Experience With the Columbia

St. Louis, February 8.—The first of this month found the local dealers pretty well cleaned up on their Christmas deliveries and most of them with practically all types of machines in stock for sale. The shortages remaining were chiefly machines for special design. The record business for January is reported to have been phenomenal. One dealer reports that his sales for January will match those of an ordinary month although he had very few machines of the types that his trade desire to sell and had been engaged most of the month in putting people off.

The jobbers report heavy deliveries during the month to them. It will be sometime before they can accept new orders with promise of prompt deliveries, but they have been able to catch up entirely with record business and are making practically perfect record deliveries.

The Koeber-Brenner Music Co., Victor jobbers, have started the publication of a house organ under the name of "The Kay Bee." The text is devoted to news items showing the expansion of trade, items of interest to the Koeber-Brenner clients and each month there will be at least one article that will be directly helpful as to methods of selling or stock keeping. Each month this company, when the new records are distributed, get the opinion of the St. Louis retailers as to which of the new records are going to be the best sellers. These opinions are sent to the smaller dealers as a helpful ordering guide.

L. Nachman, of the Silverstone Music Co., recently made a trip through Illinois to assist dealers in demonstration methods and to explain any bothersome mechanical propositions.

John F. Ditzell, who installed the Victor department for the George B. Peck Dry Goods Co., in Kansas City, three years ago and since has been in charge there, arrived February 1 to take

the management of the Famous & Barr talking machine department, where he will sell both Victor and Edison machines. Miss Vandeventer, who has been in charge there, retires of her own volition and with the best wishes of the firm. Miss Vandeventer has been prominent in retail talking machine affairs in St. Louis for a number of years and has won high regard as a business woman.

C. W. Burgess, division supervisor for Thos. A. Edison, Inc., has been spending a month in this territory.

C. R. Salmon, wholesale manager at the Columbia warerooms, says that the volume of orders that has been reaching him since the holidays has been a continual surprise and he is thoroughly convinced that all the Columbia dealers sold out for Christmas. J. J. Bennett, who represents the company east of the Mississippi, and E. G. Neighbors, who works west of the river, came in for short visits after the holidays.

A. G. Barnes, of El Paso, Tex., recently with Jenkins & Son there, is manager of the Kieselhorst Piano Co. store at 1007 Market street, where the Columbia line is carried. This store was obtained by the firm with a view of making it an outlet for used pianos. But after E. A. Kieselhorst saw the proportions of the holiday talking machine trade at his main store at 1007 Olive street, where Victors are sold, he concluded to put the Columbia line in this store.

Aeolian Hall reports much interest displayed in the art machine on display there. Some excellent sales of these high priced instruments are anticipated. The regular style instrument shop has been placed in good shape again after the record breaking holiday business. The last months were notable chiefly for the heavy record business.

Manager Irby W. Reid, of the Columbia warerooms, promises something very interesting in the near future on co-operation of Columbia merchants. He has some ideas working out that he believes will be a startling benefit to the Columbia dealers. Wholesale Manager C. R. Salmon reports unprecedented orders for this season, due chiefly to the fact that many dealers sold out during the Christmas rush. During the latter part of January the deliveries from the factory came at an apparently alarming rate but the order file was so large that the warehouse force disposed of them without the least trouble.

RAISING PRICES IN CANADA

Announcement of Increases on Certain Types of Grafonolas Sent Out by Columbia Graphophone Co.'s Headquarters in Canada

TORONTO, ONT., February 1.—The Columbia Graphophone Co., under date of January 16, sent to all Columbia dealers the following circular:

"Owing to the increased cost of materials, labor, etc., we are obliged to raise the prices of some of the types of our Grafonolas. In consequence the numerical designation of these will also be changed. The following types will be affected:

Grafonola					
No. 20	will become	No. 21,	list price,	\$21.00	
" 45	"	" 50,	"	50.00	
" 50	"	" 53,	"	53.00	
" 100	"	" 102,	"	102.00	
" 110	"	" 112,	"	112.00	
" 130	"	" 135,	"	135.00	
" 140	"	" 145,	"	145.00	

"These prices will become effective February 1, 1917.

"We are having printed a new edition of our instrument catalog, showing the new prices, which should be off the press within the next few days. Order whatever quantities you require from your jobber."

What Dealers Think of Andrews Service

Here is one sample of many letters being received by us from dealers:

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

"Dear Sir:

"Enclosed please find an order for some machines and records, for which we would ask you to kindly ship at your earliest convenience; whatever you have in stock.

"As I have made up my mind to buy everything in Victor Goods from you, I wish you would have your man call on me every month.

"The change that I made last August, that is, I quit you and bought in....., has caused me a lot of trouble, and we never knew when to let well enough alone.

"Hoping you will ship these goods as soon as you can, I beg to remain,

"Respectfully yours"

BUILT ON THE UNIT PLAN

Globe-Wernicke

(Built-to-Endure)

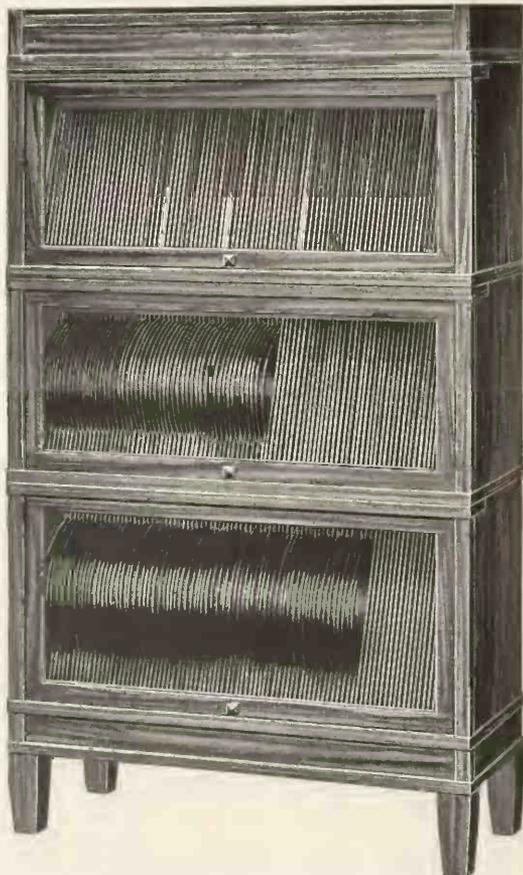
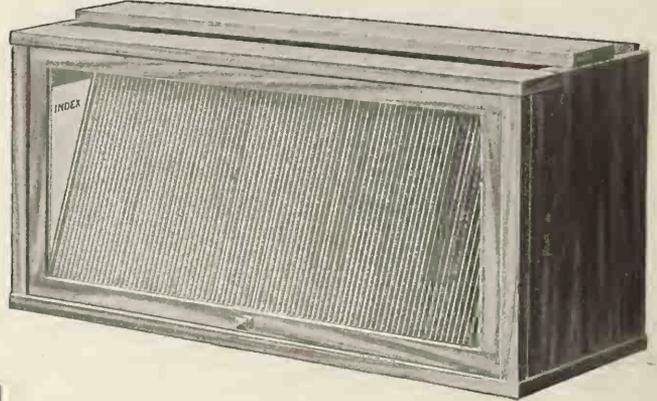
Sectional Disc Record Cabinets

A speedy system for filing and finding any make or thickness of Disc Record. A numbered compartment for every record. Every record in its individual compartment.

EVERY RECORD ALWAYS VISIBLE, INSTANTLY ACCESSIBLE

A Disc Record Section contains ninety compartments. Each compartment will accommodate, with room to spare, either one thick record or two thin ones.

The compartments are numbered consecutively 1 to 90. An index in an extra compartment to the extreme left has ninety double ruled spaces numbered 1 to 90 to accommodate the names of 90 double faced records. Each record is given a number and placed in the compartment having the same number. Two sets of ninety gummed numbers are furnished with each index. This permits a double faced record to bear its number on both sides.



← No. 351 Art-Mission Top

← No. 0328 Art-Mission Disc Record Section for ten inch records

← No. 0328 Art-Mission Disc Record Section for ten inch records

← No. 0329 Art-Mission Disc Record Section for ten and twelve inch records

← No. 357 Art-Mission Base

ONE LOW PRICE for HIGH QUALITY to ALL DEALERS

Write for Descriptive Matter and Prices

The Globe-Wernicke Co.

CINCINNATI



Don't wait until your nearest competitor has seen the big sales there are in Columbia "Lazaro" records before you start pushing them. A new one—the famous aria from "Faust"—in the March Columbia Record list (out February 20th.)

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

Columbia Graphophone Co.
Woolworth Building, New York

DELPHOON LINE IN NEW YORK

Arrangements Made for Jobbing and Sales and Display in Metropolis—Sales Manager Gresser Tells of Plans—Announce New \$75 Model

R. W. Gresser, sales manager of the Delphoon Co., Bay City, Mich., was a visitor to New York recently, and while here consummated arrangements whereby the Delphoon line of phonographs will be handled in this territory by a well-known jobber. Mr. Gresser also took the preliminary steps towards establishing a Fifth avenue sales and display establishment for the Delphoon line, and expects to carry through these plans during the next few months. He made a number of important deals for the handling of these products in the East, the details of which will be announced in the near future. Mr. Gresser also established a distributing agency for the Delphoon line in Buffalo.

In a chat with *The World*, Mr. Gresser said: "Our prospects for 1917 look very good indeed. We supposed that the first part of this year would be rather slow following the Christmas rush, but we have found that it took only a few days in which to start the demand anew. Our stock was practically depleted by the Christmas rush, and we have been forced to work night and day since then in order to meet the already heavy demand for our line. We are making every effort to renew our stock so that we will be able to meet all demands promptly.

"Our new \$75 model, which will be known as Model 'O,' is now ready for the trade, and descriptive matter will be sent out within a week or two. This cabinet will be finished in mahogany and oak, and will have all of the features that have made our line so popular. These features include our special record filing cabinet, the 'Modunome,' automatic stop and new unit removable top and cover and the balanced cover support. It is 42 inches high, 17½ inches wide and 20½ inches deep."

SHELTON ELECTRIC CO. EXPANSION

The Shelton Electric Co., New York, manufacturer of the Shelton electric motor, which is attachable to any lighting circuit, has been busy the past few months increasing its factory facilities in order to give its dealers adequate service and co-operation during the coming year. W. Gentry Shelton, president of the company, has been spending quite some time at the factory, and has succeeded in placing the output on a steady up-grade basis. The Shelton electric motor which interferes in no way with the spring motor has met with a ready sale.

"When I bought my phonograph I had an idea that we'd save money by hearing good music at home."

"Well, didn't you?"

"Not a bit of it. Every time we get a record that we like my wife is never satisfied until we have gone to a concert or the opera and heard the same music at first hand, and every time we do that she hears a lot more music she wants records of."

THE SPIRIT OF CO-OPERATION

Forms Basis of Interesting Talk by J. P. Bradt, General Manager of the Columbia Graphophone Co., in Factory's New House Organ

"Working Jointly Together" is the title of the following interesting contribution by James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, to the "Tone-arm," the new house organ recently issued by the members of the Columbia Co.'s factory forces at Bridgeport, Conn.:

"I believe that men are like the keys of a piano—you can get music or discord out of them according to the way you play upon them. Therefore, an open friendship between employer and employe, between heads of departments and the staff is of great value to a business. It begets a loyalty that nothing else can.

"About the happiest feeling a manufacturer can experience comes with the assurance of support on the part of his organization. To be backed to the limit by your organization, whether it be manufacturing or selling, makes you not only happy but successful.

"The men in the executive offices start the new year in a very happy frame of mind. The factory contributed wonderfully to our prosperity of 1916 and our prospects for 1917 are alluring. Nothing can interfere with our progress except if indifference should develop in our manufacturing or selling organizations. That is unlikely.

"I believe that the spirit of co-operation, now so much in evidence, will grow even stronger. It is truly said that brain service can be bought; lip service can be hired; physical service can be contracted for, but heart service is the kind you pay for in coin of appreciation and consideration. I hope that our company may be entitled to and receive heart service—the sort that throbs with us—not just for us—the 100 per cent. co-operation. If we get that in both the manufacturing and selling departments the great things accomplished in the past will quickly be forgotten in our happy contemplation of the vastly larger results of 1917."

WAS FAMOUS RECORD COLLECTOR

Eaton S. Drone, formerly for twenty-four years editor of the New York Herald, died on February 2 at his home in Zanesville, O., in his seventy-sixth year. Mr. Drone was a man of wide intellectual sympathies. He was the author of a number of works on copyright and constitutional law, and was keenly interested in music.

Mr. Drone was said to have compiled one of the most complete collections of waltz music in the world, and in more recent years made a habit of collecting phonograph records by noted singers the world over. It is estimated that he had over five thousand rare records, which is probably one of the largest private collections in this country. He often entertained his many friends in Zanesville with concerts, and on many occasions gave recitals for charity.

STRENGTH

This one word tells why the best packing cases were named "ATLAS," but it does not tell about their freight saving qualities. Write us for full details.

NELSON & HALL CO.
Montgomery Center, Vermont



Emerson Records

Protected by Broad Patents



THE United States Patent Office allowed on January 23d, 1917, a patent whose claims are of immense and sweeping importance. Patent No. 1213468, awarded to Victor H. Emerson and assigned to the Emerson Phonograph Co., Inc., firmly entrenches the Emerson Phonograph Company in the record producing field with the three leaders.

Under the terms of this patent, the trade now recognizes that Emerson Universal Cut Disc Records represent a new type of sound record.

Before Victor H. Emerson conceived this epoch-making improvement, it was necessary to use different records for different machines, or to apply devices for the reproduction of music on hill-and-dale or lateral cut records. The Emerson Universal Cut Disc Records may be played on any machine, with the exception of one positive feed machine, which requires a record made expressly for it, or an attachment.

If Victor H. Emerson had done nothing more than invent this type of record, he would have created a new and tremendously valuable improvement for all phonograph users. But the Emerson Record is made at a price which brings the best of all schools of music to those who formerly were forced to limit the size of their record libraries.

The Emerson Company has grown amazingly. It is now the third largest producer of disc phonograph records in the world. New arrangements will shortly greatly multiply that production.

Emerson Records

7 Inch double discs 25c.

6 Inch discs 10c.

Latest Hits by the Top-liners of the Theatre and Concert Stages

It is good to be identified with the Emerson Company and to sell Emerson Universal Cut Discs—the 25c. and 10c. records. It is good to use Emerson advertising provided for your use. If you haven't already acquainted yourself with Emerson records, send off a request for the latest bulletins, hangers and ideas.

Emerson Phonograph Company^{INC.}

BOSTON BRANCH
453 Washington Street
PHILADELPHIA BRANCH
Widener Bldg.

DEPT. D. 3 WEST 35th STREET
NEW YORK

CHICAGO BRANCH
7 E. Jackson Blvd.
SAN FRANCISCO BRANCH
681 Market Street

INVENTIONS

We should like to hear from anyone who has ideas for new specialties for the Talking Machine or Music Store Trade. We manufacture and put specialties on the market. Will buy on Cash or Royalty Basis. State full particulars.



RAGTIME RASTUS
PATENTED MARCH 10, 1916.

NATIONAL COMPANY

Also NATIONAL TOY COMPANY

Manufacturers of
Specialties
273-279 Congress St.
BOSTON, MASS.

Illustration shows one
of our products. We
want more good special-
ties either of a Toy or
More Practical Nature.

NO ADVANCE IN PRICES

On Trade-Marked Goods According to Report Just Issued—What L. F. Geissler, General Manager of Victor Co., Says on This Subject

Has the influence of trade marked goods been such as to prevent the advance in prices of branded articles, while raw and unidentified products have "gone kiting?" Such is the claim of the American Fair Trade League, after a careful inquiry into the subject by Secretary Edmund A. Whittier.

The results of a canvass of the most prominent manufacturers in the country was given out last week at the league headquarters in New York. The canvass was not confined to members of the organization, in which retailers numerically dominate largely, but embraced representative concerns in all lines.

Copies of letters from forty leaders in the manufacturing world were given out which may be summarized as follows: Of the forty, six have raised the price to consumers, and thirty-four have not. Ten have raised the price to dealers and thirty have not. Among the letters in evidence were those of the Victor Talking Machine Co. and Columbia Graphophone Co.

Louis F. Geissler, general manager, Victor Talking Machine Co., wrote:

"The Victor Co. does not attempt to raise its prices when opportunity offers nor to maintain them unduly high. Even were it so foolish to attempt such a thing, it could not do so on account of competition. The Victor plan of distribution can only accomplish its purpose, which is the wide distribution of Victor products, by fair and reasonable methods, and the compensation obtained can only be fair and reasonable, it being perfectly plain that too high prices would stimulate competition. The Victor Co. frequently reduces its prices and is continually increasing the value of its goods without increase in the price. Up to 1905 a Victor ten-inch record containing one selection and recorded on one side only was listed \$1. The standard price now is 75 cents for the same grade of record containing two selections, one on each side. Thus, through the method of increase in value, a reduction in price of 266 per cent. has been accomplished. An additional cost of 6 per cent. through the enactment of the copyright law has been absorbed. Compensation to artists has also increased tremendously during the last few years. The ten-inch black label double-sided record is the substantial part of Victor records business. Red Seal and other more expensive records are priced according to the cost of talent. We know that turnover will decrease as prices are increased, and our aim is always to fix the lowest possible prices consistent with our rule to maintain the highest quality. The Victor Co. is now marketing at \$15 retail a better instrument than could be offered at \$40 at the time of its incorporation in 1901. In 1906 the best \$100 type of Victor was Victor VI. The amount of lumber used in manufacturing this style was 10 1.2 feet. The instrument, when packed and ready for ship-

ment, was contained in a box 19 1.2 inches by 19 1.2 inches by 15½ inches and the weight of the same was 55 pounds. At present Victrola XI is the Victor Co.'s best \$100 instrument. The amount of lumber used in its manufacture is 41 1.2 feet. When packed and ready for shipment it is contained in a box 48 inches by 25 inches by 26 inches, weighing 170 pounds. Our present day instruments are very highly finished from the standpoint of cabinet making and are superior to the output of five years ago."

M. Dorian, Columbia Graphophone Co., wrote: "In spite of inflated prices for raw materials, increased cost of marketing products and corresponding rise in retail prices of unbranded goods, Columbia Grafonolas and Columbia records have been maintained at the standard uniform price while the quality of same has been steadily upheld or enhanced."

OPEN ACCESSORIES DEPARTMENT

The Crescent Talking Machine Co. Meets Demand for Talking Machine Parts by Creating New Department—In Charge of Dr. Faldl and D. Tauber

The large and increasing demand for talking machine parts manufactured by the Crescent Talking Machine Co., 89 Chambers street, New York, has made it necessary for them to create a separate department to take care of this business. This department will be directly in charge of two of the most thoroughly experienced and well-known men in the industry—Dr. Rowland E. Faldl and D. Tauber.

Dr. Faldl is an authority on acoustics. Among his many inventions is the Rowland sound regulator which has met with such success in the trade. Mr. Tauber has been actively identified with the talking machine industry for the past seventeen years and has a large acquaintance both here and abroad. With this leadership the success of the department is assured.

Practically every part needed in a talking machine will be sold by the accessories department of the Crescent Talking Machine Co. The Playsall attachment, which this firm produces, has been in heavy demand during 1916, and 1917 is expected to greatly surpass last year's record.

PATHE FRERES NEW OFFICES

Moved From 29 West Thirty-eighth Street, New York, to Grand and Flushing Avenues, Brooklyn—Affords Needed Room

The general offices of the Pathé Frères Phonograph Co. are being moved from 29 West Thirty-eighth street, New York, to the company's new seven-story building at Grand and Flushing avenues, Brooklyn, N. Y. The recording laboratory will be continued at the New York address for the present. For the past year the Pathé Frères Co. has been badly handicapped by lack of adequate space for the general offices, and the company's remarkable growth made a change absolutely imperative. In its new building the various departments will have plenty of room for expansion, although there is every indication that the original space allotted the respective divisions will be found too small by next fall.

IMPORTANT COLUMBIA MOVE

Cincinnati Symphony Orchestra, Dr. Kuhnwald, Conductor, to Make Columbia Records

G. C. Jell, manager of the recording laboratories of the Columbia Graphophone Co., New York, stated this week that the Cincinnati Symphony Orchestra had been added to the fast growing list of exclusive Columbia recording artists and orchestras.

This orchestra, which is under the leadership of Dr. Ernst Kuhnwald, is one of the most popular in the country, and includes among its members artists of exceptional ability. The first Columbia records by the Cincinnati Symphony Orchestra will be announced in the near future, and should be accorded a hearty reception by music lovers throughout the country.

Are You Handling the Shelton Motor?



SHELTON ELECTRIC MOTOR

Immediate Deliveries

We have increased our factory facilities to handle the demand for the **Shelton Electric Motor**, and are now ready to make prompt deliveries.

The **Shelton Electric Motor** is simply placed against the turntable, and does not require even the turning of a screw. It does not interfere with the spring motor in any way, but, on the contrary, **saves** the spring. Either motor may be used as desired. Made for any lighting circuit. Instantly attached and is not affected by fluctuation of current.

Write for our Special
Agency Proposition

Shelton Electric Co.

30 East 42nd Street, NEW YORK



BETTER MUSIC "Williams" Sounding Board

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

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

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., February 8.—It seems strange, but it is nevertheless true, for all the dealers make the statement, that January was the best month they have ever had. The factory got machines through to the extent that they were able to make fairly good deliveries, and the jobbers and retailers were able to fill, to almost a hundred per cent., the orders they had on hand, many of which were on file for a considerable time.

The record business in January was phenomenal. Many machines were sold during the holiday period. They were a novelty in thousands of homes in Philadelphia. They must have new records. They spend much of their Christmas money in this way, as well as other money they have in hand not to put to necessary use.

All the dealers report that they entered February, the first spring month, with assurance of the continuation of such business as they enjoyed in January; probably not to the same extent, but at least to carry February beyond any previous year.

F. D. W. Connelly Manager of Sonora Store

The Sonora Co. is very well satisfied with the amount of business it has done in the few months since it came to Philadelphia. A new manager is in charge, F. D. W. Connelly, who has had much experience and already recognized success. He was formerly with the Victor talking machine department of William Knabe & Co., New York. He was very successful there, and will no doubt be equally so here. He has been in the talking machine business about twelve years. Joseph S. Lynch, the former manager, has gone to the Broadway store of the Sonora in New York. Mr. Connelly was also connected, for a considerable time, with the firm of Fulton, Driggs & Smith Co., Waterbury, Conn. He is a cousin of the recent candidate for the presidency, Hon. Charles E. Hughes. L. S. McCormack, the general sales manager of the Sonora Corp., was in Philadelphia several days last week.

Mr. Connelly states that business has been exceptionally fine, and far beyond expectation to the corporation, and surprising for a store of the "high-brow" character of the Sonora. The Sonora Building in Philadelphia is not yet entirely completed, but it will be in ten days. They have a full line of stock here from the \$1,000

Supreme, to the little portable Sonora in the form of a traveling bag. George E. Brightson, the president of the corporation, is expected in Philadelphia this week.

Buehn Co.'s Fine Record

Louis Buehn, of the Louis Buehn Co., reports the biggest business in January the company has ever had. The record business for January was greater than the company's total business for the same month of last year. The machine shipments are still unsatisfactory, and the Victor factory has also "skidded" a bit on its record business, particularly on some of their best selling records. "But in spite of that," Mr. Buehn says, "we had this marvelous record business, owing to the excellent condition in which we have kept our stock all fall and winter. I look for a continuation of business for an indefinite period. On the machine situation I do not think we will see any better condition than right now as far as stock is concerned, all the year."

Mr. Todd, Victor dealer at 1306 Arch street, has added a couple more soundproof rooms to his already large establishment, and has been doing a very good business.

Edison Dictating Machine Popular

The Edison Dictating machine business in Philadelphia in January was the biggest business ever done in Philadelphia is the report at the warerooms. They expect this to be the biggest year they have ever had. So popular is the Edison becoming here, with the new devices constantly being added, that every sale sells half a dozen more machines, and they expect to do a wonderful business just as soon as they have sufficient of the new electric recording machines on hand that they can push them. Among some of the large firms they sold in January, in addition to dozens of other firms who are making a first installment, are: the Railway Audit & Inspection Co., the Philadelphia Rapid Transit Co., the E. B. Leaf Co., and the Cutler Hammer Co.

Had Their Biggest Day

On Saturday, January 27, H. A. Weymann & Son had the biggest day they ever had. From morning to night the store seemed to be thronged with record purchasers, and many machines were sold. They have been compelled to put on several new men in their talking ma-

chine department. They are having most attractive window displays at their new store, in which the Victrola figures prominently.

H. S. Zeigler, manager of the retail department of the Heppie talking machine department, was home sick for a week with a heavy cold, but has returned again to the store.

Remodeling Penn Building

The Penn Phonograph Co. have started to remodel their entire building, the improvements to include the installation of a most complete lighting system. The business of the company during January was most satisfactory, and is expected to remain good right through the spring. Mr. Barnhill, of the company, has been home ill for about a week with a heavy cold, but was much improved according to last reports.

Blake & Burkhart Expansion

Blake & Burkhart are going after business very hard, and are meeting with very good success with the Edison. They have received a number of shipments recently which places them in very good shape, and they have assurance from the factory that by the first of March they will be able to keep on hand constantly a full line of records. They had a satisfactory January business, not only in their talking machine department, but also with pianos. W. W. Fiss has been made manager of their piano department. He has had considerable experience in this line, having been connected with the Wanamaker and Heppie stores. Arnold Somlyo, representing the Baldwin piano, was in Philadelphia last week and spent several days here with the Blake & Burkhart firm who recently undertook the handling of the Baldwin.

Returns From Southern Trip

Walter L. Eckhardt, head of the Pennsylvania Talking Machine Co., has just returned from a three weeks' trip spent in the South. He visited most of the large cities in the Southern States, including Atlanta, Savannah, Birmingham, Chattanooga, Jacksonville, and had a tryout on the famous golf links of Belleair. He was highly gratified with his trip and says he believes his firm is doing 50 per cent. of the business in that section. He says he believes the South is coming into its own, for every city he visited it was a revelation to him to see the improvement that has been made in the past few years. Atlanta gave his firm a little better than 100 per cent. in 1916, and he is looking for a still greater increase in 1917. The firm added a great many new accounts in the South in January, and they are getting their stock through in such a shape that they have no fear but that they will be well able to take care of all of their trade.

TEN COMMANDMENTS OF PUBLICITY

Frank Stockdale, secretary of the National Educational Committee of the Associated Advertising Clubs, uses a chart in his lectures to business men which he has entitled the "Ten Commandments of Advertising," which were prepared particularly for retailers. The "commandments" are as follows:

- 1—Thou shalt first play square with every man.
- 2—Thou shalt seek to make customers—not merely sales.
- 3—Thou shalt know thy merchandise.
- 4—Thou shalt shun generalities and tell the news of thy business.
- 5—Thou shalt not eternally cry "bargain" in the market place.
- 6—Thou shalt neither choose nor abuse thy competitors.
- 7—Thou shalt know of a verity who reads thy message and consult with those who sell thee space.
- 8—Thou shalt change thy copy regularly and often.
- 9—Thou shalt advertise the goods that produce profits.
- 10—Thou shalt not imitate—be thyself.

SERVICE

Service in the broadest sense, as applied to the talking machine business, not only includes prompt and efficient attention to your orders and requirements, but a conservation in the distribution of Victor machines and records to dealers in the territory or section in which the Jobber is located.

The efficient plan of distribution which at present characterizes our Victor Service, and which will continue, is a thing of vital import to the Victor dealers during the present stringency of machines.

PENN PHONOGRAPH CO.

PIONEERS IN VICTOR SERVICE

ESTABLISHED 1898

17 So. Ninth St.,

PHILADELPHIA

“INVESTIGATE” YOUR OWN STORE

FIND OUT for yourself why your record sales do not gain faster. Overhead expense goes on regardless of sales, so your profits grow **BIGGER** in proportion beyond a certain point with each record sold.

Are you forgetting this feature? Is your stock too small? Are you out of called-for numbers? Are your salesmen record-enthused? Is your service co-operating with you?

THE LOUIS BUEHN Co.

PHILADELPHIA

*Offers exceptional specialized Record Service. Every Victor Record is **HERE** for you. You cannot order too many. You can “pick” here and there, and our stock **SUPPLIES** every one.*

*Every shipment is complete and quick. Our business is **EXCLUSIVELY WHOLESALE** and every facility at our command is for your interests.*

*So do some “investigating” on your own hook, and remember that “every little record profit added to what you have, makes a **XVII** bank account.”*

BUEHN SERVICE *on* **VICTOR RECORDS**

IMPROVEMENTS IN ERIE STORE

Winter Piano Co. Now Has Nearly a Dozen Booths for Demonstration of Victrolas and Records—Miss Mae Kelly in Charge

ERIE, PA., February 6.—The Winter Piano Co. has made several improvements at its store. The Victor record department is on the first floor and contains six booths, for the sale of records. There is one machine in each booth. There are also five booths in the basement, where the machines are displayed. The interior of the booths is of white enamel. Tastefully arranged wicker furniture and a satisfactory lighting system are other features. Mahogany doors give the booths a substantial appearance. Miss Mae Kelly, a competent sales person, is in charge of the department.

E. L. GINSBURG GENERAL MANAGER

MILWAUKEE, WIS., February 6.—Edward L. Ginsburg has been appointed general manager of the Pathephone Co., of Wisconsin, 185 Fourth street, Pathé distributors. Mr. Ginsburg was sales manager of the company for two months, and was so successful that he was promoted to the post of general manager. He is well versed in the wholesale and retail divisions of the talking machine industry, having been associated with Landay Bros., New York, Victor distributors.

A certificate of incorporation has been issued to the Electric Phonograph Corp., of Wilmington, Del., for the purpose of manufacturing talking machines and records. Capital, \$1,250,000.

30,000 SIGNATURES FOR EDISON

Citizens of St. Louis, Under Direction of Mark Silverstone, Pay Unique Tribute to Great Inventor on His Seventieth Birthday

St. Louis, February 10.—Mark Silverstone, of the Silverstone Music Co., left February 8 for Orange, N. J., to attend the birthday party of Thomas A. Edison and the jobbers' meeting, at which he will deliver an address on window dressing.

But the chief point of interest in Mr. Silverstone's trip is entirely apart from that. It is in a book that he carried with him which contains the signatures of more than 30,000 residents of the St. Louis community who wish Mr. Edison many happy returns on his seventieth anniversary. The names were written on prepared sheets of paper of identical size, each carrying printed congratulations, there being about thirty names to the page. All were bound in a handsome volume with full Morocco cover, appropriately lettered as a birthday greeting from the principal city of the "Show You" state.

The title page is a hand lettered sheet, which shows the origin of the unique gift. Following this is a letter from Governor Gardner and Mayor Keel, each of whom expresses high admiration for the wizard of electricity. Then followed a sheet entirely filled by the prominent officials of the city. Then came many, many sheets with the signatures of the rank and file, with the Edison machine owners especially designated. The edges of the signature sheets were trimmed and glazed by the binder, giving the volume a handsome, finished appearance.

The idea of the souvenir originated with Mr. Silverstone, and while the carrying out of the plans, and the many details toward the collection of so many names entailed much work, Mr. Silverstone says that it really became a pleasure because of the heartiness with which most persons approached entered into it. Most of them really welcomed an opportunity to send greetings to Mr. Edison. Among the interesting sheets in the book are those signed by members of the telegraphers' union, which were circulated by an Edison owner. The signatures are accompanied by the more or less symbol figures familiar to members of that craft.

BOSTON BOOK CO. ENLARGES

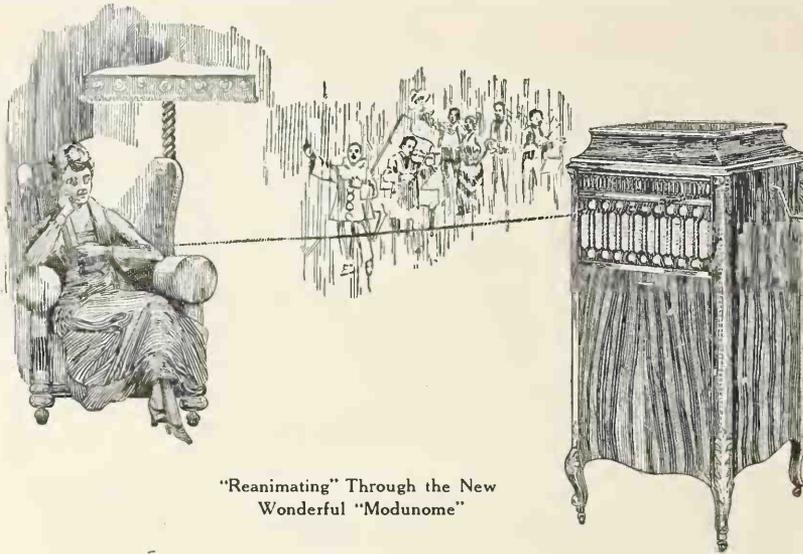
Record Album Manufacturers Lease Two Additional Floors for Brooklyn Plant

The Boston Book Co., Inc., Brooklyn, N. Y., recently enlarged their factory space by the addition of the two upper floors at their present address, 103 Broadway, that city. The new additions give them almost the entire Engle Building, with the exception of the first floor. The necessity of enlarging has been felt for some time and with the contemplated addition of a new simple indexed record file to their output of record albums there was no room for further delay. J. M. Alter, president of the company in speaking of business said: "Although there has been a shortage in some quarters of heavy green paper suitable for record envelopes, we have as yet not been pressed to locate any of that sort of stock as we anticipated the shortage and have enough of the heavy green paper to last for the next eight months."

GEO. J. PURVIS IN CHARGE

Geo. J. Purvis, formerly with the O. K. Houck Piano Co., Memphis, Tenn., is now in charge of the talking machine department of the Bry-Flock Mercantile Co., that city, succeeding Geo. A. Chopin, who has joined the staff of Philip Werlein, Ltd., New Orleans.

A certificate of incorporation was issued last week to the Radio Talking Picture Corp., of Eddyville, N. Y., for the purpose of producing sound records synchronously with motion pictures. The capitalization of the concern is \$250,000, the incorporators being L. Ring, W. E. Lennon and W. B. Van Size.



"Reanimating" Through the New Wonderful "Modunome"

Far More Than a Phonograph

THE NEW DELPHEON and the WONDERFUL "MODUNOME," through its magic-like silken cord, transmit your own personal feelings to every strain of music coming from the instrument. You can really "play" it; your own personality finds expression in the harmonies that the Delpheon sends forth. A touch of your finger on the silken cord of the "Modunome," from where you sit, enraptured, modulates, instantly or gradually, stirring volume to soft, distant melody. YOUR personality is there.

THEN, TOO, THE DELPHEON has an improved filing cabinet which gives quick and easy access to every record; it has a simple automatic stop that works, an automatic cover support and a new and distinctive unit motor board and cover that is instantly removable. It is also the only cabinet with a solid veneered motor board and cover top.



Four Models
Priced from
\$75 to \$150

Truly It Is

"The Phonograph With an Individuality"

THERE ARE MANY good phonographs before the public, some of them long established, but the DELPHEON alone fills a distinct void left by these and created by those who want an instrument that is complete in itself—not just a machine.

DEALERS: The opportunities in selling the Delpheon are self evident. In making your plans for 1917, arrange to have the Delpheon on your floor and benefit from the wonderful selling points that are built into this instrument—features that not only overcome competition, but CREATE COMPETITION. Also learn about our liberal local advertising plan.

The Delpheon Company

814 Boutell Place

Bay City, Michigan

TRADE PROMOTION DEPARTMENT

Started by Columbia Co.—United States Manager Fuhri Announces Appointment of F. K. Pennington—Is Well Qualified for Place

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, has announced the appointment of Frank K. Pennington as manager of trade promotion, a department which will co-operate with the actual producers of sales—district managers, store managers, dealers and salesmen.

Mr. Pennington assumed his new duties the first of the month, and is at present organizing a corps of trained sales experts who will work under his direction and carry out the various ideas which will be included in the service rendered by the trade promotion department.

Frank K. Pennington was associated with the Oliver Typewriter Co. for twenty years, re-



Frank K. Pennington

signing from the post of manager of the New York branch to accept the position with the Columbia Co. He worked in practically every division of the Oliver sales force, having been successively salesman, assistant manager of the St. Louis branch, manager of the St. Louis headquarters, manager of the Chicago branch, general field manager and head of the New York division. The latter post is considered one of the most difficult in the Oliver organization, and the goal towards which every member of the staff aims. Mr. Pennington has made a study of trade promotion from every angle, and with his intimate knowledge of the general commercial field, will be in a position to render invaluable service and co-operation to every member of the Columbia organization.

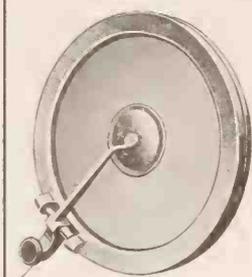
In his letter to the Columbia staff announcing the appointment of Mr. Pennington, Mr. Fuhri calls attention to the fact that the Columbia factory capacity has been doubled and that the time is ripe for intensive work on the sales end of the business.

LEASE NEW WAREHOUSE

The firm of Cohen & Hughes, Victor talking machine distributor in Baltimore, Md., has taken a lease at 225 West Saratoga street, where a three-story brick warehouse costing approximately \$18,000 will be erected. The building will be used as a place for wholesale dealing and storage.

The employes of the Perry B. Whitsit Co., Columbus, Ohio, were entertained last week at the annual banquet given by the concern to its clerical and sales force. The affair was held in the Dutch Room of the Chittendon Hotel. The Perry B. Whitsit Co. is the Ohio distributor for the Victor Talking Machine Co. They are optimistic over the business outlook.

THE BLISS REPRODUCER



FITS ALL MACHINES

PLAYS

**ALL MAKES OF RECORDS,
WITH GREATER VOLUME,
BETTER TONE QUALITY,
CLEARER ARTICULATION,
LESS SCRATCH AND
WITH LIGHTER NEEDLES**

than any "sound box" using mica, metal, paper or cork.

Bring your best sound box and favorite record and make your own comparison.

GREAT OPPORTUNITY FOR THE DEALER

Write or call for demonstration.

WILSON-LAIRD PHONOGRAPH CO., Inc.
136 Liberty Street, New York City

TALKING MACHINE MEN TO MEET

Local Association to Hold Monthly Session at Keen's on Wednesday, February 21

The next regular meeting of the Talking Machine Men, Inc., will be held at Keen's Chop House, 70 West Thirty-sixth street, New York, on Wednesday, February 21. It is announced that a number of important matters will come up for discussion and action, and it is hoped to have a large attendance.

The officers of the association were particularly pleased with the excellent showing made at the January meeting, and believe that it means much for the development of the association.

As usual, a luncheon will precede the meeting for those who desire to partake. The luncheon hour has been set promptly at 12.30, and the meeting will start at 1 o'clock, and will be adjourned promptly at 3 p. m. for the convenience of the members.

DATES OF THE JOBBERS' CONVENTION

National Association of Talking Machine Jobbers to Hold Annual Meeting at Hotel Traymore, Atlantic City, on July 9, 10 and 11

The Arrangement Committee of the National Association of Talking Machine Jobbers announces that the next annual convention of that organization will be held at the Hotel Traymore, Atlantic City, on July 9, 10 and 11. Atlantic City has always been the favorite convention stamping ground of the talking machine men and it is stated that plans are now being laid out for a program of business and entertainment that will surpass even the most brilliant efforts of former years.

The Lyric Talking Machine Co., South Bend, Ind., has been incorporated with a capital stock of \$50,000 to manufacture and deal in talking machines. The incorporators are Russell W. Geyer, Glenn J. Oare and B. M. Cox.

VEECO

The Electric Drive of Supremacy

The following is an extract which is found in practically all of the many testimonials this Company has received in praise of its motors:—

"The Veeco motor has given great satisfaction and no trouble. To go back to the spring motor now would be to add work to pleasure; as it is always ready and never fails."

The only way we can convince you, unless you are one of the many who have already contracted with us, is to write us for particulars and a sample motor.

In connection with the Veeco motor, the Vitraloid turntable which we furnish is in itself a great asset to any talking machine and stands out, in comparison with other turntables as our motors do in comparison with other motors.

We also supply these turntables for your spring motors.

Veeco motors are endorsed and sold by the highest electrical authorities in the U. S. A. and endorsed and adopted by many of the leading manufacturers now engaging in the talking machine industry.

Prompt service and a two year guarantee back up our products.

THE VEECO COMPANY
248 Boylston Street
Boston, Mass.

UNICO SYSTEM

Will Be Your

Ultimate Selection

Designs
Patented

UNICO

Demonstrating
Rooms

Record Racks

Record Counters

Musical Instrument
Cases

Sheet Music Racks

Window Backs
Fixtures
and Decorations
Excel from every
standpoint



Unico Design No. 3

A Typical U

UNICO EQUIPMENT - Why You Should Install It - UNICO EQUIPMENT

- | | |
|---------------------|--|
| Construction | Patented sectional elastic sound insulating Units can be rearranged in size, plan or location without delay or expense as often as desired. |
| Design | Wide selection of designs carried in stock at all times. Special Period Designs, Adam, Hepplewhite, Empire, Colonial, Louis XV, Louis XVI. |
| Delivery | Immense stocks of Unico Rooms, Racks and Counters enable us to make Quicker Delivery anywhere than can be secured locally. |
| Cost | Unico Production is sufficiently large to enable us to reduce Labor and Material Costs to a minimum. Unico Prices are Moderate. |
| Service | From first advice as to your requirements until installation of your Equipment Unico Service is of Uniform Dependability—It more than satisfies. |
| Planning | Our Experience in Planning Thousands of Talking Machine and Piano Departments enables us to develop a money-making Department for you. |
| Quality | Unico Products are of highest Quality throughout, selected materials, skilled labor and most approved methods prevail in every detail. |
| Efficiency | Maximum Results from Minimum Expenditure. Maximum Capacity from Minimum Space. Maximum Profit from Minimum Investment. |



Construction
Patented

UNICO SERVICE

Covers the Entire

United States



UNICO

Equipment covers any requirement, from a Single Room or Fixture to A Complete Store or Department

No order too small for Prompt Service

No contract too large for Unico facilities

Installation

French Grey Enamel

UNICO SERVICE - What It Is and How to Use It - UNICO SERVICE

- Finish** Unico Products are characterized by their Superior Finish. In addition to all Standard Finishes, Enamel or other Special Finishes without Extra Cost.
- Economy** Constructed for Life-Long Service and readily adaptable to any changed requirements Unico Products have a permanent value.
- Without Charge** We prepare plans and specifications for Talking Machine, Record, Piano, Sheet Music and Musical Instrument Departments— Providing Maximum Capacity and Efficiency in the space available.
- Send Us** A rough diagram of your space, specifying size of stocks carried, present equipment, preference as to finish and other general information. We will promptly submit plans and suggestions for your consideration.
- Without Obligation** other than the return of the plans to us in the event of our proposal for the work not being accepted.

THE UNIT CONSTRUCTION COMPANY

121-131 South Thirty-First Street
PHILADELPHIA, U. S. A.

Literature
Upon Request

Write
To-Day

NATIONAL CHAMBER ELECT OFFICERS

R. Goodwyn Rhett Again Heads Chamber of Commerce of the United States

WASHINGTON, D. C., February 5.—R. Goodwyn Rhett, of Charleston, S. C., has been re-elected president of the Chamber of Commerce of the United States, following the fifth annual meeting of that organization held in Washington recently.

Other officers of the National Chamber have been re-elected as follows: Harry A. Wheeler, of Chicago; John H. Fahey, of Boston, and A. B. Farquhar, of York, Pa., honorary vice-presidents; Samuel McRoberts, of New York City, vice-president; and Joseph H. Defrees, of Chicago, vice-president and also chairman of the executive committee.

John Joy Edson, of Washington, has been re-elected treasurer. The newly elected officers are: Hon. Charles Nagel, of St. Louis, honorary vice-president, and Willis Booth, of Los Angeles, vice-president.

CHANGE NAME TO DULCIPHONE

The Grand Talking Machine Co., 366 Adams street, Brooklyn, N. Y., in a statement issued to the trade on February 5, advising their dealers of a change in the name of their phonograph from the "Grand" to "Dulciphone," state as follows:

"The name 'Grand' by which our phonograph has been sold for the last twelve months never seemed expressive enough to us. After many months we have selected a substitute—a name that seems as good as the instrument. It comes from 'dulcet,' meaning sweet and pure, and we hope that our dealers will find the 'Dulciphone' phonograph popular with their clientele from every standpoint. We are taking every means to protect this new name and trade-mark."

The Grand Talking Machine Co. is manufacturing a complete line of machines, ranging in price from \$15 to \$75, and has made extensive plans whereby their dealers will be furnished with attractive advertising material.

EDISON AMBEROLA FEATURED ATTRACTIVELY IN ATLANTA

ATLANTA, GA., February 5.—An excellent example of modern showroom and store arrangement is offered in the retail establishment of Phonographs, Inc., in this city, which devotes particular attention to the Edison Amberola line, and whose sales in both machines and records

are very large. The accompanying photograph gives a view of the Edison Amberola salesroom of Phonographs, Inc., which afforded an excellent idea of the tasteful and characteristic manner in which it is arranged and decorated for the featuring of the Amberola line.



Attractive Edison Amberola Salesroom of Phonographs, Inc., Atlanta, Ga.

VICTOR RECORDS FOR EASTER

Special List of Over Forty Prepared For Use During the Easter Season

The Victor Talking Machine Co. has again taken time by the forelock in featuring its product, and this week issued a special circular regarding Victor records particularly suitable for Easter, which falls on April 8. The circular letter calls attention of the dealers to the opportunities that present themselves for featur-

ing Easter records well in advance and therefore effectively, and the letter is accompanied by a list of over forty records by famous artists and organizations, all suitable for Easter.

The Houston Music Co., of Houston, Tex., is holding a series of Victrola concerts at its showroom at 1010 Rusk avenue, which have proven very successful.

E. M. Reynolds has become the agent in the Canton, Ill., district for the Aeolian-Vocalion.

**ANNOUNCEMENT OF IMPORTANCE
to VICTOR trade**

**THE NEW Ready-File RECORD FILING SYSTEM
IS CAPTURING THE VICTROLA OWNER ON SIGHT**

BECAUSE: It is the most practical—efficient—durable—inexpensive filing device for \$75 and \$100 Victrolas ever placed on the market.



**6
BIG
FEATURES**

- It places each record within immediate reach. Each compartment acts as an individual table. Records protected against breakage, dust and warping.
- It holds 50% more records.
- It improves the appearance of the Victrola.
- Built of 80-lb. Government tested fibre board—it's durable.

DEMAND BIG—PRICE RIGHT—PROFIT LARGE

SPECIAL ARRANGEMENT:

We have agreed to ship prepaid direct to each dealer (on initial order only) one complete Ready-File system for Victrola XI on receipt of \$4.00. Mention quantity circulars wanted.

"IT FITS VICTROLAS X AND XI"

Sold Only by
Victor Distributors and Dealers

Ready-File Company

INCORPORATED
556 FARMERS TRUST BLDG., INDIANAPOLIS, U.S.A.

DOEHLER DIE-CASTINGS

are adapted not only to the production of tone arms, elbows, sound boxes and various talking machine attachments, but as indicated by the accompanying illustration, the entire cabinet may also be "DOEHLER" DIE-CAST.

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



"Doehler" Die-Cast Talking Machine Base

KANSAS CITY DEALERS AGREE TO CHARGE INTEREST

Prominent Jobbers Take Lead in Bringing About New Arrangement—Local Columbia Branch Reports Big Business Increase—Car Shortage Causes Trouble—Tone Tests Bringing Results

KANSAS CITY, Mo., February 6.—The most notable fact regarding the local trade in talking machines is that all Victrola dealers are now charging the legal rate of interest on term sales. The same plan is being followed in nearly twenty cities of the Kansas City district—every city in which the J. W. Jenkins' Sons Music Co. has a retail store.

The getting away from deferred payments on which no interest is charged—the dealer carrying the burden, which amounts to a discount—is the result of two years' work on the part of A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co. Mr. Trostler finally got his dealers, and many in the trade, interested—and convinced them that they could introduce the innovation, for the talking machine business, without detriment. The J. W. Jenkins' Sons Music Co. had been co-operating in the matter, and recently at a conference between Mr. Jenkins and Mr. Trostler, the former announced that the interest-charging plan could be introduced simultaneously in all the company's branches, as well as in Kansas City. Mr. Trostler had been working especially in the towns where the Jenkins Co. has stores, so as to have co-operation ready when the time came. The date set was February 1, and on that day the charging of interest began. The Jenkins Co. is a large distributor of Victrolas, and probably the largest retail music establishment in the Middle West.

It has been quite apparent that the local Columbia branch must have been doing a good business, and reports indicate that the volume of the dealers is, in fact, maintaining the level of the holiday trade. The co-operation with dealers provided by Manager E. A. McMurtry, has doubtless been an important factor. One instance of this is particularly interesting. D. M. Guthrie, formerly with the Grafonola Co., of Lincoln, Neb., has been put out as a special representative. He recently spent a few days at Salina, Kan., where he directed a series of concerts, two a day, for the Baier Jewelry

Co. The company used large space in the newspapers, and other forms of advertising, to exploit the instrument and the events, centering attention entirely on the Grafonolas, and the results surprised and pleased the company.

Car shortage has been a serious handicap to the E. E. Trower Music Co., distributors of Pathé at Kansas City. The company is working on Christmas shipments—"Christmas, 1917, or 1918?" was asked; "Christmas, 1915!" was the exaggerated answer. One shipment that started from New York January 8, arrived February 2—and the dealers were waiting. The company is having nearly as much difficulty getting records enough for the demand, as machines. No travelers have been put back on the road since the holidays, though a few dealers who have written in and insisted on making arrangements, have been accommodated, and have been given a few machines to make a showing pending the arrival of more goods to sell.

H. A. Yerkes, district manager of the Columbia Co., from Chicago, was in Kansas City a few days recently, arriving from a tour of the Southwest.

The Columbia branch has leased another storage room, and is carrying a larger stock to be able to meet demands promptly, with the trade growing so rapidly. The company now carries stock in several places, getting the most available and convenient locations obtainable when the need arose, but is planning a centralization.

M. M. Blackman, manager of the Edison Shop, distributors of Edisons, has been in heavy demand for talks on selling phonographs. Some of these demands are from dealer-conventions, such as that in Chicago early in February; but some are from organizations of merchants, who have discovered in the handling of phonograph sales, a good example for any business—and in Mr. Blackman, an excellent source of information on the subject—especially when so many of them want to get into the business for themselves. One of the occasions for a talk by Mr. Blackman, was the Merchants' Short Course at Lawrence, Kan., where he addressed merchants from Kansas and several other States.

Tone tests have been making a big hit with the public in the Kansas City district, and five artists of the Edison Co. have been busy with dates. The holiday season was a good one for these States; but seasons haven't anything to do with it, apparently. On the evening of February 1, W. L. Eschelmann, St. Joseph dealer in Edisons, presented Christine Miller in a tone test, with the usual large audience of wealthy and artistic people, enthusiastic over the performance.

J. R. Spence, for the past two years with E. E. Trower at St. Joseph and Kansas City, recently assisting in the retail Pathé sales at Kansas

City, is homesick for Cleveland, his former home, and will return there shortly.

The Famous Furniture & Carpet Co. has been doing an excellent business in their Columbia machines. The \$75 machines are selling best, in fact, a large rush order for them had to be sent in the last of January.

The Jones Store Co. has been doing a nice business in their Victor machines lately. One particularly good sale was that of a spot cash \$250 machine and \$35 worth of records; a farmer with money in his jeans happened to be strolling through the store and liked the looks of the manager, the machine, or both. Jones' are among the Kansas City dealers who have decided to charge 6 per cent. interest on machines bought on time.

Mr. Black has decided opinions on sending out on approval, and is opposed to the practice. "Dealers should get together and put a stop to it. Those who do are really the losers. Even if the machine is returned in perfect condition, the prospective customer nine cases out of ten, will buy his machine from another house which he knows does not send out on approval! He feels that if he bought from the first house, he might be getting a second-hand machine. For instance, I live at a hotel. The proprietor was thinking that maybe, in many moons to come, he would buy a machine. Meanwhile, he had every make sent out on approval and kept it as long as possible, and it was great amusement for the guests. Finally, when the machine really was to be bought, I got the sale because it was known that we never send out on approval!"

Economy is a good thing, but there are lots of ways of cutting down expenses which will not result in economy.



A Semi-Permanent Needle

ADJUSTABLE TO ALL TONES

A long-felt want by lovers of the talking machine realized

We have it and will send sample with full particulars upon receipt of
10 CENTS

OLIVER ALL TONES
 (Patent Allowed)
 18 New Street Newark, N. J.

\$7.50 WE WILL PRINT AND DELIVER, POSTPAID,
100 TRANSFER NAME PLATES

THESE DESIGNS APPEAR IN GOLD FACE AND CAN BE QUICKLY AND PERMANENTLY APPLIED BY ANY DEALER

WE CARRY STOCK PRICE TRANSFERS FOR TALKING MACHINES AND PIANOS. SOLD ASSORTED. \$50 \$100 \$150 \$200 \$250 \$300 \$350 \$400 \$450 \$500 \$550 \$600 \$650 \$700 \$750 \$800 \$850 \$900 \$950 \$1000

SOLD BY
HUMES MUSIC CO.
 COLUMBUS, GA.

"Sold By" names can be applied on Talking Machines, Pianos, Furniture, Sporting Goods, etc. Printed in one to three lines, size not to exceed 5/8"x2 1/2". Outfit for transferring included with order. Prompt delivery. Mail us your copy and check to-day.

GLOBE DECALCOMANIE CO.
 TRANSFERS FOR EVERY PURPOSE
 JERSEY CITY, N. J.

THE STAR SALESMAN TALKS ON VERACITY IN BUSINESS

Some Opinions by an Expert in the Talking Machine Trade Showing That While Questionable Business Methods May Bring Temporary Success Truthfulness Is Best Policy in Long Run

We were dining at Flugler's. The atmosphere was heavy with the perfume of cut flowers in vases on the tables, with the aroma of Turkish coffee and filet of sole. The Hungarian orchestra was playing a dance air, and playing it remarkably well, and between the tables several couples were dancing.

While drinking in the scene in a general way with the enjoyment that comes of a good dinner amid pleasant surroundings, the star salesman suddenly called my attention to a stately dark woman in flaming scarlet followed by a youth of the typical Willie boy variety, even to his tiny, waxed moustache, sauntering toward the table nearest ours. They were an interesting pair and my gaze lingered upon them as they seated themselves and gave their order. I could but note that the lady's figure was wonderfully attractive, that the gown enveloping it like a glove was cut daringly low, and that she was a ravishing beauty.

"What do you think of her?" my companion asked curiously.

"She's a peach," I answered with enthusiasm; then, as an after thought I added: "She certainly has all her goods in the show window, has she not?"

"You've said it; she has. That's Dolly Van Peyster, of Phonographs De Luxe, on Culberston street."

"Not the woman about whom that romantic story appeared in 'The Sun' the other day?"

"The same."

A waiter was pouring their wine by now, and her bare shoulder was very near the face of the boy as she leaned gracefully toward him in earnest conversation.

The star salesman asked another question: "Did that article in 'The Sun' sound a little shady to you, or not? You being a newspaper man, should be able to digest such things rather well."

I admitted that I had not read the story carefully enough to draw a definite conclusion as to its authenticity, and asked my interrogator what he was driving at.

He took a clipping from his card case and handed it to me across the table, suggesting that I glance over it hurriedly. I scanned it as follows:

"The Lady and the Burglar

"Young man is saved from police after being caught red-handed in the act of looting a phono-

graph cabinet of some almost priceless records.

"Dolly Van Peyster, the celebrated society woman talking machine dealer (being in trade is one of her many fads) holds desperate burglar at pistol point until police arrive; then upon hearing his pitiful story, gains his release from custody and employs him in a position of trust in her sumptuous shop at 1610 Culberston street.

"It would seem that Miss Van Peyster is a worthy rival of Henry Ford when it comes to taking a chance with criminals, etc."

There was a great deal more but I felt that I had perused enough to detect a false note. "I think I smell a mouse," I said.

"I thought you would," remarked my companion dryly. "It struck me the same way," he continued, "and after doing a little detective work of my own, I discovered that whole adventure from start to finish was a fraud worked out with the idea of gaining some free advertising. The burglar was an admirer chained to her will—that is he with her now; he does not look dangerous, does he?—the policeman called to the house to make the arrest was fixed beforehand, and when the scene was laid to the very best advantage, a reporter was sent for, and presto! a news story of great advertising value at practically no cost."

"Women who had never heard of Phonograph De Luxe flocked to the shop in swarms just to see the gallant member of the weaker sex who had nerve enough to hold a burglar at bay with a pistol, and magnanimity enough to see the good in him and give him a job after the show was over. It was a clever stunt all right, and it has sold a good many machines for Miss Van Peyster."

"Do you mean to infer then that questionable advertising pays?" I inquired.

"Positively not!" came the answer sharp and quick as the crack of a whip. "One of these days the truth will out—a newspaper man will publish it, and then where will the lady be? While some people might even then admire her cleverness, they would hasten to buy their goods elsewhere. They would be afraid she might put one over on them as she did the reporter from 'The Sun,' you see."

"In all my experience as a dispenser of talking machines, I hope you will not deem me egotistical when I admit that experience to be vast, I have never been tempted from the straight road of veracity.

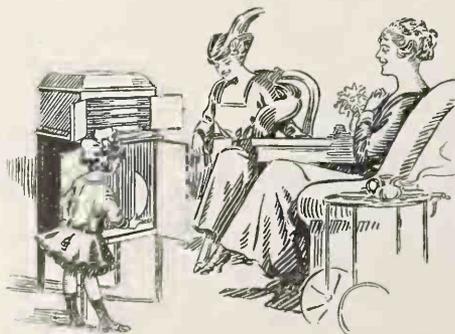


The Old Way

LOOKING through envelope after envelope of old and new records trying to find the selection your guest has requested and very often compelled to give up in disappointment and chagrin.

The Haag Way

YOUR guest's desire is made known. Presto! Touch the index button, the record is projected into your hand and is played just when the mood demands it.



ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Illey's Lubricant makes the Motor make good
is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
(Ask the manufacturer who uses it.)
MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

"When a customer asks me a question about a machine or record, I invariably answer him truthfully. Even though it might mean the loss of a sale at that particular time, it casts no pitfalls in the way of future business, as the lie, no matter how skillfully handled, is bound to do."

"There are many ways in which men who sell talking machines may profit temporarily by indulging in methods which will not bear the light of day, but the fellow who is in the talker trade to stay cannot afford to take chances such as these. His customer must become his friend and not his enemy. A satisfied patron will become the best advertisement a dealer can have—the best and the cheapest—while the victim of an unscrupulous deal will not only cease to buy where he has been stung, but will spread the tidings far and wide to the great belittlement of the guilty one.

"One bad habit to which many dealers are addicted is that of forcing records upon people which they do not want. When a certain record is asked for, if the house happens to be out of it, the clerk will say: 'No, but we have something far better; you must take this one; it has the one you asked for beaten to a frazzle.' Without waiting for a decision the ambitious salesman wraps up the record, pushes it at the patron and grabs the coin. Result: one sale made and many lost in the future, for not once in ten times is a selection obtained under such circumstances a satisfactory purchase from the customer's standpoint.

"When John Jones, Inc., is out of a record, which is very seldom, the situation is explained to the customer with all frankness and he is assured that the selection will be obtained for him at the earliest possible moment. Then several other records along the same line are suggested as being attractive, and played. No urging is indulged in, however, and the customer is left to judge for himself as to whether or not he desires to purchase. And that is as it should be."

The star salesman glanced for the first time at my notebook. "Have you inveigled me into an interview without my knowledge, I wonder?" he asked.

"I have done just that," I replied, well pleased with myself, "and in behalf of The World, I thank you."

As we rose from the table, the "burglar" was placing an ermine coat about the beautiful shoulders of the "lady," and together they followed us out into the night.

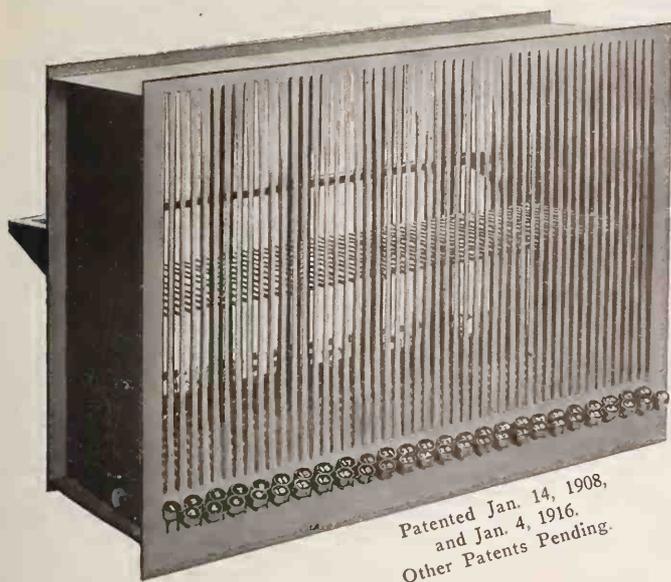
HOWARD TAYLOR MIDDLETON.

MAKING TALKING MACHINE COVERS

C. E. Ward Co., Regalia Manufacturers, Enter New Field in Large Way—Their Policy

NEW LONDON, O., February 6.—The recent entry of the C. E. Ward Co., this city, into the field for manufacturing moving and wareroom covers for talking machines is an indication of the interest taken in the possibilities of the talking machine trade by this concern who for twenty years have been engaged in the successful manufacture of various forms of lodge regalia, costumes, etc.

Paul M. White is manager of the new phonograph cover department, and in commenting upon the work of that department said in part: "Our moving covers for talking machines are manufactured with the idea of securing orders from dealers who recognize that quality in covers is as desirable as in any other line. The interesting feature is the embroidery of the name of the machine and of the dealer's name and address on the covers, which in itself possesses a distinct advertising value."



The Features

ABSOLUTELY SAFE. The record slots are cut elliptical shape and the edges of the slots are "turned". The record surface cannot touch the sides.

ABSOLUTE SIMPLICITY. The record rolls down a short gravity grade and rests against a felt bumper. The ejector arm is a straight mechanical lever. There are no springs or other complicated mechanical devices involved.

ABSOLUTELY FOOL-PROOF. If the record is not taken out when it is ejected it will automatically roll back into place. It cannot get entirely out unless you take hold of the record.

ABSOLUTELY PRACTICAL. Each slot will receive either ten or twelve inch records (except Edison). It provides a maximum capacity for a record cabinet combined with maximum convenience.

"A RECORD A SECOND" HAAG

A Real Sensation

has been created by the new Haag Record Ejector. Everywhere talking machine manufacturers and dealers have recognized its winning simplicity.

Haag Record Ejectors are made entirely of metal. They are assembled by electrical welding and even though light have a solid rigidity.

Haag Record Ejectors are furnished in practically any size for the use of manufacturers of talking machines and cabinets.

Haag Record Cabinets in which have been incorporated the Haag Record Ejector are furnished to dealers in all woods and in several different styles. They sell for scarcely more than do the present all wood cabinets.

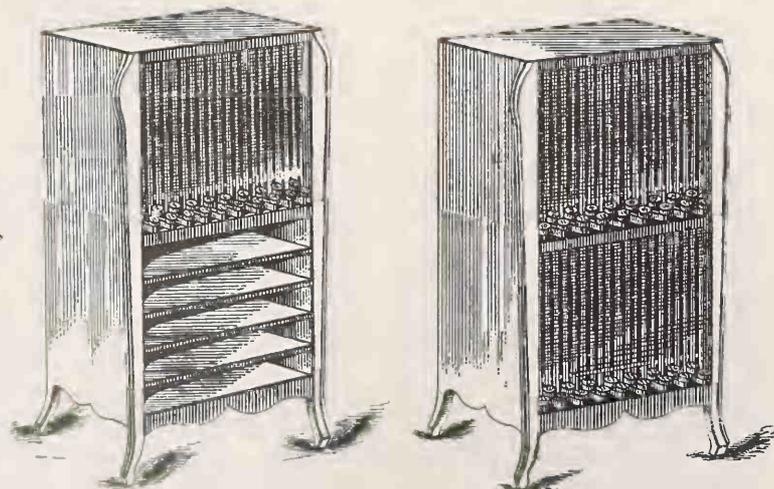
Shipments on both the Haag Record Ejector and the Haag Record Cabinet will start after March First. Be sure you are on the "early order" list and by all means write for further information.

Haag Cabinet Company

DREXEL BLDG.

PHILADELPHIA

A few styles of Haag Record Cabinets which contain the Haag Record Ejector



Of course these cabinets have doors, but we wanted to call especial attention to what is inside the doors



They are telling us that the finest violin recording ever issued by any talking machine company is the "Meditation" from "Thais" played by Kathleen Parlow. Columbia Record A5843.

(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

FREIGHT DELAYS KEEPING CINCINNATI STOCKS LOW

Wholesalers Working Hard to Take Care of Dealers' Demand—Reported That Baldwin Co. Will Handle Talking Machines in Various Stores—Boom Times Continue With Columbia Co.

CINCINNATI, O., February 7.—A shortage of machines and a vast amount of sales in records is the January summary of the Cincinnati district. Poor freight facilities, some embargoes and crowded factory conditions give the jobbers and retailers little hope of having a fair supply of machines in stock before another month—if then. The manufacturers are telling their local distributors that they simply cannot meet the general demands on the jump.

It is intimated that the decision to handle a talking machine line of one of the leading makers in all its branch stores is one of the recent developments of the recent annual meeting of the board of directors of the Baldwin Co. and its subsidiary corporations held in this city.

The Starr Piano Co. is now putting on the market a complete talking machine, for every part of it is made at the factory at Richmond.

Louis Burkart, art dealer in Newport, took on the Edison line last month and is meeting with success.

Manager Byars, of the Vocalion department at the Aeolian store, reports a most gratifying increase in the Vocalion business for the month over that of January, 1916. All of the salesmen have started off the new year with a world of vigor and splendid enthusiasm. If this spirit can be maintained, and business conditions generally continue good, there is no estimate to

the volume of business which will be done in Cincinnati with the Vocalion throughout the year of 1917. We have a representative stock of Art Style Vocalions and our salesmen are making a special effort to place these instruments in the best homes of Cincinnati. Several have already been sold, and we feel that a big market can be developed for these instruments.

One of the Vocalion salesmen, W. S. Dillon, made a most interesting demonstration before the Armco Club of Middletown, and as a result the Armco Club has installed a Vocalion and the Aeolian instrument has an established reputation in Middletown. A number of Vocalions have already been sold there since this demonstration because of the splendid success achieved by the Aeolian Vocalion.

R. J. Whelen, local manager of the Columbia Graphophone Co., when asked if business was letting up after the holidays gave a very brief statement of the present conditions by saying, "The boom is still on."

He further stated that "the dealers are continuing to send in large orders and the traveling men have found conditions good all over the territory. In conversing with the dealers we might say that 90 per cent. of them say that the trend is for the larger type machines and records and quite a number of orders for small machines have been cancelled and large ma-

chines ordered by dealers in their stead."

There seems to be no doubt in Mr. Whelen's mind but that this will be the greatest year ever in the talking machine business and with increased facilities of the factory stock conditions are much improved.

Jas. P. Bradt, general manager of the Columbia Co., made two trips to Cincinnati during the past month going over conditions with the Cincinnati manager. S. H. Nichols, district manager of the company, made an extra trip to Cincinnati this month besides his regular monthly trip.

Ben L. Brown, now the Columbia manager at Louisville, Ky., but formerly Cincinnati assistant manager, was in Cincinnati during the past month.

Rudolph Dittrich, of the Victor department of the Rudolph Wurlitzer Co., this morning said:

"The month of January proved to be exactly what we expected, viz. a month of extraordinary record business, both in retail and wholesale. Orders from dealers were many times larger than ever before in the history of the firm, and the retail demand was such that every available space in our talking machine department is used to demonstrate and sell records. The new record counter is crowded with buyers every day in the month, and the new system installed proved its advantages by enabling Wurlitzer to take care of a demand which would have simply swamped the department under any other circumstances.

"The talking machine trade was very short of Victrolas all during the month, but the big stock of records and the tremendous demand for Victrola records enabled the average dealer to round out the month with a very healthy increase over January of 1916. The demand for Victrolas was greater the latter part of the month than it was at the beginning, and the outlook for February is that there will be more Victrolas sold during that month than there were in January. With heavier shipments of machines coming in, and with every prospect of records being plentiful, the month of February is indeed a pleasant prospect to all Victor dealers in this territory."

TO ENLARGE FACILITIES

President of the Century Cabinet Co. Tells of Plans to Meet Demands of Manufacturers

James T. Lee, president of the Century Cabinet Co., New York, stated this week that the company had completed plans whereby its manufacturing facilities will be considerably enlarged in every department. This is in addition to the expansion which the company has made at its factories during the past year.

At the present the Century Cabinet Co. has on its books many of the leading concerns throughout the country, and negotiations are now pending whereby this list of patrons will be augmented considerably. The company manufactures a complete line of cabinets, and also makes a specialty of producing complete machines on a special working basis.

Use Ward's Moving Covers

Equipped with this valuable addition to your system, you can deliver your machines in perfect condition, please them, further advertise your business, and save money and worry. Well-made moving covers pay large dividends on the investment.

Our Covers are faced with Government Khaki, lined with a heavy grade flannel, interlined with heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "Ward—New London" quality.



Grade D, \$5.00
Plain
(Carrying Straps Extra)

Grade K, \$7.50
Plain

With name of Machine embroidered on any cover; extra .25
With Dealer's name and address, first cover, extra \$1.00
Same on additional covers, each; extra .50
CARRYING STRAPS: No. 1, \$1; No. 2, \$2; No. 3, \$3.50

Order Sample Cover on Approval, Giving Name and Style or No. of the Machine.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
Manufacturers Complete Line of Covers

101 William St.

NEW LONDON, OHIO



ADA JONES TELLS STORY OF CAREER

Famous Record Artist Gives Some Interesting Facts About Her Work in Singing for the Phonograph—Many Letters of Appreciation

Although opera stars of international renown have by the score entered the ranks of recording artists for phonographs and talking machines it is doubtful if there is any name more familiar to the majority of owners of such machines than that of Ada Jones, a pioneer among the women to take up this sort of work. In the February Edison Amberola Monthly Miss Jones sets forth some of her experiences as a phonograph artist in an interesting little story captioned: "Singing to the World," and in which she says in part:

"It was thirteen years ago that I started singing for the phonograph and I have been at it ever since. That is a long time, but there is not a single moment of it that I regret. Indeed, rather I am thankful that circumstances gave me the opportunity to enter this field and that such talents as I may possess enabled me to be as successful as I am. I often pause and wonder just how many people, at the particular moment, are listening to my voice. I don't believe that there is a single singer for the phonograph who does not have this thought at times. It may seem to you that a singer like myself, who sings everyday songs for everyday people, may not have a highly appreciative audience, but I believe that it would be hard to find people more grateful than those comprising the invisible audience to which I sing. Unable to indicate their approval by applause, they express it by letters. I have hundreds of these, received from all parts of the world and all kinds of people.

"I have one from a lighthouse keeper in Australia, telling me that he would go insane in his isolation if he did not have a phonograph to keep his mind occupied. He might better have expressed his gratitude to Thomas A. Edison than to myself, but I received the letter because he happened to be very fond of my records. Another letter that I prize is one from the captain of a little trading vessel that plies, or used to ply, among the Fiji Islands. I have one from a prospector in Alaska and still another from a shift boss in a diamond mine in the Kimberley fields in South Africa. During the Spanish-American war, I received many letters from boys at the front.

"My work has brought me a profound respect for my profession. I have come to take a delight in interpreting the songs that are born of the people and sung by the people. They express the real sentiments of the times with far greater fidelity than the productions of cultured musicians who look to other countries and other times for their themes and inspirations. And I believe the world is enriched by the melodies and sentiments that come from the masses. Only a fragmentary portion of either classical or popular music becomes immortal and fully as much 'popular' music survives as does the classical. I like ragtime because I feel that it is typically American. It is alive, virile, dashing and stimulating. It reflects the dominant qualities of the American race. It would not have found its origin here if the sentiments it expresses were not those of the people and it would not have captivated public fancy so thoroughly if it did not have some real merit. Victor Herbert once remarked that he was equally sorry for the person who couldn't enjoy ragtime as he was for the person who couldn't enjoy grand opera.

"Although it may seem simple, making a record is not an easy task and I always am 'all in' after I have finished. It is the nervous strain of knowing that you must not make a single mistake that wears on you. On the vaudeville stage a false note or a slight slip in your pronunciation makes no difference. On the phonograph stage the slightest error is not admissible. To make one means that you must make the record over again. The first record I made was a duet with the late Len Spencer. It was a ren-

dition of the once popular song called 'Pals,' and was one of the famous 'Jimmie and Maggie' series of records. My first solo was 'My Carolina Lady,' a song that swept the country when 'coon' songs were in vogue. My introduction to my profession was brought about by Len Spencer and Billy Murray, both of whom I met in New York. Previous to that time I had had an abundance of experience on the stage, both legitimate and variety. When I was born in Manchester, England, I seemed destined to a theatrical career. My mother was a famous singer and I was brought up in the atmosphere of the stage.

"As I sit quietly at home with my family at Huntington, L. I., and think that every day my voice is being heard the world over, I feel a deep sense of appreciation to the man who invented the phonograph and gave me the opportunity to sing to all the world through the medium of his marvelous invention."

TESTING AD LAW IN MILWAUKEE

Better Business Bureau of Advertising Club Brings Action Against Piano House Growing Out of Certain Statements Made Regarding Talking Machines—Trade Much Interested

MILWAUKEE, Wis., February 8.—The talking machine trade throughout the country doubtless will be very much interested in the test case brought under the Milwaukee "clean advertising" ordinance by the Better Business Bureau of the Advertisers' Club of Milwaukee, through Secretary P. W. Steitz, against the Milwaukee Piano Mfg. Co., 264-266 West Water street. It is alleged that the company advertised \$75 Victrolas at \$56 and then offered prospective customers a \$50 machine instead.

The first case was brought against F. Leslie Clark, as advertising manager for the Milwaukee Piano Mfg. Co. In district court the case was dismissed and Mr. Clark ordered released because it was not proven that Mr. Clark was advertising manager or in any way responsible for the publication of the advertisement. The actual merits of the case were not involved in this decision.

Secretary Steitz has now caused the arrest of the corporation and caused the officers of the company to be cited to appear before the district attorney so that it may be determined who is responsible for the writing, authorization and publication of the advertisement, so that the case may be tried on its merits.

According to Carl Netzow, an officer of the Milwaukee Piano Mfg. Co., the company did advertise Columbia, Edison, Victor and Imperial machines which it had on hand, but it did not state that the machines listing at \$75 and offered for \$56 were brand new machines. Mr. Netzow and other officers of the company are confident that they can disprove the charges made by Mr. Steitz, and deny that its advertisement was in violation of the ordinances.

NEW DESIGNS IN CABINETS

The Columbia Mantel Co., manufacturers of talking machine cabinets, Brooklyn, announce some new designs in cabinets of a distinctive character. The line includes not only small floor cabinets but also elaborate period designs. These cabinets are fitted as well with some of the newest improved features to be found. One of the newest products of the Columbia Mantel Co. is a new sound chamber made of spruce which they claim will give the sweetest tones. It is made for machines that will retail from \$100 up.

It was an old writer who said: "Happiness is the absence of misery." Another writer said, "Happiness is the legal tender of the soul." Contentment is a big word—much bigger than the word "happiness." Contentment is a condition of the mind, and not a situation of the purse. Things like autos, motor boats, all lend excitement—all appear to be encrusted with happiness, but none of these excitable situations can compare with contentment.

Operaphone Records**Operaphone Records**

are big sellers because in plain language—they have the right stuff in them. They are made right; the variety of selections is very large; only good artists contribute their talents to them and Operaphones play as long as the high priced 10 inch records.

Operaphone Records**Operaphone Records**

are good things for you to sell, because they are excellent things for your customers to buy. They yield a good profit while making friends for you. If you don't sell them—get in touch with us at once. We have a proposition you want to know about.

Write today.

Operaphone

200 Fifth Ave., New York City

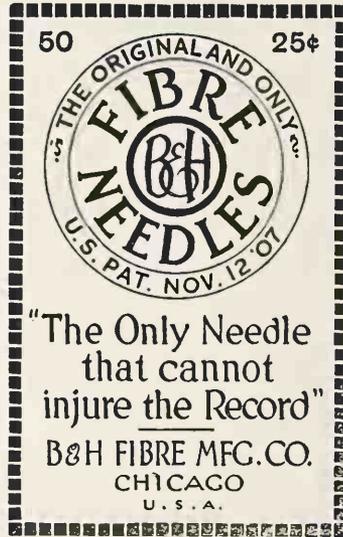
Operaphone Records



THE NEW 25c PACKAGE of "B. & H." Fibre Needles

is proving wonderfully popular with jobber, dealer and customer.

50 Needles



25 Cents

The popular price of 25 cents makes it easy to sell a customer his first package of fibre needles.

B. & H. FIBRE NEEDLE CO.

33-35 W. Kinzie Street

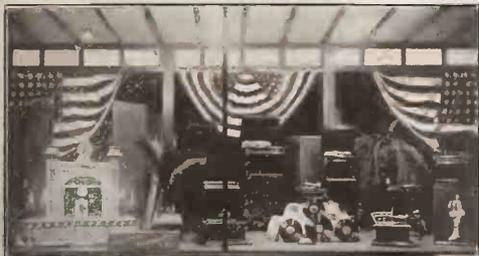
Chicago, Ill.



AN EFFECTIVE WINDOW DISPLAY

Made by Leonard Eicholtz & Co. Comes in for Public Approval and Commendation

BELLEFONTAINE, O., February 7.—Leonard Eicholtz & Co., 132 West Columbus avenue, which handles the complete line of Grafonolas and records manufactured by the Columbia Graphophone Co., New York, has made a specialty of constructing window displays of more than pass-



Eicholtz & Co.'s Attractive Window

ing interest to feature this line. Grafonolas and records lend themselves admirably to artistic display, and the recent windows prepared by this live-wire dealer have emphasized the prestige of Columbia products and resulted in many sales.

The accompanying photograph, featuring one of the most recent displays at the store of Leon Eicholtz & Co., was based on a miniature theatre, showing moving pictures of Columbia artists, etc. Notwithstanding the elaborate character of the display, the total cost was very slight, and the sales more than balanced the outlay. T. W. Detwiler, of the company's sales staff, prepared this window display.

INDIANAPOLIS DEALERS EXPANDING

Rapid Growth of Business Necessitates Improved Facilities—Kipp Co. Plan Thirty Edison Tone Tests—Stewart Talking Machine Co. Replenishing Record Stocks

INDIANAPOLIS, IND., February 3.—Talking machine dealers both in the wholesale and retail fields continue to report their business as showing steady increases. A new record was set for the business done in the month of January by practically every dealer.

A. W. Roos, manager of the Columbia store, said that where he expected an increase of 50 per cent. he was agreeably surprised to note an increase of 120 per cent. This included the wholesale and retail business. The retail business by itself showed an increase of 50 per cent.

Mr. Roos has put the Columbia line in the William H. Block department store, one of the

largest stores in Indianapolis, which also handles the Victor line. Mr. Roos is expecting to close two other big contracts in Indianapolis. Twenty new accounts have been opened outside of Indianapolis in Mr. Roos' territory. Business has been booming so that Mr. Roos has rearranged his office space and he now has his office in one of the demonstrating booths. James P. Bradt, general sales manager of the Columbia Co., visited Mr. Roos last week.

Walter Kipp, of the Kipp Phonograph Co., is planning to visit the Edison factory and to attend the Edison birthday celebration. Mr. Kipp says that business with him is the same old story—getting bigger all the time with the only complaint being the inability to get orders filled fast enough.

Mr. Kipp has arranged for Helen Clark and Herman Sevely, the Edison artists, to make thirty tone tests in his zone this month. They will hold a reception at the Edison Shop here the first of March.

At the Pathé Pathephone shop, the Tobin brothers have been working overtime. They have planned an extensive sales campaign which is beginning to show results. The retail business has been good and the wholesale business is constantly increasing.

The Stewart Talking Machine Co., jobbers of the Victor line, reports that unusual activity in all departments has made it necessary to increase the force of assistants in the shipping room. This augmented force was given a sharp test when January specials were delivered by the Victor Co. These special records arrived a few days before the February records, and brought about conditions resembling those of a week before the holidays.

The heavy inroads on its record stock are now being offset by the Stewart Talking Machine Co. and its foreign and domestic records will soon be complete, to allow the filling of most any sort of order. A new billing machine with a skilled operator in charge has taken the place of the former rather clumsy system of charge making, and this reduces greatly the time formerly required to make charges and adds to the accuracy.

The Starr phonograph is going well at the Starr piano store and the record sales are reported to be excellent.

Attractive street car advertising cards have featured the Vocalion, and at the Aeolian store it is reported that there has been a marked increase in the demand for the higher priced instruments. The piano houses, department stores and furniture stores which handle talking machines continue to feature them in newspaper advertisements and these dealers generally report good business in records and machines.

MANOPHONE CORPORATION'S PLANT

Splendid Facilities Found at Adrian Factory Where Manophone Is Now Manufactured—Personnel of the Company

The Manophone Corporation which last month took over the assets of Clough & Warren, of Adrian and Detroit, Mich., and of the James Manoil Co., Newburgh, N. Y., is now operating with much success at its modern plant at Adrian, Mich. The forming of the Manophone Corporation with a capitalization of \$500,000 to take over these two concerns,



Plant of Manophone Corporation

at its disposal the splendid facilities that have been enjoyed by Clough & Warren, and will enable them to manufacture Manophones of the highest quality at a minimum cost.

The factory is admirably located for securing materials and labor, and comprises an area of 125,000 square feet, five acres of ground being covered by the plant. It is equipped with the most up-to-date facilities for manufacturing. A feature of this end of the business will be the making of cabinets. Shipping facilities are of the very best, the company owning a communicating railway system, connected with the Wabash, New York Central and Detroit, Toledo and Ironton Railroads.

At present several large dry kilns are being built which will greatly increase their facilities for handling a large amount of cabinet work which will insure permanency to fill orders and give dealers the best service. The men who are in charge of this concern have had many years of experience in both the cabinet and talking machine industries, and are thoroughly capable to meet the requirements of the trade. The officials are: W. W. Cook, president; James Manoil, vice-president; J. A. Warren, Jr., second vice-president and treasurer, and L. W. Essex, secretary.

Laurence W. Bishop is planning to open a talking machine store in Ridgewood, N. J., to be known as the Ridgewood Talking Machine Co.



Those who use Record Delivery Envelopes know they are cheaper than paper and string

- Record Delivery Envelopes
- Record Stock Envelopes
- Perfection Record Holders
- Catalog Supplement Envelopes
- Long Cabinets
- Bagshaw Needles
- Peerless Locking Plates

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

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.

12118	John Thomas in the Gold	25	10023	Johnnie Hubbs	25
12220	John Thomas in the Gold	25	10040	Johnnie Hubbs	25
12542	John Thomas in the Gold	25	10119	Johnnie Hubbs	25
12577	John Thomas in the Gold	25	10121	Johnnie Hubbs	25
12644	John Thomas in the Gold	25	10122	Johnnie Hubbs	25
12780	John Thomas in the Gold	25	10123	Johnnie Hubbs	25
12781	John Thomas in the Gold	25	10124	Johnnie Hubbs	25
12782	John Thomas in the Gold	25	10125	Johnnie Hubbs	25
12783	John Thomas in the Gold	25	10126	Johnnie Hubbs	25
12784	John Thomas in the Gold	25	10127	Johnnie Hubbs	25
12785	John Thomas in the Gold	25	10128	Johnnie Hubbs	25
12786	John Thomas in the Gold	25	10129	Johnnie Hubbs	25
12787	John Thomas in the Gold	25	10130	Johnnie Hubbs	25
12788	John Thomas in the Gold	25	10131	Johnnie Hubbs	25
12789	John Thomas in the Gold	25	10132	Johnnie Hubbs	25
12790	John Thomas in the Gold	25	10133	Johnnie Hubbs	25
12791	John Thomas in the Gold	25	10134	Johnnie Hubbs	25
12792	John Thomas in the Gold	25	10135	Johnnie Hubbs	25
12793	John Thomas in the Gold	25	10136	Johnnie Hubbs	25
12794	John Thomas in the Gold	25	10137	Johnnie Hubbs	25
12795	John Thomas in the Gold	25	10138	Johnnie Hubbs	25
12796	John Thomas in the Gold	25	10139	Johnnie Hubbs	25
12797	John Thomas in the Gold	25	10140	Johnnie Hubbs	25
12798	John Thomas in the Gold	25	10141	Johnnie Hubbs	25
12799	John Thomas in the Gold	25	10142	Johnnie Hubbs	25
12800	John Thomas in the Gold	25	10143	Johnnie Hubbs	25
12801	John Thomas in the Gold	25	10144	Johnnie Hubbs	25
12802	John Thomas in the Gold	25	10145	Johnnie Hubbs	25
12803	John Thomas in the Gold	25	10146	Johnnie Hubbs	25
12804	John Thomas in the Gold	25	10147	Johnnie Hubbs	25
12805	John Thomas in the Gold	25	10148	Johnnie Hubbs	25
12806	John Thomas in the Gold	25	10149	Johnnie Hubbs	25
12807	John Thomas in the Gold	25	10150	Johnnie Hubbs	25
12808	John Thomas in the Gold	25	10151	Johnnie Hubbs	25
12809	John Thomas in the Gold	25	10152	Johnnie Hubbs	25
12810	John Thomas in the Gold	25	10153	Johnnie Hubbs	25
12811	John Thomas in the Gold	25	10154	Johnnie Hubbs	25
12812	John Thomas in the Gold	25	10155	Johnnie Hubbs	25
12813	John Thomas in the Gold	25	10156	Johnnie Hubbs	25
12814	John Thomas in the Gold	25	10157	Johnnie Hubbs	25
12815	John Thomas in the Gold	25	10158	Johnnie Hubbs	25
12816	John Thomas in the Gold	25	10159	Johnnie Hubbs	25
12817	John Thomas in the Gold	25	10160	Johnnie Hubbs	25
12818	John Thomas in the Gold	25	10161	Johnnie Hubbs	25
12819	John Thomas in the Gold	25	10162	Johnnie Hubbs	25
12820	John Thomas in the Gold	25	10163	Johnnie Hubbs	25
12821	John Thomas in the Gold	25	10164	Johnnie Hubbs	25
12822	John Thomas in the Gold	25	10165	Johnnie Hubbs	25
12823	John Thomas in the Gold	25	10166	Johnnie Hubbs	25
12824	John Thomas in the Gold	25	10167	Johnnie Hubbs	25
12825	John Thomas in the Gold	25	10168	Johnnie Hubbs	25
12826	John Thomas in the Gold	25	10169	Johnnie Hubbs	25
12827	John Thomas in the Gold	25	10170	Johnnie Hubbs	25
12828	John Thomas in the Gold	25	10171	Johnnie Hubbs	25
12829	John Thomas in the Gold	25	10172	Johnnie Hubbs	25
12830	John Thomas in the Gold	25	10173	Johnnie Hubbs	25
12831	John Thomas in the Gold	25	10174	Johnnie Hubbs	25
12832	John Thomas in the Gold	25	10175	Johnnie Hubbs	25
12833	John Thomas in the Gold	25	10176	Johnnie Hubbs	25
12834	John Thomas in the Gold	25	10177	Johnnie Hubbs	25
12835	John Thomas in the Gold	25	10178	Johnnie Hubbs	25
12836	John Thomas in the Gold	25	10179	Johnnie Hubbs	25
12837	John Thomas in the Gold	25	10180	Johnnie Hubbs	25
12838	John Thomas in the Gold	25	10181	Johnnie Hubbs	25
12839	John Thomas in the Gold	25	10182	Johnnie Hubbs	25
12840	John Thomas in the Gold	25	10183	Johnnie Hubbs	25
12841	John Thomas in the Gold	25	10184	Johnnie Hubbs	25
12842	John Thomas in the Gold	25	10185	Johnnie Hubbs	25
12843	John Thomas in the Gold	25	10186	Johnnie Hubbs	25
12844	John Thomas in the Gold	25	10187	Johnnie Hubbs	25
12845	John Thomas in the Gold	25	10188	Johnnie Hubbs	25
12846	John Thomas in the Gold	25	10189	Johnnie Hubbs	25
12847	John Thomas in the Gold	25	10190	Johnnie Hubbs	25
12848	John Thomas in the Gold	25	10191	Johnnie Hubbs	25
12849	John Thomas in the Gold	25	10192	Johnnie Hubbs	25
12850	John Thomas in the Gold	25	10193	Johnnie Hubbs	25
12851	John Thomas in the Gold	25	10194	Johnnie Hubbs	25
12852	John Thomas in the Gold	25	10195	Johnnie Hubbs	25
12853	John Thomas in the Gold	25	10196	Johnnie Hubbs	25
12854	John Thomas in the Gold	25	10197	Johnnie Hubbs	25
12855	John Thomas in the Gold	25	10198	Johnnie Hubbs	25
12856	John Thomas in the Gold	25	10199	Johnnie Hubbs	25
12857	John Thomas in the Gold	25	10200	Johnnie Hubbs	25

A REAL VETERAN OF THE TRADE

Lipman Kaiser, Who Has Been Connected With the Talking Machine Business for Over 20 Years, Has Scored a Most Enviably Record

One of the veterans of the talking machine industry is Lipman Kaiser, who, since 1896, has been a prominent factor in this trade, and always connected in a prominent way with its development. From very meagre proportions Mr. Kaiser has seen the talking machine business grow to its present magnitude as one of the great industries of the country.

Mr. Kaiser made his debut with I. W. Norcross, Jr., who over a score of years ago, was noted as a maker of original or master cylinder records. A few of the men making records at that period are still active members of the craft, namely Cal Stewart, Albert Campbell, W. F. Hooley and Steve Porter.

When the Edison phonograph assumed an active place in the field Mr. Kaiser left Norcross, and became a member of the staff of the National Phonograph Co. and did much to expand the Edison business in the Metropolitan territory. In 1900 Mr. Kaiser was sent to Paris by the Edison interests to represent them at the display of their goods made at the Paris Exposition. He spent eleven months in Paris, and made a host of acquaintances and friends by his geniality and ability as a sales representative.

A short time after he returned from Europe, or to be more correct, on March 21, 1902, he became connected with the house of S. B. Davega & Co., which to-day ranks among the oldest Victor distributors in New York, where he is an active force to-day. In these fifteen years he has built up a very large business for this house, and has won a reputation for probity and fair-dealing, of which any man can feel proud.

It is interesting to note that during Mr. Kaiser's twenty years of active service in the trade he has only made four changes—a record that speaks well for his ability and faithfulness.

Mr. Kaiser has always given the most serious attention to every matter that is of interest to the trade and its uplift. He is looked upon by dealers as a counsellor and friend, and many of them are indebted to him for advice, that has meant much for their advancement. He is little inclined to speak about his achievements, but others do that for him. It is impossible to visit any of the talking machine men whom Mr. Kaiser has served for a long period of years without realizing what a firm place Mr. Kaiser has in their esteem.

Mr. Kaiser is a great believer in the upholding of the contractual relations between the

manufacturer, jobber and dealer. The stability of the industry rests upon the proper conception of this relation, and he believes that every dealer should be an enthusiastic believer in maintaining the present status in the matter of contracts and fixed prices, which has made the industry so healthy and so successful. Hence it is that he has been a great advocate at all times of the enactment into law of the Stephens Bill, which aims at the maintenance of fixed prices, believing that the policy on which this industry has been so admirably developed, should be adhered to. He believes further that it is the duty of talking machine dealers to enlighten their brothers in other industries of the



Lipman Kaiser

big advantages that accrue from the maintenance of prices.

Mr. Kaiser is optimistic regarding the future of the industry with which he has been so long connected, and believes that public interest in the talking machine is growing as never before, because of the wonderful achievements of the manufacturers in producing instruments which meet the demands of the most critical musicians.

In a recent chat with *The World* he remarked: "The talking machine has now assumed a new dignity. By reason of the perfection attained in the construction of this instrument and in the process of recording, people are able to secure in their homes the exact reproductions of the great artists, as well as the great musical organizations. The recordings to-day are so true to life, and so flawless, in every way, that one who has not kept in touch with the progress of the trade, marvels at its tremendous development in recent years."

A BOOK THAT BREATHES EFFICIENCY

"Factory Costs and Proportionate Profit," Issued by DeCamp & Sloan, Proves a Volume of Unusual Importance and Interest

Under the title of "Factory Costs Plus Proportionate Profit," DeCamp & Sloan, mechanical engineers of 420 Ogden street, Newark, N. J., have just prepared and issued a booklet of unusual interest and value to the talking machine manufacturer, and which will be sent to anyone in the trade upon request. The booklet serves to emphasize the service rendered towards clients by the company which is widely known as manufacturers of precision, and makes known the fact that the Newark plant is ready to serve manufacturers in numerous ways not only in furnishing tools but in systematizing the business of manufacturers.

"Factory Costs Plus Proportionate Profit" opens with an introductory written by Harold S. Sloan, treasurer of the company and which tells briefly of the organization, the men in it, and their respective duties. Then follows a description of the various departments in the trade, the work they can do for the manufacturer, the quality of materials used, the advanced system of cost, keeping and billing and the other factors that, while working in the interests of DeCamp & Sloan, likewise work to the interest of the client.

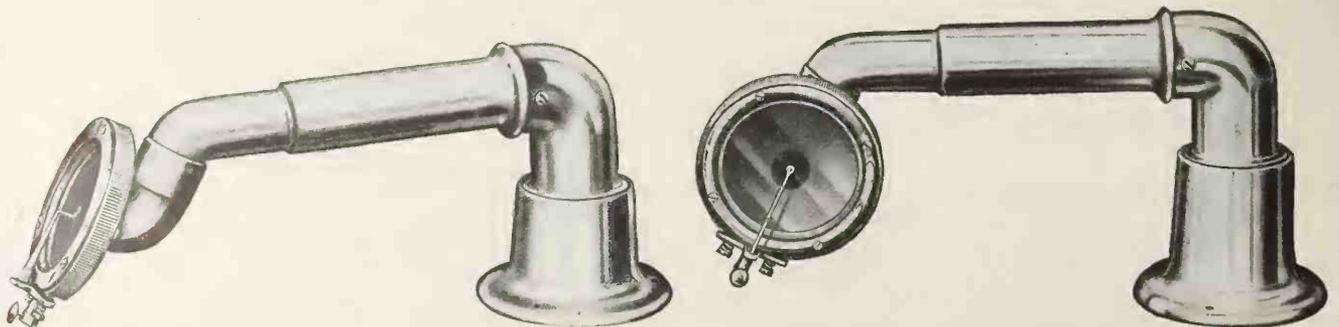
The efficient organization, the accuracy of its work and other data is covered very completely in the booklet, and at the same time the facts are offered so simply and clearly that the reader is left in little doubt regarding the ability of DeCamp & Sloan to carry out their contract to the best advantage of all concerned. The improved cost system alone, as described, should find for the booklet a permanent place in the library of every live talking machine manufacturer.

BIG DEMAND FOR CRYSTAL NEEDLES

N. Baruch, Tribune Building, New York, manufacturer of the Enbeco Crystal Needle, reports a heavy demand for his needles. A recent order was received from one of the large syndicate stores with hundreds of branches which will take a large amount of needles, the managers of the different stores being pleased with the public's reception at the demonstration of the needles. Talking machine dealers are also sending in substantial orders. Mr. Baruch states despite the large amount of needles manufactured the greatest care is taken with each needle, which must be perfect. Each needle is placed in a separate capsule as a further means of protection.

Buy Your Tone Arms and Sound Boxes Direct

FOUR STYLES—GET OUR PRICES



Special Features—Quality—Production—Special designs for distinctive machines made to your order and made by highest type of workmen in Dayton, Ohio, "The City of Precision".

THE THOMAS MFG. CO.

Specialty Department

DAYTON, OHIO

WILLIAM FRIEDMAN, PRESIDENT

P. J. FRIEDMAN, VICE PRESIDENT

MORRIS FRIEDMAN, SECY & TREAS.

King Talking Machine Co., Inc.

OF NEW YORK

MANUFACTURERS
OF TALKING MACHINES

OF TONE AND QUALITY

11 WEST 25TH STREET

TELEPHONE FARRAGUT 4910

NEW YORK, January 25, 1917. 191

The Talking Machine World,
373 Fourth Avenue,
New York City.

Gentlemen:

I desire to express my thanks to the press of
The Talking Machine World for their successful work.

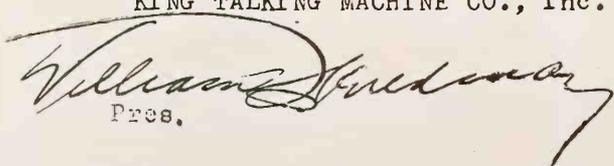
My ad featuring the "Harrolla" Talking Machine
that appeared in January's issue has brought me many good returns,
two in particular; a contract that I closed January 24th, with one
of the largest commercial houses in this country amounting to
\$50,000, another deal that I closed through my ad in the Talking
Machine World, amounting to \$10,000.

I have done other advertising that brought good
results, but found none more successful than my ad that appeared
in January's issue.

Again I desire to thank you.

Respectfully yours,

KING TALKING MACHINE CO., Inc.


Pres.**WHAT TALKING MACHINE WORLD ADVERTISING DOES**

The Above Is a Sample of the Letters We Receive Regularly from Advertisers

A New Tone-Arm That Will Sell Your Product— Because It Is Attractive and Has "Class"

SEND \$3 FOR
S A M P L E

Write for Quantity Prices

Mutual Talking Machine Co., Inc.
145 West 45th St., New York



BALL BEARING Universal Tone-Arm No. 2

Jumbo Style—Two Sizes, 8½ and 9¼ Inches

Plays all makes of records. Free clearance.
No obstruction from sound box to base.

BEST GRADE MICA

ABSOLUTELY GUARANTEED

We Also Make a No. 1 Tone-Arm for Medium Priced Machines

MILWAUKEE JOBBERS WORKING TO REPLENISH STOCKS

Traffic Troubles of Various Sorts Serve to Delay Shipments—January Business Shows Increase—
Civic Music Association Expected to Help Trade—Dealers Expanding Quarters

MILWAUKEE, Wis., February 10.—Compared with December business, talking machine trade in Milwaukee during January and thus far in February has been rather quiet, which is natural, but the volume of sales is considerably in excess of the number which were moved a year ago at this time. So far as sales of records are concerned, business has been exceptionally brisk since New Year's Day.

The car shortage and traffic embargoes which have been acute for several months, continue to restrict receipts and shipments of talking machines. Temporary relief has been afforded from time to time, enabling jobbers to replenish stocks and satisfy the needs of their dealers in Wisconsin, Upper Michigan and immediate vicinity. At one time, even express companies embargoed shipments for a short period. The extreme cold weather of the last two or three weeks has further accentuated the unfavorable traffic conditions, but the situation is not by any means so serious as during the latter part of November and throughout December.

In these strenuous days of extremely high living costs, the talking machine trade has made it a point to bring the public to regard its goods as a necessity rather than a luxury. Good results are being obtained. The trade has proceeded along the theory that music, especially good music, is as essential to happiness and contentment as pies and cakes and what-not. There has been no suggestion of the thought that talking machines and other musical instruments ever were luxuries.

Much good for the advancement of music is expected to result from the organization of the Civic Music Association, a procedure which has resulted in stimulating new interest in an organization of manufacturers and dealers, which becomes a division of the larger organization. This is the first time that the attempt has been made in Milwaukee to unify all of the music industries—the piano, talking machine, sheet music and musical merchandise trades. It will bear the name of Merchants and Manufacturers' Association of Musical Industries of Milwaukee, and will effect its formal organization and elect officers at a meeting scheduled to be held February 15. First steps were taken on January 5, and a second meeting was

held January 17. Edmund Gram, a large distributor of Aeolian-Vocalion machines, took the initiative in the movement by virtue of having been president of the old Milwaukee Piano Dealers' Association. The talking machine men have joined in the movement with a will, because all of the interests sought to be encouraged and protected are closely allied. The talking machine trade has not before been organized separately here, although clubs of dealers of one make or another have flourished. Charles J. Orth, Sonora distributor, is chairman of the music industries division of the Civic Music Association and is taking an active part in the organization of the new trade association.

Milwaukee talking machine jobbers expect to reap some benefit from the state railroad commission's order of January 25 to all railroads operating within the State of Wisconsin to abolish the present maximum distance tariff on May 1, and to substitute a new distance class rate tariff, as well as to establish joint class rates. The order affects the smaller shippers of the state, and, of course, covers only freight transportation within the borders of the commonwealth. The reductions to result from the changes will amount to from 5 to 30 per cent., depending upon the class.

Charles J. Orth, Sonora distributor, spent ten days in New York recently and witnessed the manufacture of Sonora machines from raw material to finished product. Mr. Orth made arrangements for supplies of this line for the remainder of the year and thus hopes to avoid a shortage of stock during the holidays.

Northern Illinois, excepting the city of Chicago and suburbs, has been added to the territory handled by the Premier Talking Machine Co., of which T. W. Abell is manager. Park Adams, formerly in charge of the main office at Milwaukee, now in charge of the wholesale headquarters in Detroit, spent several days with Mr. Abell early in February.

Stanley V. Waldheim, manager of the Brunswick and Columbia departments of Waldheim & Co., left last week on a pleasure trip to Florida. From there Mr. Waldheim expects later to go to California to join his parents and spend the remainder of the winter in the balmy clime of the southern Pacific Coast country.

Mrs. Palma Hoeffler, wife of Adolph Hoeffler, head of the Hoeffler Mfg. Co., distributor of the Starr phonograph, died recently after a short illness. Mrs. Hoeffler was thirty-six years old and is survived by her husband and a young son.

The Flanner-Hafsoos Music House, an Edison retailer, has been elected to membership in the Milwaukee Merchants and Manufacturers' Association.

Word comes from Beaver Dam, Wis., that Joseph Haimerl, Davis street, has discovered a new material for the manufacture of talking machine needles. It is the shinbone of a deer, and points carved by Mr. Haimerl are said to produce exceptional tone quality. The supply of deer-bone, however, is said to be somewhat too limited to make possible a large industry of this character.

The Brown Cabinet Mfg. Co., manufacturing the Empress talking machine, was made defendant in involuntary bankruptcy proceedings on January 20. Three lumber and veneer companies, with claims aggregating \$1,500, petitioned that the concern be declared insolvent.

The new enameling plant of the Wood Products Co., Ladysmith, Wis., was destroyed by fire on January 27, just after much new equipment had been installed. The loss is said to exceed \$6,000. The company recently accepted a contract for making 500,000 handles for Stewart talking machines, which order necessitated the new enameling facilities.

A. G. Kunde, Columbia jobber and retailer, reports that business is being nicely maintained during the early part of the year and the 1917 volume should exceed that of last year if the monthly increases continue.

L. C. Parker, manager of the Victor department at Günbel Bros., first president of the Salesmanship Club of Milwaukee, completed his first term on January 18 and at the annual election was elected a director as an appreciation of his service.

The Y. M. C. A. at Wausau, Wis., has dispensed with its piano and pianist for gymnasium accompaniments and is using a Victor exclusively.

Max B. Barkan, retail jeweler, 1004 Walnut street, has established a Columbia department. Mr. Barkan recently moved into his new store building.

The Badger Talking Machine Shop, 425 Grand avenue, R. H. Zinke, manager, is making numerous improvements in its store and stockrooms to facilitate business. The office is being re-arranged and made larger to handle the increased volume of business. The Badger Shop is called the largest exclusive retail Victrola store in the United States and is making a great reputation for its service. It is advertising "Badger Service" almost daily in Milwaukee newspapers and its record sales have shown a wonderful increase as a direct result.

The Sailstadt-Kreidler Piano Co., Eau Claire, Wis., Pathephone retailer, has changed its name to Sailstadt-Payson Piano Co., F. J. Payson having purchased Mr. Kreidler's interest.



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 Friend of the Dealer"
The Hoffay AIRTIGHT Phonograph**



Models \$75, \$100, \$150, \$200, \$250
HOFFAY TALKING MACHINE CO., Inc.
500 FIFTH AVENUE NEW YORK CITY

Harry T. Young, vice-president, Chicago Hinged Cover Support & Balance Co., Chicago, spent several days in the Milwaukee manufacturing, jobbing and retail talking machine trade.

The Steussy-Schulz Piano Co., Pathé and Magnola, made an extensive advertising campaign on Pathé records during the vaudeville engagement of Craig Campbell at the Majestic Theatre. A similar plan was followed by Schlick's Shop, 608 Grand avenue, also a Pathé retailer.

The Winslow Music Co., Waukesha, Wis., Sonora retailer, is moving into new and larger quarters in the Ovitt Building.

Edmund Gram, head of the Edmund Gram Music House, Aeolian-Vocalion distributor, tendered his entire forces a banquet at the Hotel Martin recently in appreciation of the good work done during 1916, the best year in the company's history. Among the speakers was Paul F. Seeger, manager of the talking machine department, whose division made one of the best showings of all.

The Edison Shop says that January business has been better than usual and the outlook for the rest of the year is fine.

VAN VEEN BOOTHS INSTALLED

In Palatial New Home of Paul G. Mehlin & Sons on East Forty-third Street, New York, and Stultz & Bauer, Brooklyn

During the past few weeks A. L. Van Veen & Co., Marbridge Building, New York, have closed a number of important deals for the installation of Van Veen booths and store interiors. One of these installations was in the new home of Paul G. Mehlin & Sons, 4 East Forty-third street, New York, one of the most attractive showrooms in the Fifth avenue piano section. A number of Van Veen booths were constructed for this new store to display Mehlin pianos and the Edison Diamond Disc line of phonographs.

Stultz & Bauer, Brooklyn, N. Y., were so well pleased with their first installation of Van Veen booths that they have ordered a second complement of booths to be installed immediately. Another recent Van Veen installation included several booths for the Sonora Shop, 1287 Fulton street, Brooklyn, N. Y.

GRANTED IMPORTANT PATENT

The United States Patent Office on January 23 allowed Victor H. Emerson, president of the Emerson Phonograph Co., New York, a patent which covers the present method of recording of the Emerson universal cut record. Mr. Emerson has combined both the hill and dale and lateral types of records into one, producing the Emerson universal cut record which can be played on all types of machines without an attachment, with the exception of one. This patent is generally recognized as an important one, and the Emerson Phonograph Co. is preparing to greatly increase its factory capacity to take care of the demand for the Emerson universal cut record. The company is now turning out about 35,000 records per day.

The Starr Phonograph Sales Co., Inc., of Rutherford, N. J., was authorized to do business in the State of New York recently. The concern deals in talking machines, cabinets and records, is capitalized at \$10,000, and is represented in this city by George F. Abendschein.

BIG RECORD DEMAND IN BALTIMORE

Little Lull Reported After Holiday Rush—Improved Labor Conditions Have Good Effect on Business—High-Priced Machines Very Much in Favor—What Local Houses Report

BALTIMORE, Md., February 5.—The talking machine business keeps up in Baltimore just the same as though the holiday rush had not occurred, and dealers are now wondering if it will end. The sale of machines has switched from the low priced and medium priced instruments to the high grade machines. All lines report an onslaught for the better grade of machines, and consequently the usual shortage has occurred following the big demand.

One thing that has tended to keep the business receipts high is the wonderful sale of records. All companies are apparently in good shape to deliver records promptly, and while the sale of machines has not been quite as great during the past month, it is more than overbalanced by the record business.

The big industries about Baltimore that have attracted many skilled mechanics to the city as well as the generally improved salary list for many workers is no doubt responsible for the harvest that has been reaped by the dealers here.

A. J. Heath, manager of the Columbia Co.'s headquarters here, is more than pleased with the January business, and a big demand for the \$150 and \$200 machines is what pleased Mr. Heath most. A wonderful sale of records throughout the month and satisfied dealers is what he believes is helping him most to continue to improve the business in this territory. P. W. Peck and Oden Lester are making a real trip for the Columbia Co.

1. Son Colten, of Cohen & Hughes, Victor

distributor, says business is moving along at a very fine rate at both his Washington and Baltimore stores. Frank Laurence, F. S. Harris and S. M. Revnes are all on the road for the firm at this time, and all are expected to show good results. The firm's new building is now practically complete of interior decorations. The entire sixth floor has been given over to the selling of machines, while the first floor booths are used mostly for record demonstrations.

Howard Weber, who was in charge of the office for the Cohen & Hughes firm for over a decade and a half and who for the past several years looked after the road business has left the firm, and is now associated with the Haag Cabinet Co., of Philadelphia, as assistant sales manager and traveling representative.

Sanders & Stayman Co., Inc., the Aeolian representatives, are doing a fine business with the Aeolian-Vocalions. High-priced instruments have the call with the firm. Last Friday a \$300 Vocalion was sold to one customer, and an art Vocalion for \$875 was sold to another. The firm is also handling the Musola talking machine, which is also manufactured by the Aeolian Co.

W. C. Roberts, of E. F. Droop & Sons Co., Inc., Victor distributors, reports an increase of more than 60 per cent. in the month's business over January of 1916. This increase occurred, Mr. Roberts said, despite the fact that the sale of machines during the month was very small, but the record business is what accounted for the fine showing in the aggregate. Mr. Roberts said he was still unable to get as many machines as he desired to satisfy all of his customers.

Jesse Rosenstein for the National Piano Co., Pathé distributors, reports business very satisfactory, and a more liberal shipment of machines during the month. The records are also coming in better, and are very popular.

**ARE YOU EARNING
MOTROLA
PROFITS?**



You can, easily!

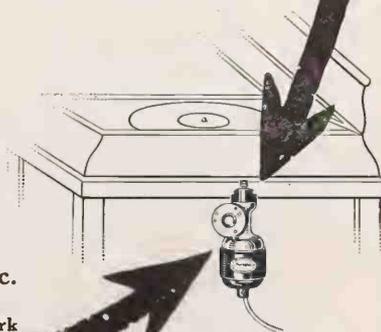
Put one on your demonstrating instrument. The Motrola will sell itself—because everyone who sees it will realize that it is necessary to the complete enjoyment of any phonograph.

"MOTROLA received yesterday. I have sold it party more than pleased. Send another by return express," writes Carl Adler of Baker, Oregon. We wish we could show you the large number of similar letters we have in our file!

The MOTROLA winds any phonograph by electricity. It is easily attached in place of the winding handle; upkeep negligible; can't get out of order. It insures perfect time and tone.

We will gladly send responsible dealers a sample MOTROLA on 10 days' trial.

Write today! Let the MOTROLA earn extra profits for YOU!



JONES - MOTROLA, Inc.
(Note our new address)
29-31-33 West 35th St., New York



The Columbia dealer markets a line of merchandise that cannot be got elsewhere. No other musical line is so exclusive. People want it—and a competitor cannot easily satisfy them with substitutes.

(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**

OTTO HEINEMAN ON 1917 BUSINESS

Tells of Plans For Greater Heineman Service During 1917—Wonderful Expansion of Business Last Year Despite Shortage of Labor and Materials—Looks for Prosperous Era

"Since the first of the year we have been busy perfecting plans whereby our patrons will receive maximum quality in the Heineman motor output during 1917," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, in a chat with *The World*. "Although we closed a phenomenal business in

this slogan that enabled the successful companies of Europe to retain their customers in the face of the keenest competition.

"Last year we stated in our advertising that 1917 would be the biggest year in the history of the talking machine industry, and our observations and experience during January has only strengthened this belief. There seems to be a permanent prosperity in the manufacturing end of the business, and those concerns who are working on the basis of giving the dealer and public value for the money expended are enthusiastic in their predictions for the coming year, which is sure to be a record-breaker.

"The large number of well-known piano houses who have entered the phonograph industry the past year have served to emphasize the prestige and stability of the business. These piano houses have been instrumental in opening up new avenues for phonograph merchandising, as they are in a position to sell their product through dealer organizations which have been educated to the requirements of the music-loving public.

"Other large concerns with facilities for wood-working have also entered the industry the past year, and through their ability to render service to the dealers have been able to build up a profitable and rapidly expanding clientele. Viewing the situation as a whole, I firmly believe that the phonograph business will enjoy an era of prosperity during 1917 that will not be minimized by any political or economic developments."



Otto Heineman Photographed Dictating in His Office

1916, we are going ahead on the policy that our customers are entitled to all possible co-operation and service, and to that end, every member of our manufacturing organization has been instructed to place 'quality' first under all considerations, and give his personal efforts towards the production of the best motor that can be manufactured.

"During 1916 we were seriously handicapped by a shortage of labor, and a dearth of raw materials, but both of these conditions are being rapidly adjusted, and we have every reason to believe that 1917 will witness a marked progress in the quality standard of the Heineman motor. We are striving to attain certain ideals, and will leave nothing undone to reach this goal.

"Every division of our organization has instructions to faithfully follow out the maxim that 'the customer is always right,' as it was

DIAMONDS

Not the too sharp cutting sort, but smoothly polished on the slightly rounded POINT; set in nickel shank. Sample \$1.40.

E. C. HOWARD
Hotel Alexandria Chicago, Ill.

MUNITION WORKERS LIKE MUSIC

Insurance Adjusters Find Many Pianos and Talkers in Kingsland, N. J., Homes Recently Wrecked by Big Explosion

Newark, N. J., January 22.—The adjusters for the insurance companies who are appraising the damage done when the town of Kingsland narrowly escaped total destruction in the explosion of the Canadian Car & Foundry Co.'s war munition plant recently, have discovered that munition workers are great buyers of luxuries. When wages jumped from \$2 to \$3 a day to \$6 or \$8 a day, the workers invested the excess in house furnishings of high quality, including pianos and talking machines in great abundance and of first-class makes. In fact, hardly a damaged house on which insurance is claimed was without its musical instrument of some sort.

TO OCCUPY NEW HOME ON MARCH 1

Special Building Erected for Victrola Department of Schmelzer Arms Co. in Kansas City Will Soon be Ready for Occupancy

KANSAS CITY, Mo., February 6.—The Schmelzer Arms Co. will get into its new building, erected especially for the Victrola department, and to be occupied exclusively by that department, by March 1. It is a beautiful structure, matching well the great building that has been called for years "the most interesting store in Kansas City." The new store will give the wholesale department three times its present space. Shelves, filing arrangements, and various stock accommodations, are being built especially for the efficient handling of talking machines and records, and other merchandise, on plans worked out by A. A. Trostler, manager of the department. Dealers who visit Kansas City—and the place will be worth a special trip—will find out why it is that the Schmelzer Co. makes so few errors in shipment; and they will get a fine picture of a big, efficient distributing station for Victrolas.

The Schmelzer Arms Co. is continuing now, even though the rush of the Christmas season is long past, the handling of Victrolas direct from the incoming trains to the outgoing. Men are stationed at the freight depots, to pick out machines as they are unloaded, and mark them for shipment to dealers.

MAKING GOOD IN NEW HAVEN, CONN.

Whitlock's Book Store Building Up Large Business with the Columbia Line

NEW HAVEN, CONN., February 6.—One of the successful talking machine departments in this city is that of Whitlock's Book Store, 230 Elm street, which was opened in October of last year, and has proved most successful ever since. The department handles Columbia Graphophones and records exclusively and is under the management of Dean D. Smith.

The company does a large business with the students at Yale College and carries considerable advertising in the "Yale News," the official college organ.

The King Talking Machine Co., Inc., was incorporated last week for the purpose of dealing in talking machines and records, the capitalization of the firm being \$5,000, and the incorporators being M. W. and P. J. Friedman, of New York City.

Nicholson Record Cabinets

'High-Grade Cabinets
Below any Competition

Mahogany, Imitation Mahogany, Quartered Oak, Plain Oak with Shelves or Racks.

Write for Catalog

K. NICHOLSON FURNITURE CO., Chase City, Virginia
New York Show Rooms, 9th Floor, N. Y. Furniture Exposition Bldg.

BUFFALO'S GROWING POPULATION ENCOURAGING TO TRADE

Increasing Industrial Activity Brings Prosperity to Many Lines of Business—Talking Machine Men and Automobile Show—The Records That Are in Demand—Recent Visitors

BUFFALO, N. Y., February 3.—The talking machine trade in Buffalo promises to show a steady growth in 1917. All the local dealers said that last month's business was considerably better than that of January, last year, and that condition is likely to continue as the year progresses.

Official figures showing the growth of the population of the Buffalo district have just been received from the Census Bureau at Washington. The figures back up the claim of the local talking machine men that this territory, on account of its industrial activity and its increasing number of home owners, is ideal for the sale of talking machines and records. The population of the Buffalo district, which includes Tonawanda, North Tonawanda, Lackawanna and the towns of West Seneca, Cheektowaga and Hamburg, is given at 528,987. This is an increase of 8.3 per cent. in the past five years.

"We haven't had a Victrola of any kind, in

regular finish, for our retail floor for several months on account of the extreme shortage," said C. N. Andrews, of the firm of W. D. Andrews; "our dealers always have the preference."

Among the live wire salesmen in the talking machine field is C. M. Logan, who covers the territory west of Buffalo for W. D. Andrews. Mr. Logan calls on each dealer in his territory once and sometimes twice a month.

The talking machine dealers who attended the recent automobile show in this city included O. Stranburg, C. Fred Danielson and D. C. Russell, Jamestown; Henry Schafer, Dunkirk; F. A. Fornes, Salamanca; Mr. Hutchens, Ridgeway, Pa., and Mr. Landauer, Medina.

The Albert Schuler Piano Co., which handles the Edison machines, will move in a few weeks to a new location, directly opposite the entrance to the Teck Theatre. The store will be elaborately fitted out with booths and an Edison concert room.

A. H. Trotter, representing the Gibson-Snow Co., Inc., of Syracuse, New York State distributors of the Sonora phonograph, called on John G. Schuler, Bing & Nathan and W. H. Bauer, Sonora dealers of this city. Mr. Trotter said he was pleased with the demand for Sonoras in Buffalo.

Billy Sunday's campaign in Buffalo has created a heavy demand for the records by Honfer Rodeheaver, Mr. Sunday's famous choirmaster. W. L. Sprague, manager of the Columbia store, Buffalo, is making special announcements regarding these records in his window display.

W. J. Bruhl, manager of the retail department of Neal, Clark & Neal's, reports a heavy call for the Rodeheaver records. The most popular of the records is "Brighten the Corner Where You Are."

V. W. Moody, manager of Neal, Clark & Neal's, is enthusiastic over the activity of the Victor dealers in this territory and the improvements which some are making at their stores. Gould Bros., who sell the Victor line, will make extensive alterations at their store at Main, near Utica streets. They will take over additional space on the second floor of the building. Their office will be conveniently located on a balcony. Two Victrola booths on the main floor will be among the improvements.

The Schmidt Co. has installed a new Victrola booth in its Genesee street store.

The Clark Music Co., which has succeeded to the franchise of A. F. Winegar, has installed a booth at its new store at 2338 Seneca street.

W. F. Gould is planning to devote exclusively one of his stores in his Elk street block, to the sale of Victor goods.

Burley & Beisinger, who handle only the Victor line, have moved into a larger store in West Ferry street, where they have four booths.

C. H. Utley is distributing a useful combination, which is an "Edison bank and postal card." Mr. Utley advises his customers to slip a few nickels and dimes and quarters in the bank. "When the bank contains \$10 or more, bring it to us and make your selection of an Edison," says Mr. Utley.

Denton, Cottier & Daniels, in describing their store, use these slogans, "the store your forefathers patronized," "the store that has made Victor shopping a pleasure," and "the store that has all available Victor records always on hand."

WALL STREET'S "TALKING MACHINE"

The Wall Street Journal has been featuring a story that there will be a big consolidation of the leading talking machine concerns in the near future, and adds: "This accounts for the recent activity and strength of the phonograph stocks." This has long been a favorite topic with financial papers, and of course, it is not based upon anything authoritative, but rather gossip, always so popular in Wall street circles, but never more so than in these days of "leaks."

It Has a Rimmed Back

Cabinet 403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX in. It works very easily and makes a splendid outfit. Nothing to get out of order and you can put the machine in almost as quick as you could set it on a cabinet without rim.

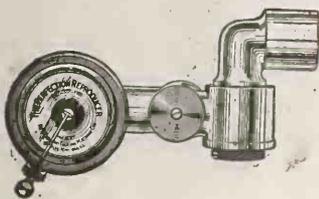


No. 403 [Vertical Interior] For New Victrola IX, only.

Height, 34 1/2 in. Width, 19 1/4 in. Depth, 22 3/4 in.

Holds 224 Victor records.
Mahogany. Quartered Oak.
Average weight, crated, 85 pounds.
[If horizontal shelving is desired, order No. 1403.]
[When felt interior is desired ask for No. 403F.]
624001—Mahogany or Oak Vertical Interior.
927504—Mahogany or Oak Horizontal Shelves or Felt Interior.

The PERFECTION Ball-Bearing Tone Arm



Phonograph Dealers

The "Perfection" Ball-Bearing Tone Arm and Reproducer No. 4 (new model ready for shipment Feb. 15) is a STANDARD accessory for playing all makes of lateral cut records on all types of Edison Disc machines. It is heavier and stronger than our first No. 4 arm and is finished in a finer quality of gold plate.

Over 20,000 sets of our ball-bearing tone arms are now in use. Everyone is guaranteed, because it is a HIGH GRADE piece of mechanism that will hold its adjustment and finish. Our new model No. 4 is fitted to Edison machines only.

The "Perfection" ball-bearing tone arm is manufactured exclusively by us and the ball bearing idea originated with us. If your customer has some other combination show him this one.

All dealers should carry a quantity in stock because it helps the Edison dealer sell machines and when shown to owners of Edison machines increases record sales for dealers who handle lateral cut records.

Write for prices

The New England Talking Machine Company

16 Beach Street Boston, Mass.

Cabinet Profits Pay the Rent

This Is Particularly True At This Time of the Year

People who acquired talking machines during the holiday season are just reaching the time when their records demand a cabinet to hold them.

If you haven't fortified yourself with Udell cabinets to turn this demand into a profit for yourself, you should write for our attractive book which tells you how to make the cabinet end of your business of profitable importance. We have a style of record cabinet for every taste.

The Udell Works

1204 West 28th Street Indianapolis, Ind.

The Harrolla Line

A Money-Maker for Progressive Dealers



Model 250—Retails at \$200
 Finish: Mahogany, light, dark and natural wood colors. Motor: No. 16 Meisselbach, playing five ten-inch records with one winding. Dimensions: Height 51½ inches; width, 23 inches; depth, 25½ inches. Universal tone-arm. Automatic stop. All metal parts gold or nickel-plated.

Harrolla Equipment
 All Harrolla Cabinets are manufactured in our own factory, thereby reducing costs to a minimum. We are using all MEISSELBACH parts in every machine, as these parts are the best on the market.

Every Harrolla machine is guaranteed absolutely or money will be refunded. A Harrolla perfect jewel point furnished with every machine.

The Harrolla line is no experiment, but every machine embodies quality in every detail, cabinet, parts and tone.



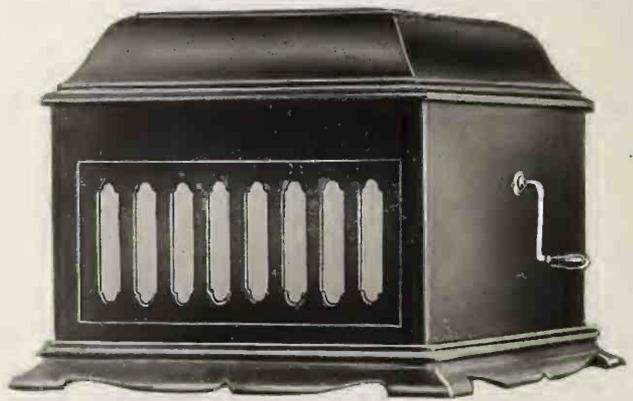
Model 150—Retails at \$125
 Finish: Mahogany, golden oak, fumed oak, English oak, Mission oak and silver grey. Motor, No. 16 Meisselbach, playing five ten-inch records with one winding. Dimensions: Height, 46½ inches; width, 22 inches; depth, 22 inches. Universal tone-arm. Automatic stop. All metal parts nickel-plated. Made in one or two door cabinets.

Let Us Fill Your Record Orders
 We are direct jobbers for the famous MAJESTIC records, retailing at 25 and 50 cents; 7 and 9 inch double face, hill and dale cut. The MAJESTIC record is known for its tone quality, complete catalog, prominent artists, and the fact that it gives "more music for less money".



Model No. 75—Retails at \$75.
 Finish: Mahogany, golden oak, fumed oak, English oak, Mission oak and silver grey. Motor, No. 12 Meisselbach, playing three ten-inch records with one winding. Dimensions: Height, 42½ inches; width, 19 inches; depth, 22 inches. Universal tone-arm. All metal parts nickel-plated. Made in one or two door cabinets.

Universal
 Harrolla machines play all makes of records without any attachment.



Model No. 50—Retails at \$50
 Finish: Solid mahogany or oak. Motor, No. 10 Meisselbach, playing three ten-inch records. Dimensions: Height, 16 inches; width, 18 inches; depth, 22 inches. Universal tone-arm. All metal parts nickel-plated.

Very Liberal Discounts to the Trade. Write To-day for Proposition.

KING TALKING MACHINE CO., 11 West 25th St., NEW YORK
 DEALERS ARE INVITED TO CALL AND INSPECT OUR LINE

THE "TIRED" SALESMAN AND HIS EFFECT ON CUSTOMERS

An Incident That Goes to Prove That the Dealer Who Carries "Sleepers" on His Staff Is Working Directly Against His Own Interests—Doesn't Pay to Discourage Possible Buyers

The following little story on selling as it should not be done sets forth a condition that obtains in a surprising number of talking machine stores and describes the inefficient methods that have become generally recognized in the industry.

After reading the story the talking machine dealer should look over his own staff to see that there are no "sleepers" occupying space on his payroll. The incident, as set forth in the "Columbia Record" recently was as follows:

Scene: Talking machine shop of Whoozis & Co., Anyole Town, Mo.

Characters: One of the genus homo, commonly known as a salesman. Lacking an adequate substitute for that name and out of due regard for the National Board of Censorship, we'll let it go at that. He's one of those fellows who means well, tries a little and fails much.

Also a prospective customer with lots of coin of the realm tucked away in a pigskin purse in the pistol pocket of his pants—likewise a disposition to buy Columbia records.

The Prospective Customer makes the first advances—from necessity rather than inclination.

"Good morning. I have a _____ machine, but I have seen in your advertising—which, by the way, is mighty clever—that it will play Columbia records. The wife's very fond of grand opera. What records have you from 'Traviata'?"

With an uncanny, delirious fog-horn sort of yawn, accompanied by a look indicative of the fact that he didn't know whether "Traviata" was a new disease or a new dance, the salesman indolently indicated a catalog with a sort of semaphore motion of his arm.

Profusely apologizing for keeping him away from his much needed rest, P. C. skimmed through the catalog; for it was splendidly and simply indexed, found what he wanted and what the salesman should have known he wanted.

"Let me hear A-5284 and A-5212," he gently urged by the simple process of jabbing his index finger into the ribs of the somnolent one.

Awaking with a start, the salesman ambled aimlessly toward the back of the store where the P. C. could see him wandering from shelf to shelf and climbing ladder after ladder. When ten minutes had elapsed by P. C.'s lingersoll, the salesman called, "I'm afraid we haven't got either of those numbers, but I can give you a peach of a violin record by Ysaye (only he pronounced it 'Why-Say'), or a bear of a one-step 'By the Beautiful Sea.'" Business of relapsing again into the arms of Morpheus.

Declining the proffered substitutes, Mr. P. C. got obstinate. He decided he'd buy a record in that store if he had to buck the manager, ten salesmen and the allied armies of Europe in the buying of it. Persistence won, and when the P. C. finally managed to hear record A-5284, Mary Garden's famous double-disc from "Traviata" which had been resurrected from some unknown place he felt amply repaid for his long vigil.

Noting the look of approval of P. C.'s face, the salesman did not wait for the record to finish. Yanking the reproducer off the disc with the same motion he would have used for hauling in a whale, he bellowed, "Shall I wrap it up?" with a hopeful glance in his lack-luster eye.

With previous experience in mind P. C. replied, "No, never mind. It's now 10.30 and I have to catch the 12 o'clock train two blocks down the street. I'll take no more chances. Give it to me unclothed."

Consoled by his partial victory P. C. dropped \$3 on a nearby counter and hurriedly hit the hard highway, pondering in his mind whether, after all, it really paid to advertise.

Friends, these facts may be a trifle overdrawn, but you will get the sound logic behind them.

If all customers got the same treatment as P. C. received, the profits of Whoozis & Co.

undoubtedly looked like a thermometer when it's half way between one above and one below.

Get a little heat under the mercury bulb and change the store temperature to fever heat.

CARNIVAL DOES NOT HELP TRADE

St. Paul Talking Machine Dealers Realize Little From Big Winter Celebration—Plan Another Next Year—The Effect of Cold Weather—General Trade Clamoring for Stock

ST. PAUL and MINNEAPOLIS, MINN., February 5.—St. Paul's winter carnival is over, and the Northwest has recovered its normal temperature and respiration. There are varied opinions as to the net results of the big festivity on business. That the concerns dealing directly in carnival supplies, such as drums, horns,occasins, blankets and such articles, profited well there can be no question, but whether the other dealers obtained enough to make their participation in the affair at all profitable may be questioned.

Thousands of people came to town—but not to spend their money in the stores nor to buy phonographs. At the same time St. Paul is demanding another carnival in 1918, and the big men with one voice have joined in the general demand, so this important question may be regarded as having been decided.

It has been extremely cold all over the Northwest, and the snowfall has been unusually heavy. Business does not appear to have suffered, however, except through delays incident to hindrances to transportation. The volume of business by the Twin City dealers in January will be nearly double that of the corresponding month of 1916. This is true in the retail end, and more particularly of the jobbers.

William Lucker, of the Minnesota Phonograph Co., St. Paul, reports that trade is so much better this year that there is no comparison with the early days of 1916. This he

believes is the general experience of the St. Paul dealers, and particularly those who handle the Edison goods.

The feature of the business of the Beckwith-O'Neill Co. is the tremendous clamor for records. Fortunately this is a demand which can be filled with comparative ease as special efforts have been made to acquire and maintain a big stock of records. A number of small and irregular shipments of machines have arrived, but nothing like a stock has been accumulated.

The Beckwith-O'Neill Co. has been delighted and somewhat surprised to receive visits from country merchants, with whom there had been no previous correspondence. The Victor advertising, constant and omnipresent, probably is self-explanatory, relative to this class of merchants.

Laurence H. Lucker, president of the Minnesota Phonograph Co., will be one of those to attend the Edison jobber's convention and observe Thomas A. Edison's birthday with the others of the clan. The jobbing trade of his house, which showed a phenomenal increase in 1916 continues to remain big.

J. George Smith, the Twin City candy man, with stores both in St. Paul and Minneapolis, is advertising the Stewart phonograph in a big way.

Foster & Waldo continue at the tremendous pace set in December, and their January business will make all of its predecessors look puny in comparison.

Don Preston, for three years manager of the phonograph department of the L. S. Donaldson Co., has gone to San Francisco, where he will be connected with the Victrola department of Sherman, Clay & Co.

MOVING TO SEPARATE BUILDING

PHILADELPHIA, PA., February 7.—B. Miller is moving his piano and talking machine department from the main building to a separate building at 607-9 South Second street, which was recently purchased. After extensive alterations these new quarters will be the largest and most complete downtown.

Khaki Moving Covers

MODERN METHOD, INSURES SAFE HANDLING

Army Khaki
Heavily
Padded with
Felt,
Fleece-lined



We make
them up
promptly, to
order, to your
measurements
or to fit any
machine

Price, \$5.⁰⁰ net

Special inducements to Jobbers

Lyon & Healy, Chicago

STRIKING HAWAIIAN WINDOW OF C. E. GORHAM, INC.

Timely and interesting adequately describe a window display used recently by C. E. Gorham, Inc., Brooklyn, N. Y., prominent Columbia dealer. With the country-wide popularity of Hawaiian music, it goes without saying that this display attracted more than passing attention from the general public.

The Hawaiian hut is no more than pieces of composition board braced on a light wooden frame, which any handy man can put up. A bale of straw laid in layers on the boards held in place by strips of tarred tape or canvas, each layer of straw hiding the



strip below and some artificial palms at the corners is all there is to the display.

TALKER AN AID TO VIOLIN STUDY

Authority Tells of the Benefit That May be Enjoyed by the Student in His Work Through the Medium of the Talking Machine

On a number of occasions there have been articles published on the use of the talking machine for the study of music, and particularly on its value to students of the violin. How the talking machine can really assist the violin student was emphasized most strongly recently by John A. Harrington in an article in "The Violinist," in which he said:

"I believe that many violin students underestimate the value of the talking machine in violin study. There are many students who are in the country or small towns, and are unable to employ a good teacher or hear good violinists. For such as these the talking machine is a great help.

"There are many who are studying the violin who never heard an artist play, and who have no idea what can be done by masters of the instrument.

"The average student is able to buy a small talking machine and a few records such as are suited to his needs. Simple pieces should be used at first, and as the student gains in skill, the

difficulty of the pieces to be learned should be increased.

"The average student who has never heard a master player does not know what kind of a tone to try to produce. The proper way to execute many of the technical parts of violin work, such as trills, arpeggios and pizzicatos, are plainly seen in listening to the records of the present day artists. By looking at the notes of the piece being played by the talking machine the student is enabled to see how the hand is shifted from one position to another by that easy motion which is the mark of a good player.

"This the student tries to imitate with some success.

"Many are uncertain as to the speed and use of that art in itself, the vibrato. Here the student, by careful observation, sees when it is used, and how the speed varies with the kind of passage being played. The student soon has several solos that he can play, and play with the assurance that he is playing them correctly.

"Many times a student has trouble in giving the proper accent or giving good expression to a piece; but by hearing a master player play it a few times he is able to go ahead and study it with good effect.

"For the price of a seat in a hall, where an artist is to play, a record by the same artist,

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

or one as good, can be purchased by the student.

"The record may be played as often as the student likes.

"When the student is weary with the day's work, he may sit and listen to the world's great artists. He may rest and learn at the same time.

"Many who attend concerts do not understand the selections that are played. Had they heard these same selections played on the talking machine they would enjoy the concert much more.

"It seems as if correspondence schools for the violin would do well to use the talking machine in connection with their lessons.

"They say that students do not wish to bear the added expense of the talking machine, but it seems as if some earnest students would be glad to do so.

"I was much interested in an article by Maud Powell, setting forth the advantages of the talking machine for violin students, and I agree with her in thinking that the time will come when the standard exercises for the violin will be on records for students' use.

"When I began the study of the violin I was unable to employ a teacher steadily.

"I used the talking machine with good success, and I would advise students so situated to try the talking machine, as I am sure they will receive much benefit from it."

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., January 29.—In the summary of the exports and imports of the commerce of the United States for the month of November, 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 6,039 valued at \$163,111, were exported for November, 1916, as compared with 3,569 talking machines, valued at \$115,260, sent abroad in the same month of 1915. The total exports of records and supplies for November were valued at \$169,224 as compared with \$73,017 in November, 1915. For the eleven months 56,009 talking machines were exported, valued at \$1,414,631 in 1916, and 26,027, valued at \$789,618, in 1915, while records and supplies valued at \$1,121,885 were sent abroad during 1916, as against 706,697 in 1915.

A PROGRESSIVE BROOKLYN DEALER

One of the popular and successful dealers in talking machines in the Greenpoint section, Brooklyn, is Thomas Anderson, an old established furniture dealer, who has been in business at 717-719 Manhattan avenue, for some twenty years. Noting the popularity of the talking machine in his vicinity, he decided about a year ago to secure the agency for the Sonora phonograph, installing a large number of these machines. He later added the Pathephone and Pathé records. Mr. Anderson has nicely fitted up sound-proof booths in the rear of his store. He is a firm believer in the value of window display, and at all times has an attractive line of phonographs on view. He reports an active business in talking machines and records during and since the holidays—in fact, the demand has far exceeded his expectations.

The LYRIAN \$25. Cabinet Phonograph

"A new standard of value"

Specifications:

Universal tone arm. Plays any record.

Excellent tone. Worm driven motor.

Stands 36 inches high, closed.

Mahogany finish. Beautiful design.

Cabinet for records.

This wonderful machine fits in with any line.
It positively sells itself.

Dealers should act quickly.

Write for Catalog

LYRIAN PHONOGRAPH CO.

DEPT. T.

SOUTH AND SUMMER STREETS, CINCINNATI, O.



Magnola Talking Machine

Clearness and Cleanness of Reproduction

are its predominating features.



“And now we're aged and grey, Maggie,
And the trials of life nearly done,
Let us sing of the days that are gone, Maggie;
When you and I were young.”

(Illustration from the Catalog of the Magnola Talking Machine—Yours for the asking)

ADDRESS DEPARTMENT M

MAGNOLA TALKING MACHINE CO.

OTTO SCHULZ, President

711 MILWAUKEE AVENUE, CHICAGO



ADDITION TO ESTABLISHMENT

Columbia Co. in New Haven Makes Big Addition to Its House in That City

NEW HAVEN, CONN., February 3.—The local headquarters of the Columbia Graphophone Co. has experienced such a big advance in its business that Manager H. M. Blakeborough has found it necessary to make a large addition to the establishment, which is centrally located at 25 Church street. Extra space of 4,800 square feet has been added to the place, and very shortly the enlarged quarters will be thrown open to the public. Mr. Blakeborough is well and favorably remembered in Boston, where he was born, and where he was retail sales manager. He has been at the head of the New Haven store for eight years. He knows the Columbia business thoroughly, and with a competent staff of co-workers he was able to build up a business last year that was 220 per cent. ahead of that of the year before. Some record that!

SINGAPHONE CORP. LEASE OFFICES

Recent Entrant in Talking Machine Field Establishes Headquarters at 32 Union Square, New York

The Singaphone Talking Machine Corp., Inc., recently organized, have leased quarters for their executive offices and showrooms at 32 Union Square, New York. A number of offices in the building at that address have been entirely rearranged for their new purposes so as to carry on that end of the organization's work in an efficient manner.

Besides manufacturing five models of cabinet machines which will range in price from \$15 to \$150, the new company will also deal in motors, tone arms, sound boxes and all talking machine accessories. Arrangements are also being made to act as distributors for a ten and twelve-inch record.

NEWARK EDISON SHOP ACTIVE

Elaborate and Frequent Recitals Bring Excellent Results—Edison Artists Featured

The Edison Shop, 861 Broad street, Newark, N. J., has been closing a heavy volume of business since January 1. Informal concerts are given every afternoon and in addition concerts by invitation are given each Saturday at 3.30 and 8.30 p. m., with usually at least one of the Edison staff of vocal artists as an added attraction. On Saturday, February 10, a splendidly attended concert was given, both afternoon and evening with a well known soprano, Betsy Lane Shepard, as the vocal star of the day. One of the recent feature sales made by the Edison Shop was an official laboratory model Edison to Thos. H. McCarter, president of the Public Service Corp., of Newark, who is delighted with the instrument.

OFFERING A NEW LINE OF MACHINES

Humanatone Talking Machine Corp. Giving Special Attention to the Manufacture of Fine Cabinets—Details of Mechanical Equipment

The Humanatone Talking Machine Corp., 254 North Tenth street, Brooklyn, N. Y., has just placed on the market a complete line of "Humanatone" talking machines, retailing from \$50 to \$200. The company is occupying the entire building where it has its executive offices, and during the past few weeks has succeeded in organizing a competent corps of workmen which are turning out cabinets under the direction of the company's officers.

All of the cabinets used for the "Humanatone" line will be made by the company in its factory, and particular attention will be paid to the production of cabinets of quality, genuine mahogany being used for all cabinets. Every machine is equipped with a universal tone arm, playing all makes of records without an attach-

ment. The Humanatone line will be merchandised through the dealers along the recognized lines.

H. A. Singer, president of the Arkla Cabinet Co., St. Louis, Mo., and well known in the lumber and timber trades, is president of the Humanatone Talking Machine Co., and actively directing the company's affairs. J. Gottlieb, general manager of the company has been associated with the talking machine industry for several years, and will pay particular attention to dealer co-operation and the development of sales.

HENRY H. GROSS A BENEDICT

Henry H. Gross, manager of the Pathé department of Henry B. Pye & Co., Inc., 2918 Third avenue, New York, took unto himself a wife on January 21. The wedding ceremony and reception were held at the Westminster, New York. Mr. and Mrs. Gross spent their honeymoon visiting Philadelphia, Baltimore and Washington and spent sometime at Atlantic City.

TWO LEADING HEINEMAN MOTORS

Models 3 and 4 Find Much Favor With Manufacturers of Better Grade Talking Machines

There is published in this issue of The World, photographs and descriptions of two of the most popular motors in the line of motors manufactured by the Otto Heineman Phonograph Supply Co., New York. These motors, Nos. 3 and 4, are in use by manufacturers throughout the country, and are generally recognized as representative of the best motor construction.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., is planning to reproduce the company's entire line of motors in the columns of The Talking Machine World, in order that interested manufacturers and dealers may cut out the set of illustrations, and use them as a handy means of reference as an auxiliary catalog. The illustrations are clear and distinct, and the reproduction of the list of parts with their descriptions will doubtless prove interesting to all members of the trade.

This
New
Quality
Record
in
Two
Months

PAR-O-KET RECORDS are vertical cut and it is necessary to have sound box of machine in right position to reproduce satisfactorily.

PAR-O-KET RECORDS can be played on any machine made for vertical cut records and on other machines by the use of an attachment.

PAR-O-KET RECORDS should be played with sapphire needles to secure the best results.

PAR-O-KET RECORDS play as long as any ten inch record and are sold for TWENTY-FIVE CENTS.

PAR-O-KET RECORDS should be played at a speed of 80 revolutions per minute.

**Has Broken
All Sales Records**

because they are full 75c. value. They are fully equal in tone to the most expensive records—are made with the same care and skill and of the same material—and play as long as any ten inch record. The twenty new February numbers make a total of sixty

**PAR-O-KET
Quality Records**

120 selections to choose from—including many of the latest, most popular selections of the leading music publishers, and the artists and musicians rendering them are recognized as the best in their respective fields.

Par-O-Ket Quality Records are seven inch, double disc, Hill-and-Dale and play perfectly on all phonographs equipped to play hill-and-dale records, and, with an attachment, on machines playing lateral cut records.

Price, 25c. each—In the West 30c. each—In Canada 35c. each

Look on page 119 for list of new numbers.

DISTRIBUTORS WANTED IN EVERY CITY—WRITE

Paroquette Record Mfg. Company
47 West 34th Street
NEW YORK

- ☞ **Designing and building special machinery**
- ☞ **Making tools and dies**
- ☞ **Making wood patterns**
- ☞ **Nickel plating**
- ☞ **Manufacturing**

We do these for you—when any one department of your factory is busy, or when you want us to act as your entire factory. We do these things for you, for a day, a week, a month—so long as you wish. And the work is Precision Work: the work of the craftsman. Our Bulletin, “Cost Plus Proportionate Profit” is interesting. Shall we send you a copy?

DeCamp & Sloan, Inc.

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

New York Office, 141 Broadway

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

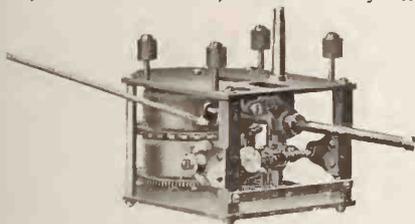
Conducted by Andrew H. Dodin

[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.]

"THE HEINEMAN MOTOR"

My articles for the next few months will be devoted to the better known independent makes of talking machine motors. Inasmuch as the majority of these motors are the products of the last two or three years one might say that they are not old enough yet to develop any faults—still, on the other hand, there are many little



Heineman Motor No. 2

adjustments found necessary even in a new motor, and it is principally concerning the motor just unpacked that I will write about. Of the Heineman motors I will select for this article those catalogued as the No. 2 and the No. 3.

The Heineman No. 2 Motor

The No. 2 Heineman is one well adapted for use in machines selling at about \$50 and will play two twelve-inch records on one winding of the springs.

The frame is made of heavy pressed steel plates, held together by four corner posts—on two of which the governor bearing plates are attached.

On the winding shaft is placed a ratchet wheel and pressed against it by a coil spring is the pawl guide plate which acts on the pawl the instant the winding key is released, making a positive and dependable locking device.

The main winding gear is placed on the bottom side of the top spring cage forming at the same time the cover cap for the spring, and bringing the winding point of the cage at the center of the barrel group instead of at the bottom as in the No. 3 motor. Between this cage cap plate and the bottom spring cage is placed a spacing washer which, in conjunction with the washer between motor frame and bottom cage plate brings the winding gear into proper position in relation to the winding gear on winding shaft. It is of great importance that in reassembling cage and motors that these washers are put in their proper places, otherwise the teeth of the winding gears will not mesh properly.

MOTORS

tone arms sound boxes
ACCESSORIES

Talking Machines

Five Models

\$15 to \$150

10-inch and 12-inch RECORDS

Write for Catalog and Prices

SINGAPHONE TALKING
MACHINE CORP., INC.

32 Union Square New York

If care is used in setting the governor worm into proper relation with the fibre gear on turntable spindle, the motor will run practically noiselessly, and outside of an occasional broken main spring or governor spring there are few other faults to be met with.

The Heineman No. 3 Motor

The No. 3 Heineman is larger and a much heavier constructed motor than the No. 2.

Using a sprocket winding gear engaging teeth cut on the cover cap of bottom spring barrel, the barrel is turned and the spring, being held



Heineman Motor No. 3

in the center by the rivet on the cage shaft, is wound up just the reverse to the way the Victor and Columbia springs are wound, and as the consequence a great deal of the spring shuffle and jump is eliminated. Teeth cut on the cap of the top cage forms the main driving gear—which acts on the intermediate pinion and is continued by the large intermediate gear at the bottom of shaft to the pinion cut on the bottom end of turntable spindle, the brass bound fibre gear sweated to the turntable spindle engages the governor spindle worm and completes the gear chain.

The governor spindle is set in eccentric bearings and consequently care should be used in getting both bearing holes in exact alignment so that the governor spindle will operate freely—it is also a good plan to leave quite a little end play in order to insure an easy starting motor. As to the troubles which arise in this motor I will confess that I have not found very many. Of course there is the occasional broken main spring, and when same is replaced and the cage is put back in the frame be sure that you replace the bushing washers. They are very important for they insure the proper position of the winding gear and main driving gear.

The broken governor springs; in replacing them be sure to put the governor screw washers in their proper positions, one between the governor frame and spring and one between spring and screw head.

The clamp spring on the winding ratchet may become too loose, so that throw plate on pawl

will not act properly. Take out spring and stretch it a little so that when the pin is replaced the tension against throw plate will be enough to draw down pawl when the winding key is released.

Great care should be used in setting the governor in relation to the fibre gear for on its adjustment will depend either a quiet or noisy running motor. The spiral cut of governor should be placed in the center of the fibre gear so that brass clamp plates do not touch it and so that the face of the spiral cut does not touch bottom of cut of fibre gear. From that position it should be gradually drawn out by means of the eccentric bearings until motor runs quiet.

ANNUAL BALL OF FIRE BRIGADE

The sixth annual ball and concert of the American Graphophone Co.'s fire department was held February 5 at the Casino, Bridgeport, Conn. A number of well-known Columbia artists furnished the evening's entertainment, including Arthur Collins, Byron G. Harlan, John Meyers, Vess Ossman, Albert Campbell, Billy Murray and Theodore Morse, accompanist. The decorations and music far eclipsed any previous entertainment, and the attendance was larger than ever before. Everyone present enjoyed themselves from one end of the evening to the other, which was all that the committee had hoped for in preparing its plans.

AUTOMATIC STOP AND REPEATER

SAGINAW, MICH., February 7.—The Brooks Mfg. Co., of this city, announces that its 1917 model of the Brooks phonograph will be equipped with an automatic stop and repeater. This latter device, which is the invention of C. C. Brooks, president of the company, has been the subject of general commendation from many visitors to the factory, who have expressed themselves greatly pleased with its practical features.

DEATH OF H. W. BUESCHER

CLEVELAND, O., February 6.—The entire staff of W. H. Buescher & Sons Co., the Victor jobbers of this city, are in mourning as a result of the death last week of Henry W. Buescher, father of W. H. Buescher, head of the company and grandfather of F. W., C. F. and E. E. Buescher. The deceased was seventy-nine years old.



For Records

A necessary part of any complete talking machine equipment.

THE importance of providing proper facilities to conveniently and economically protect and preserve your customers records cannot be over-estimated as any talking machine is absolutely useless without records.

"Crip-N" Files with the following Dominant Exclusive Features are made in styles to fit all kinds of Cabinets and Machines:

The required record is always instantly at your service and perfectly protected when not in use. Ten or twelve inch records may be mixed in their arrangement of filing as best suits the personal ideas of the owner. Adaptable for VICTOR, COLUMBIA, and other STANDARD RECORDS. Easily operated with one hand as shown in illustration. Never fails to deliver the particular record you wish. Has individual compartment and ejector for each record. Provides greatest CAPACITY and CONVENIENCE and will pay for itself many times in SERVICE and SATISFACTION. Can be quickly installed in any machine or cabinet. SAVES TIME and RECORDS. Nominally priced, WITHIN THE REACH OF ALL who own talking machines as follows:

Model C1, for 70 records, \$17.50

Model D3, for 100 records, \$25.00

LIVE DEALERS will handle the "Crip-N" Record File. It sells itself. Write for catalog and proposition

CRIPPEN-RASE CO., Inc.

Rochester, N. Y.

Everything for the Trade and the Manufacturer

Our business in equipment and accessories has reached such proportions that we have created a special department to better serve the trade.

To the Dealer: Your particular attention is called to the



“PLAYSALL”

A permanent universal attachment for standard makes of phonographs permitting perfect reproduction of either lateral or hill-and-dale cut records.

Should prove particularly interesting to dealers in hill-and-dale cut records—

Ask Why!



Type V PLAYSALL, showing both positions

You Can Play Any Record
WITH
“Playsall”
on your phonograph
ASK TO SEE IT

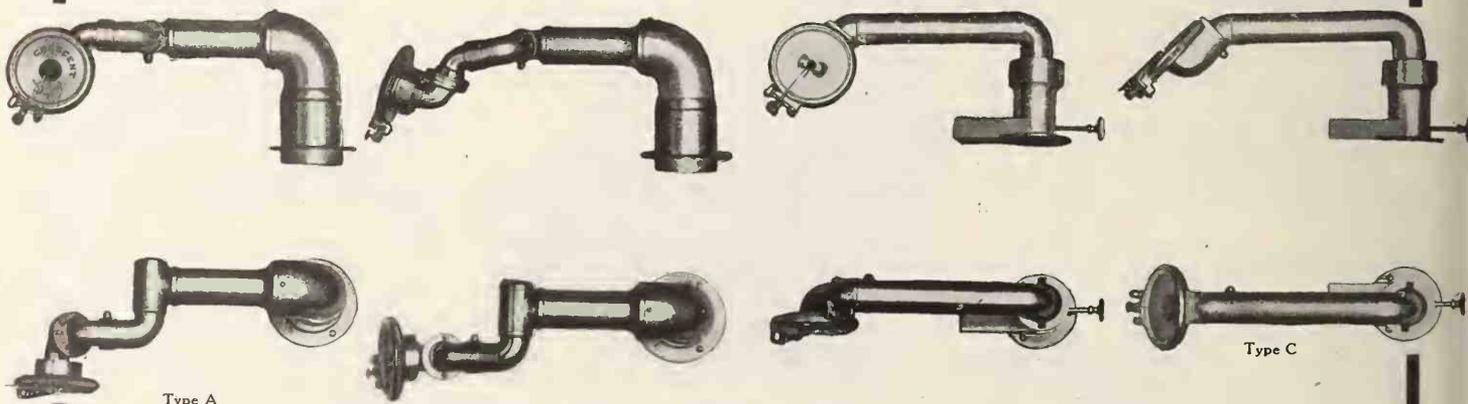


Type C PLAYSALL, showing both positions

Part of our dealer co-operation. A window card furnished free.

To the Manufacturer:

Universal TONE-ARMS

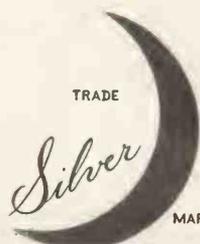


Type A

Type C

We specialize in phonograph equipment and manufacture for many of the leading talking machine manufacturers.

WRITE FOR OUR PRICES AND DISCOUNTS



Crescent Talking Machine Co., Inc.

Manufacturers of the “SILVERTONE” Line

Equipment and Accessories Department

89 CHAMBERS STREET

NEW YORK CITY

MECHANICAL EXPERTS WHO AIM TO EDUCATE DEALERS

Thomas A. Edison, Inc., maintains a splendidly organized corps of mechanical experts who devote their entire time to educating dealers regarding the mechanical construction of the

bearing on the adjustment of such difficulties as may arise from the improper or careless handling of Edison instruments. Each mechanical expert is a graduate of the Edison Laboratory



Group of Dealers Watching an Instructor Handle an Edison Main Spring

New Edison and the New Edison Diamond Amberola.

There is one of these experts in each Edison Jobbers' Zone and, at frequent intervals, the Edison territorial supervisors arrange meetings at which the dealers gather for the purpose of hearing lectures and observing demonstration

Mechanical Course, and is thoroughly competent to cope with any mechanical problem that may develop in an Edison motor.

The accompanying picture shows a group of dealers watching an instructor demonstrate the ease with which a powerful Edison mainspring can be handled by one who knows how.

TRAVELERS SHOULD NOT COMPLAIN

Rules Made by the First Railroads in England Indicate That Traveling To-day Shows a Most Satisfactory Improvement

Traveling men who are wont to complain of their troubles in traveling on modern railway trains, and who criticise the accommodations offered, the schedules and the other details of railroading, will probably cease their complaints upon perusing the following rules fixed by the first railroads in England.

A "Copy of the Rules for Travelers on the First Railway," contained in a document still preserved among the archives of the company of the Manchester to Liverpool Railway, reads thus:

"Any person desiring to travel from Liverpool to Manchester, or vice versa, or any portion of the journey thereof, must, twenty-four hours beforehand, make application to the station agent at the place of departure, giving his name, address, place of birth, age, occupation and reason for desiring to travel.

"The station agent, upon assuring himself that the applicant desires to travel for a just and lawful cause, shall thereupon issue a ticket to the applicant, who shall travel by the train named thereon.

"Trains will start at their point of departure as near schedule times as possible, but the company does not guarantee when they will reach their destinations.

"Trains not reaching their destination before dark will put up at one of the several stopping places along the route for the night, and passengers must pay, and provide for their own lodging during the night.

"Luggage will be carried on the roof of the carriages. If such luggage gets wet, the company will not be responsible for any loss attaching thereto."

The Weber Talking Machine Co., of 281 Broadway, Brooklyn, have opened an attractive branch store on Eighth avenue, near 117th street. New York City.

FEATURING NEW TONE ARM

Ball Bearing Tone Arm Now Being Marketed by the Mutual Talking Machine Co.

The Mutual Talking Machine Co., New York, has placed on the market a new tone arm, designated as their tone arm No. 2. This tone arm is ball bearing and embodies other distinctive features of interest. It is designed in two sizes, 8½ and 9¼ inches, and is intended primarily for high grade machines. This tone arm is free from obstruction from the sound box to the base, and the sound box is equipped with Grade A No. 1 mica.

The Mutual Talking Machine Co. has received large orders for its No. 1 tone arm, intended for moderate priced machines, and judging from indications, the No. 2 tone arm will be equally successful.

BROADWAY OPERETTA HITS

Victor Talking Machine Co. Issues Handsome Publicity Covering Their Special List of Records—Has Real Broadway Flavor

Following the recent announcement of special hits from Broadway musical comedies offered in record form and to be put on sale as soon as received, the Victor Talking Machine Co. has just issued an unusually handsome poster calling attention to the four records featured.

The poster has a striking design, at the top giving an impressionistic view of the Rialto at night, looking down Broadway from Longacre square. The bottom design shows the theatre-goers gathering to enjoy the evening's entertainments. The whole poster has a flavor of Broadway, and the several numbers included in the special bulletin are all from attractions that are now running and are to be classed as this year's hits.

They include selections from the Winter Garden Shows, the Hippodrome, "Betty," "Katinka" and "So Long Letty."

The Diamond Talking Machine Corp., of Rochester, N. Y., has been voluntarily dissolved.

From GRAND to

THE Dulciphone

—from good to utter superlative

OUR phonograph was formerly known as the Grand, but we have changed the name because we wanted it to come nearer to expressing the true musical quality of the instrument.

A dealer said to us the other day, "Good gracious, there are any number of machines being offered to me, and the sky's the limit on the claims they make. Some of them haven't even sold a machine yet. Just let one of these newcomers prove something, and they might be worth listening to."

Prove it! That is exactly what we have been doing, for over a year.

The Dulciphone isn't a new machine. We have over 600 accounts on our books—live, wide awake dealers who put the Dulciphone in their stores because they found it made good, and exceeded the claims that we made for it.

The Dulciphone is in thousands of homes to-day, so that not only has it made good as a seller for the store, but it has made good as a reputable instrument for producing good music.

The Dulciphone originally sold for from \$15 to \$30, but we have been requested by our dealers to add to our line, so that to-day it ranges from \$15 to \$75.

The Dulciphone plays any records.

But our proposition is the Dulciphone plus the Emerson 25c. Disc Records. We sell the records with the machines and the machines with the records, and we double your chance for profit.

The Grand Talking Machine Company

366 Adam Street

BROOKLYN, N. Y.



The Extraordinary Success of "The Mozart" in the Past Year is the Exact Measure of the Mozart Talking Machine Company's Success in Achieving its Purpose



STYLE A
"Mozart Special"
 Oak or Mahogany Finish
DIMENSIONS
 Height45½ inches
 Width17 inches
 Depth21 inches
Retail Price, \$55.00



STYLE B
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00



STYLE C
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

An Unusual Phonograph "The Mozart"



STYLE H—Oak or Mahogany Finish
DIMENSIONS
 Height15 inches Width19 inches Depth19½ inches
Retail Price, \$35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at \$15.00, \$25.00, \$35.00, \$45.00, \$55.00 and \$100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President

1432 TO 1442 NORTH TWENTIETH STREET

ST. LOUIS, MISSOURI

You can sell a Columbia Grafonola for \$15 and make a handful of dollars—and nobody can undersell you on a thousand of them. And all the way up to \$350, you have many different instruments of different designs, including several that are absolutely free of competition.

(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**



OPENING OF STANDARD CO'S NEW HOME TO BE AN EVENT

Notable Members of the Industry to Attend Dedication of New Building on February 22—Business With Leading Jobbers in All Lines Continues Very Active

PITTSBURGH, PA., February 6.—The Standarders in the Edison Amberola line are O. J. Morrison Co., Spencer, W. Va.; L. E. Feldman, East End, Pittsburgh, Pa.; and the Right-Metzler Co., Uniontown, Pa. E. E. Koontz, Moundsville, W. Va., has secured the Edison disc line of machines and records.

Albert Buehn, president of the Buehn Phonograph Co., plans to attend the meeting of the Edison jobbers at New York City, February 12, 13 and 14.

W. F. Dufford & Co., 320 East Washington street, New Castle, Pa., are making extensive improvements in their talking machine section. Several new booths and handsome furnishings are being installed, making the department one of the finest in its locality. The Dufford Co. handles the Edison line.

J. Fisher, manager of the talking machine department of the C. C. Mellor Co., has just returned from a visit to the Victor factory. He was accompanied by W. C. Dierks, manager of the C. C. Mellor Co.

The M. H. Pickering Co., distributor for the Pathephones and Pathé discs, closed a very satisfactory January; signing up many new dealers in this territory. The company has made plans to give its dealers maximum service and co-operation during the coming year, and the fast growing popularity of the Pathé products insures a healthy and growing trade with this line in this section of the country.

The attendance is expected to number several hundred. Addresses will be made by prominent dealers and others connected with the Victor industry. Among those who will speak are James F. Bowers, secretary of Lyon & Healy, Chicago, ex-president of the National Association of Talking Machine Jobbers; Howard Shartle, credit manager of the Victor Talking Machine Co.; Ernest Johns, editor of "The Voice of the Victor"; Joseph Armstrong, mayor of Pittsburgh, and other notables.

The Buehn Phonograph Co., 531 Wood street, leading Edison jobbing house, reports a very active business during the past month and the addition of a number of live connections throughout this territory. Among the new deal-

PHONOGRAPH CABINETS

of
Distinction
and
Beauty

RANGING FROM
Small Floor Cabinets
to
Elaborate Period Designs

With many new and improved features

Now Ready for Delivery

Write for Booklet

COLUMBIA MANTEL CO.

Corner Leonard and Devoe Sts.
BROOKLYN NEW YORK

LIVE PLANS FOR PRESENT YEAR

Rishell Phonograph Co. Offering New and Larger Cabinets and Improved Mechanical Features in Connection With Its Line

WILLIAMSPORT, PA., February 7.—The Rishell Phonograph Co. has every reason to feel optimistic in looking over the field for 1917. The season just passed has firmly established the Rishell machine in the phonograph market, and given it a recognized position.

The company's new line for 1917 has several new and distinctive features that will doubtless add to the popularity of the machines. The new cabinet designs are larger than they were last year, and all models are equipped with a universal tone arm, that plays all makes of records without any attachment. Every instrument is also equipped with a Rishell automatic stop. Special attention has been given to the horn of the Rishell machine, and the fact that it is all made of selected, seasoned wood is responsible for the clarity of reproduction that is one of the characteristics of Rishell machines. The volume of tone is controlled by an easily operated tone modifier, and can be regulated at the will of the user. The company is now booking large orders from their representatives throughout the country, and is making plans for a record-breaking season.

Co-operation is only good when it helps you more than you can help yourself.

CONDUCTING AMBEROLA CAMPAIGN

J. W. Scott, Now in Atlanta, Ga., Has Just Finished Excellent Work in New England

J. W. Scott, General Amberola Supervisor for Thomas A. Edison, Inc., recently finished a very successful campaign in Rhode Island, where he established a large number of new dealers.

Mr. Scott is now in the zone of Phonographs, Inc., Edison jobbers, located at Atlanta, and he will spend the winter working in the South. For several weeks he has been making his headquarters in Atlanta. While he is confining himself to his present zone of operations he will be assisted in his field work by the travelers of Phonographs, Inc. Previous to working in the Rhode Island territory, Mr. Scott spent several weeks visiting dealers in Maine.

THE VALUE OF SINCERITY

Most people want to deal with someone whom they feel is sincere. They may give the persistent jollier some of their attention and their time. But when it comes to paying their money for merchandise, they prefer to deal with someone more substantial.

The probability is that none of us has a strangle hold on the one best way of doing things.

WATCH FOBS



Send 25 cents in stamps for a sample

S. B. DAVEGA COMPANY
831 Broadway New York

THE HAAG CABINET CO. INAUGURATES ACTIVE CAMPAIGN

In Behalf of the Haag Ejector for Talking Machine Record Cabinets—Organization Made Up of Capable Men Who Intend to Develop a Big Market—E. M. Howard, General Sales Manager

PHILADELPHIA, PA., February 6.—The Haag Cabinet Co., of this city, has just launched its initial publicity and sales campaign in connection with the Haag Ejector for talking machine record cabinets. The Haag Ejector is a new and unique device, interesting in its operation and possibi-



E. M. Howard, General Sales Manager

ties and which, from advance indications, will find a cordial reception in the trade.

The Haag Cabinet Co. organization is made up of several very capable men. Alfred H. Haag, president of the company and the inventor, who has spent some two years perfecting the Haag Ejector principle, is the president of the National Society of Marine Draughtsmen. His conveyor system for loading and unloading vessels at sea is said to have cut down the time of loading coal from colliers to one-tenth

of the time formerly required in the operation.

F. F. Slocomb, the general manager and treasurer of the company, is a man of long experience in the manufacturing field and is, among other things, president of F. F. Slocomb & Co., Inc., at Wilmington, Del. This concern builds several patent-controlled machines which are of vital importance in the leather tanning industry.

E. H. Fairbanks, who represents the legal end of the Haag organization and who is vice-president and secretary of the company, is the junior member of Wiedersheim & Fairbanks, patent attorneys of Philadelphia.

E. M. Howard, formerly of Newport News, Va., is the sales manager and his broad experience in the music trade has built up for him a wide clientele of friends and knowledge, in both the piano and talking machine trade.

The Haag Cabinet Co. are proceeding along progressive lines and anticipate a big market for the Haag Ejector not only in the machines of various talking machine manufacturers but in the various styles of complete cabinets in which the Haag Ejector has been incorporated that this company will market direct to the talking machine dealers.

E. M. Howard, general sales manager of the Haag Cabinet Co., of Philadelphia, has formally announced the appointment of Howard Weber, of Baltimore, as assistant sales manager and traveling representative.

Mr. Howard has personally known Mr. Weber for several years, and also of his successful career in the wholesale end of the talking machine field. Mr. Weber's broad acquaintances in the wholesale talking machine business will be of great assistance to him in the sales promotion of the new patented disc record cabinet. These cabinets are equipped with Haag all metal gravity controlled ejectors, the retail prices ranging from \$15 to \$80, and are built and finished in any woods.

Mr. Weber has to offer to the trade the very attractive Haag proposition. From all indications the Haag cabinet is bound to become a popular favorite. Mr. Howard expressed himself as being more than pleased with his selection of an assistant sales manager. Mr. Weber was for many years with Cohen & Hughes, of

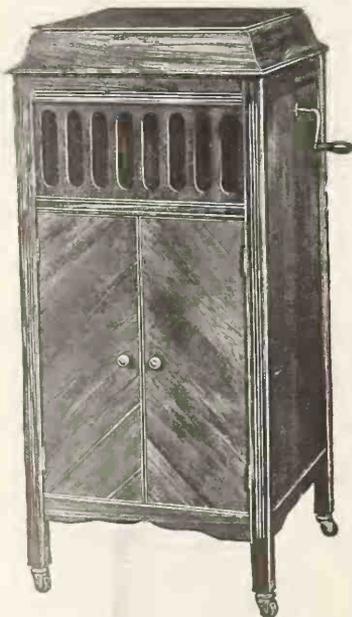


Howard Weber, Assistant Sales Manager Baltimore, and Mr. Cohen expressed regret on his departure.

MUST SHOW HIS ABILITY

You can't earn a big share until you learn to take a big dare. Anybody who expects to direct even a little group of his fellows must first demonstrate, through past performances, the ability to face new situations without hesitation.

Too often the man who prides himself on being a whirlwind salesman proves up as consisting of too much wind and not enough steady business.



Symphony Jr. B
Style 7

Famous Fraad Jr's.

Dealers call on your distributor for the entire FRAAD line. Several states still open. Write for full particulars and catalog.

Fraad Talking Machine Co., Inc.

Factory and Showrooms, 224-226 West 26th St., New York



SOSS DIE-CASTINGS

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

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when **SOSS DIE CAST** in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our **SOSS DIE-CASTING** process is eminently successful in turning out large quantities of intricate parts. **SOSS DIE CASTINGS** cost less, give better results and permit of quick assembly.

We have specialized for years in the production of die-castings. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries.

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

SOSS MANUFACTURING CO., Inc.

435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF **SOSS** PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave. Los Angeles, 224 Central Bldg. San Francisco, 164 Haasford Bldg. Minneapolis, 3416 2d Ave. South Detroit, 922 David Whitney Bldg. Canadian Representative, J. E. Beauchamp & Co., Montreal.

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

JOINS CONDON AUTOSTOP CO.

C. N. Cahusac, Prominent Engineer, Will Have Charge of Manufacture and Production—Marketing Electric Switch With Brake

The Condon Autostop Co., 47 West Forty-second street, New York, manufacturers of the "Noset," automatic start and stop is marketing in conjunction with the "Noset" brake an electric switch. This switch is a part of the device. The electric connection is made from underneath the motor board, making all wiring entirely sightless. "Noset Electric" sells for \$5.

This company has recently added to its organization C. N. Cahusac, formerly development engineer of the well-known engineering corporation, Slocum, Avram & Slocum, 531 West Twenty-first street, New York. Mr. Cahusac will have complete charge of the manufacture and production. This will relieve E. T. Condon, Jr., president of the company, of the manufacturing details and will allow him to give more attention to the sales management.

Everett E. Worthington, formerly traveling salesman, is no longer identified with this company.

WILL HAVE TO ENLARGE WAREROOMS

SPRINGFIELD, MASS., February 10.—The Diamond Disc Shop in this city is one of the most progressive Edison distributors in the southern part of Massachusetts. B. L. Conchar is the

manager, and in a chat a few days ago as to the business prospects he said that it would be only a short time before he would have to consider an enlargement of his warerooms and install a number of new booths for demonstration purposes.

HEADS OPERATIC DEPARTMENT

Theodore H. Bauer Appointed to Prominent Position with the Columbia Graphophone Co.—Has Had Wide Experience in Concert Work

Theodore H. Bauer has been appointed manager of the concert and operatic department of the Columbia Graphophone Co., New York. Mr. Bauer assumed his duties the first of the month, and is making his headquarters at the Columbia laboratories, 102 West Thirty-eighth street, New York.

Mr. Bauer has spent practically his entire life in the musical world, and numbers among his personal friends and acquaintances many artists of prominence both here and abroad. He is also acquainted with practically every well-known member of the dramatic and theatrical professions.

During his ten years' connection with the operatic and concert worlds Mr. Bauer has served as general representative for the San Carlos Opera Co., manager of Constantino, the celebrated tenor, general representative for the Boston Opera Co., and director of the National

Opera Co. of Canada. He has also managed many famous European artists.

Mr. Bauer has made seventeen trips to Europe in the pursuit of his musical work, and has visited every country on the continent. He has



Theodore H. Bauer

also spent quite some time in the leading South American countries, and his knowledge of musical affairs is gleaned from an experience that has been equalled by very few members of the talking machine industry.

COLUMBIA-GIMBEL SUIT IN COURT

The hearing of the appeal in the suit of the American Graphophone Co. (Columbia Graphophone Co.) vs. Gimbel Bros., New York, for alleged patent infringement on graphophones and records was heard in the Circuit Court of Appeals for the Southern District of New York, on Tuesday, January 16. The action against the department store is held as an important one and numerous exhibits of talking machines and records were offered in court in substantiation of the plaintiff's claims. Decision in the suit was reserved.

"MAGNET" DECALCOMANIE NAMEPLATES



From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

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.



FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (East Side)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

Talking Machine Supplies and Repair Parts

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

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

MASTER WAX

For a reasonable price I am able to deliver large or small quantities of the very highest grade of Master Wax. Write stating when it will be convenient for you to inspect samples.

Address Box 2000
Care of TALKING MACHINE WORLD
373 Fourth Ave., New York

A Vast Improvement!

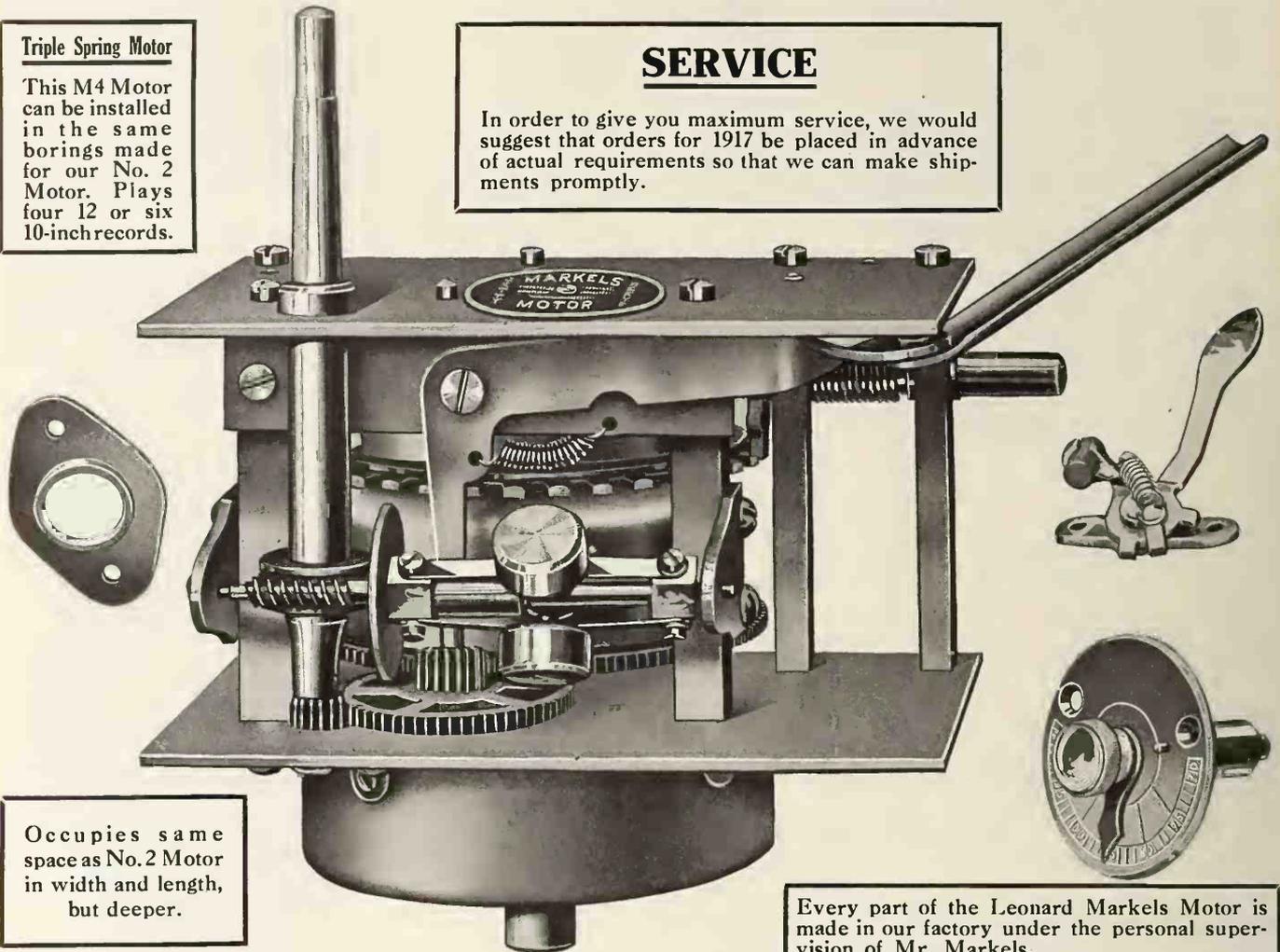
Leonard Markels Motors may look like other motors, but in construction they represent a vast improvement over other types. They are more silent; their bearings are stronger and their gears are better cut.

Triple Spring Motor

This M4 Motor can be installed in the same borings made for our No. 2 Motor. Plays four 12 or six 10-inch records.

SERVICE

In order to give you maximum service, we would suggest that orders for 1917 be placed in advance of actual requirements so that we can make shipments promptly.

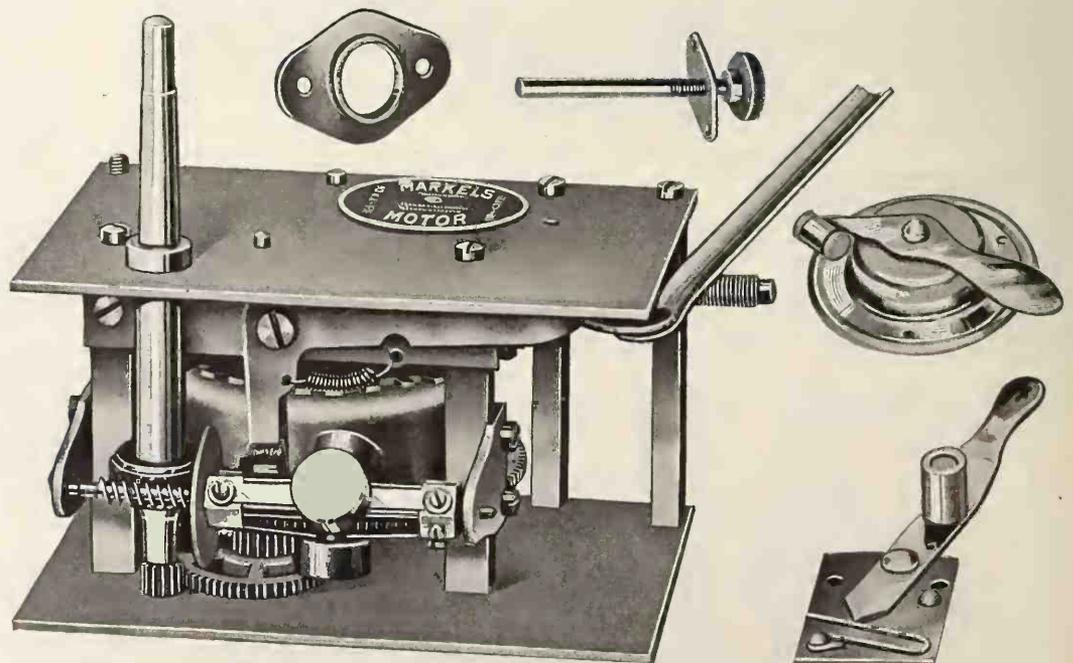


Occupies same space as No. 2 Motor in width and length, but deeper.

Every part of the Leonard Markels Motor is made in our factory under the personal supervision of Mr. Markels.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays three records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12-inch. Quantity prices on application.



LEONARD MARKELS

165 William Street, New York

GALLI-CURCI PROVES A SENSATION

New Coloratura-Soprano Develops Into Season's Star in Operatic Circles—Tremendous Demand for New Victor Records of Her Voice

Not alone has Mme. Galli-Curci registered a sensation in operatic circles since her debut in Chicago recently, having proved the hit of the season in that field, but the records of her voice made exclusively for the Victor Talking Machine Co., have likewise been accorded a reception



Mme. Galli-Curci

that in itself has been nothing short of a sensation.

Mme. Galli-Curci has been hailed by critics generally as being the greatest coloratura-soprano that has graced the opera stage in this country for many years, and the beauty of her voice has been faithfully reproduced on Victor records. The Victor Co. is not only proud of its work in securing an exclusive contract with the star, but in producing such unusual voice records. The opinions expressed by musical artists, even jobbers and dealers, have supported

them in their stand. The heavy sales of Mme. Galli-Curci's records, however, offer the most convincing and satisfactory endorsement of her popularity and of the quality of her records.

BUSY TIMES IN LOS ANGELES

Jobbers and Dealers Feel the Shortage Strain in Both Machines and Records—Freight Badly Tied Up en Route to Coast—Panama Canal Should Be Used More Frequently for Shipments—Talk of Reviving Local Association

LOS ANGELES, CAL., February 4.—Things have been humming in Los Angeles during January especially in the record line. Never have so many records been sold here during any one month before. The jobbing houses have begun to feel the strain, as it is impossible to obtain, not only the good sellers, but also a great many of the standard records. All railroads from the East are in a bad way at present, and a great many cars of goods are tied up somewhere along the line on account of the heavy snows. It seems a pity after the millions spent by the government on the Panama Canal, that the Coast jobbers do not take advantage of it and have more of their goods come by that route. The shortage on machines is also noticeable, and all of the local wholesale houses are out of some models.

The Broadway department store is very much pleased at the way their sales of Sonoras are increasing. They now carry a complete line of these goods, and are expecting to get some of the highest priced exclusive models later.

There has been some talk of again forming the Talking Machine Men's Association of southern California, which went out of existence about two years ago. It would be a fine thing for the trade in general if the dealers of Los Angeles would get together on this proposition, as it would bring them into closer harmony, and a great many evils peculiar to the talking machine business could be remedied and regulated. From reports received from a number of the larger cities in the East these associations are doing a great deal of good. It is to be hoped that the local dealers will realize the importance of again getting together.

Walter Alee, of the Paulin Music Co., of Santa Barbara, Cal., made a flying trip to this city last week. He says business is fine in his town, and prospects are good for a steady increase.

C. S. Ruggles, local manager for Sherman, Clay & Co., is kept busy explaining to his dealers why he cannot supply them with much needed Victor machines and records. Mr. Ruggles has suffered probably more than any one else in the railroad tie up, and has several cars strung along between here and the Atlantic Coast.

The Southern California Music Co. placed an order during the holidays for an electric Vernis-Martin Victrola. This is the first model of this kind to be sold on the Coast. It was on exhibition for several days in their windows and

attracted a great deal of comment and admiration.

The needle shortage, though not quite so bad as during the holidays, is still causing a great deal of trouble for the local dealers. It is almost impossible to secure any medium tone needles, and from the present outlook there does not appear to be much hope for the future, and a great many have placed a limit on sales to one person.

The Diamond Disc Distributing Co., local jobbers for the Thomas A. Edison goods, are finding themselves hard pressed to supply their dealers with enough records, but Mr. Lovejoy, the manager, promises several cars in the near future, which will relieve the tension.

UNIT CONSTRUCTION CO. EXPANSION

Business This Year Quadruples That of 1916, Which Was a Record-Breaker

PHILADELPHIA, PA., February 10.—Rayburn Clark Smith in a chat with *The World* this week revealed a few interesting facts concerning the remarkable progress that has been made by the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., of which he is the president. It is interesting to note that 1916 saw a doubling of the business of the previous year, and since the first year of the company the business has now been slightly over quadrupled. These figures are a significant index of the great popularity of demonstration booths as a means of receiving record and machine customers in a thoroughly efficient and high-class style, and as factors in increasing business.

FORCED TO ENLARGE FACTORY FORCE

Demands Upon Fraad Talking Machine Co. Necessitate Increased Facilities

The Fraad Talking Machine Co., Inc., 226 West Twenty-sixth street, New York, has since the first of the year been compelled to greatly enlarge their factory force to cope with the demands for machines which, according to the statements of Frank Cozens, secretary and sales manager of the concern, has been as heavy as during the holiday season. Mr. Cozens said they have during the last six weeks completed arrangements whereby the Fraad line is now being handled by more distributors than ever before and that the aggregate contracts let with these firms for this year's business already total more than the entire volume of business done throughout the year 1916.

INSTALLS THE EDISON LINE

RUTLAND, VT., February 10.—N. M. Bradley, who conducts one of the oldest piano houses in this State, has installed the Edison line into his establishment. From the outset there has been a wide demand for these machines. Mr. Bradley is very active on the outside with his automobile, and with this he delivers machines at places as far distant as thirty miles. Mr. Bradley is looking for a big year in the Edison line.

"AMERICAN SERVICE" ON VICTOR RECORDS

IS UNSURPASSED

ARE YOU MR. DEALER ON OUR ACTIVE DEALERS LIST?

THERE IS NO TIME LIKE THE PRESENT TO MAKE A START

WE ARE ACTIVE—THAT'S HOW WE GIVE GOOD SERVICE

VICTOR DISTRIBUTORS SINCE 1903

20 YEARS TALKING MACHINE EXPERIENCE

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST.

Victor Distributors

BROOKLYN, N. Y.

TALKING MACHINE MEN, INC., MEET

B. M. De Cou Addresses First Meeting of Retailers This Year—Nominating Committee Appointed—Membership Cards Distributed

The first meeting of the new year of the Talking Machine Men, Inc., was held at Keene's Chop House, 76 West Thirty-sixth street, on Wednesday, January 17. The meeting was preceded by the usual luncheon, after which the regular session was called to order. Owing to the fact the December meeting had been dispensed with and stock taking and other matters coming up at the first of the year had been disposed of by the members, an unusually large attendance was in evidence.

The feature of the meeting was an address by B. M. De Cou, of the educational department of the Victor Talking Machine Co. Mr. De Cou's address was exceptionally enlightening to those members of the organization who have in the past sold talking machines and records for use in the public schools or who are contemplating going after the school business in the

future. Mr. De Cou made the point that although the Victor Co. is spending lots of time and energy in making it possible to sell machines to educational institution dealers to a large extent have not responded or endeavored to reap the benefits waiting for those who show initiative.

The Victor book, "What We Hear in Music," was taken up in the course of Mr. De Cou's address, and what it means to the dealers to place the book into the hands of as many interested readers as possible was thoroughly explained. After covering the methods to be pursued in getting sales from schools and colleges; describing the different series of records for school use and of means used by schools to raise money to buy machines, Mr. De Cou brought his talk to a close with an invitation to the members of the association to visit the Victor factory, after which he received a vote of thanks from those present.

The meeting then opened for regular business, President Hunt suggesting that a motion be made that a committee be appointed to nominate officers, and the following members were appointed a nominating committee: R. F. Bolton,

Max Landay, George Kelly, Otto Goldsmith, J. Schick, Fred Schall and E. H. Smith. The election of new officers will take place at the April meeting.

A resolution was adopted that letters be written to all the larger talking machine companies asking their co-operation in giving the names of dealers cut off for underselling. Short addresses were made by R. F. Bolton, of the Columbia Co., and Max Landay, of Landay Bros. The new association cards which are to be framed and placed in the windows of members of the organization were then placed into the hands of those who had arranged for them.

THE EDISON AMBEROLA MONTHLY

Edison Phonograph Monthly Comes Out Under New Name and in Improved Form

The Edison Phonograph Monthly, one of the house organs of the musical phonograph division of Thomas A. Edison, Inc., made its appearance in February under the name of the Edison Amberola Monthly. Radical changes in the make-up and style of the periodical also accompany the change of name. About a year ago both the New Edison and the Diamond Amberola business of Thomas A. Edison, Inc., became so extensive that two house organs were deemed necessary to best serve the interests of all Edison dealers. Diamond Points was established to cover the New Edison activities, and the Phonograph Monthly was continued and devoted exclusively to the Amberola field.

Just before the first of the present year it was decided to make some changes in the general appearance of the Phonograph Monthly. The change of name, connecting it specifically with the Amberola line, is but one of the several improvements. In addition a decidedly attractive new cover design has been adopted and the type-style throughout has been improved. The changes that appear in the February issue are indicative of others that will be made shortly to increase further the attractiveness and effectiveness of the periodical.

HOW HOME DEMONSTRATIONS HELP

DERBY, CONN., February 10.—Albert H. Yudkin, a hustling Edison dealer, and who also serves his city in the honorable capacity of alderman, had an interesting experience a few days ago proving that one never knows "where the lightning is going to strike" in the application of the saying to sales. Mr. Yudkin was called upon to furnish an entertainment at a certain home, where he thought it might be possible to consummate a sale of a fine Edison Diamond Disc. He did not procure the sale, but it happened that a neighbor of the woman at whose house the demonstration was being given heard the music, and was so delighted that she started a line of inquiry about the Edison machines with the result that a few days later she purchased an expensive one.

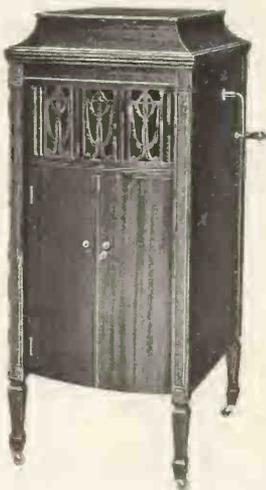
NEWARK DEPARTMENT IMPROVED

The Otto Wissner, Inc., warerooms, 903 Broad street, Newark, N. J., have been closing a substantial business in both Columbias and Sonoras. Wm. A. Jones, manager of the store, says there has been a large increase in sales since the alterations of the talking machine department were made in the late fall which allowed the department much larger space. W. H. Paullin, sales manager of the talking machine department states the amount of cash sales at present is very large and in cases where terms are allowed they are most acceptable.

The L. J. Nieuhaus Music Store, at 802 Main street, Quincy, Ill., was broken into recently, and \$150 worth of talking machine records were stolen.

A certificate of incorporation was issued to Chas. H. Elting & Co., of Chicago, for the purpose of manufacturing talking machine motors. The company is capitalized at \$25,000.

The Artophone



MODEL XIV—\$150
Height, 48 inches



MODEL XII—\$100
Height, 47 inches



MODEL XI—\$75
Height, 46 inches



MODEL X—\$65
Height 45 inches

Refinement— Selection— Price—

Here are phonographs of distinctive quality throughout, built in popular sizes and sold at popular prices.

Not only can dealers *talk* quality, they can *demonstrate* quality. No "gingerbread," just a quiet refinement that is self-evident. And the prices speak for themselves.

Cabinets made from $\frac{3}{4}$ in. veneered stock; equipped with universal tone arm and one of the best motors on the market.

**A Proposition
That Appeals
to the Public**

THE ARTOPHONE CO.
1113 Olive Street ST. LOUIS, MO.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54 BLEECKER STREET :: NEW YORK CITY

Distributors of

The Heineman Motors of Quality

We carry immense quantities in stock of motors
No. 1, No. 3, and No. 4, complete.

All parts enumerated in the Heineman Supplement,
facing page 22, we have on hand ready for
delivery, at factory prices.

ASK FOR A SAMPLE
of our 1917 Model No. 2
Tone Arm

(Also known as No. 0 special)

*Possesses eight distinct improvements
over the 1916 model*

THE VALUE OF THE TALKING MACHINE AS AN EDUCATOR

Forms Basis of Interesting Address Made by Frank E. Morton, Acoustic Engineer, American Steel & Wire Co. Before Merchants' Short Course, University of Kansas, on February 8

The following interesting address by Frank E. Morton, acoustic engineer of the American Steel & Wire Co., was delivered before the "Merchants' Short Course," University of Kansas, University Extension Division, Lawrence, Kansas, on Thursday, February 8, 1917. The subject of Mr. Morton's discourse was "Talking Machines—the Responsive Side," and he said:

"For the last fifteen years those conservators of vocal energy commonly known as talking machines, have been purveyed in such numbers that the impression might well obtain to-day with those unfamiliar with the unlimited possibilities of our racial activity that the point of saturation has been reached. I say possibilities, for racial activity is not necessarily spontaneous, and the talking machine trade does not bud, blossom and bear fruit without proper nurturing.

"Locally, this point of saturation is being



Frank E. Morton

reached because of failure to develop soil for future absorption. Dealers in such localities face not only loss of trade, but a general lowering of the educational development of the community. For it is in reality as an instrument of education that the talking machine offers its greatest opportunity to the dealer. An educational influence must needs be fostered. It is not enough that a talking machine notable in its lineage, attractive in its appearance, even enthralling in its tonal effect be placed upon the market. Such merchandising policy will bring a certain dead level of returns, but it will not expand and develop the trade. For that propaganda is needed. The product may not merely be offered to the purchaser; reasons must be offered sufficient to convince that the article is requisite; in fact, indispensable for the happiness and uplift of himself and family.

"Among these arguments the educational one—although neglected—looms largest. All around us in our homes, are those education

agents in most cases regarded as toys or fads. And as toys and fads they run their little course, are neglected, forgotten, discarded. Many a talking machine lives a fast life and a merry one; also a short one. While its novelty obtains, its voice is heard in the land night and day, then gradually ceases, and, at least mentally, goes to the junk heap.

"But as an educator, as an uplifter, it has a cumulative value. It is like a library, usable at any time, and the more frequently the better. If it is discarded at all, it is to give place to a more highly developed substitute. It becomes a family institution.

"We may inquire what has been the effect upon the intellectual development of the purchasers? In what manner and to what extent has the talking machine made for intellectual progression? A phonograph's-eye-view of humanity may enable us so to compute relative values that the realization of the worthwhileness of its manufacture and distribution may prove an inspiration to an increased and more intelligently directed effort.

"Man's productive energy is in direct proportion to his rate of vibration. The higher his rate of vibration, the more energetic and forceful his performance. Man's rate of vibration is increased by intensive, selective listening, which increase is retained through his will power.

"Listening is the top note in the vibratory scale on the invisible keyboard of the mind. You know how the octaves ascend on the great keyboard of physics from the first note with its one vibration a second. Through the octaves from the fourth to the fifteenth inclusive these vibrations come to us as sound; from the thirtieth to the thirty-fourth as electricity, from the forty-eighth to the fifty-fourth as light and from the fifty-eighth to the sixty-first as X-rays, where, in the highest range are two quintillion vibrations a second. The thirty-five undesignated octaves fail to arouse any response, as far as is now recognized, in the human organism. What their vibrations, as well as those of the octaves rising above the sixty-first on into infinity, mean for humanity lies hidden behind a veil of mystery that science has yet to pierce.

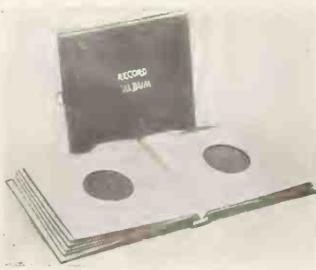
"Mineral, vegetable and animal substances form a crescendo in vibrations, and when man is reached runs through many octaves, manifesting themselves in variety of temperament and function. The vibrations of the moron are sluggish; those of the genius sparkle like electricity and pierce like the X-ray.

"In listening, man is at his zenith of concentration. Carrying it to extremes he becomes oblivious of all extraneous surroundings. In listening he is 100 per cent. there. In action is leakage; and a considerable per cent. of the concentration of the vibration of the perfect potentiality vanishes.

"Degrees of intelligence in domestic animals are generally admitted. One dog, horse or cat

NOTICE TO VICTOR JOBBERS and Talking Machine Manufacturers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.



Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials. Our patent envelopes are locked in metal.

We can Guarantee them to you and you can do likewise to your customers.

To convince yourself give us a small order and let us prove all we say is the truth.

We are also the Sole Manufacturers of the now "Famous Edison Re-Creations Album."

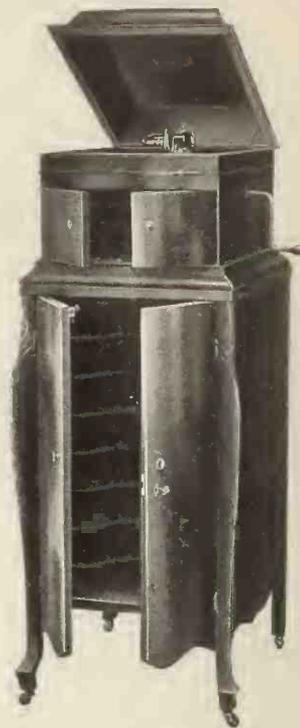
Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, N. Y. Factory, 103 Broadway

CABINETS

This factory and business has been reorganized completely and we are now in a position to supply manufacturers with all styles of cabinets in any quantity, and dealers with a full line of disc record cabinets.



We have enlarged our facilities greatly and are planning to give every member of the trade real service and co-operation.

PLACE YOUR ORDERS
NOW FOR 1917

Nanes Art Furniture Co.
Grand Street and East River, New York

is considered more intelligent than another dog, horse or cat. This degree of intelligence is in direct proportion to the time spent in talking to the animal, the time the animal spends in listening. "This horse understands every word I say to him," is an expression of recognition of the result of frequent talking to the horse, and the same applies throughout the animal world.

"The well traveled man is responsive, mentally alert and comprehends and apprehends quickly, not from having viewed peculiar formations of the earth known as scenery; not because he has looked upon straw huts, tepees, bungalows or marble palaces; not because he has observed the activities of men from mountain fastness to towering skyscraper; but because he has been talked to by many and various of the races of earth and has, consciously or unconsciously, accepted viewpoints other than his own; he has established more points of contact with his environment; he has developed an interest in more things. With his multiplicity of viewpoints thus acquired, he can think straighter and express

his thoughts with greater confidence and consequent freedom.

"The talking machine is one of these real world tours in tabloid; as a traveler's guide it penetrates all lands; it conducts its followers through the forums of statecraft and the temples of vocal art; it speaks not merely of the oratory, the music, the scholarship of the present, it can preserve the voice of one age for the gratification and enlightenment of another. In its diminutive theatre the forensic and harmonic leaders of the world perform on one stage. Beside one's own fireside one may occupy a reserved seat before an array of talent such as no inflated price in the grandest of grand opera houses would command.

"And naturally it is in the home first that the talking machine appears as an educator. Properly introduced it becomes a welcome inmate in every household—in city or country—where there is any striving for intellectual advance, not merely to be switched in for a bit of rag-time for the sport of an idle moment—though it also has that value—but to bring within reach of all the family the treasures that are preserved on its vulcanized tablets.

"And these need not necessarily be confined to the domain of music. Too much has this been the case, but why let the talking machine delight and instruct and elevate with its rhythmic outpourings, and muzzle it for all other utterances? As a mouthpiece for the pedagogue, the philosopher, the scientist, the sociologist, the statesman, it would extend the limited audience of each to vast dimensions. This is a natural and sequential development as the intellectual possibilities of this 'parlor plaything' gain recognition.

"And now a strong point in the talking machine as an investment is that it is a home-maker. Unlike the automobile, taking people away from the home, it brings all the family within the domestic circle. That is no small social argument in these days when, in the view of many, family life is disintegrating, drifting toward the cafes and boulevards. As a business condition it has its corollaries, for the building up of the home life leads to further expenditures in the beautifying and humanizing sphere.

"It is well known that at one time dealers who handled pianos were suspicious of the talking machine trade. They argued superficially that their sale would reduce the demand for musical instruments. Now they realize that the voice machine, both from the home atmosphere it fosters and the musical acquaintance it creates,



The Cortinaphone Language Records

The Proper Method

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

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

This is now an extraordinary demand for language instruction. The Cortinaphone method is being used in every section of the country. Are you getting your share of the profits?

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

actually enhances the piano demand. It inspires ideals demanding such mediums as pianos for their full expression

"Outside the home, the avenues for the talking machine as an instructor branch out in all directions. Limitless possibilities present themselves in the domain of clubs and neighborhood organizations.

"Perhaps the widest path of development, at present blocked by indifference and inertia, is in the schools and colleges. What valuable records for the classroom if this agency for instruction were more generally employed. The humblest pupil might listen to the most learned savant.

"A talking machine in every schoolroom! The suggestion would stagger some of our pedagogues. To them it would sound like having a jazz band concert for opening exercises and a cabaret performance at recess, but it is a probability—a strong probability for the near future, especially if enterprising merchants are wide

awake enough to take the lead in the procession.

"When the placing of sewing machines in school rooms was first suggested there was doubt as to its value, and its relationship to pedagogy. The place for a sewing machine obviously was in the home. Now they are as natural in many school rooms as the time honored globe or the occasional human skeleton. It was the same with the suggestion that pianos be used in school rooms for teaching tone values. It is the overcoming of the original inertia that is difficult, and that is the problem for the far sighted dealer to-day.

"Along with its pedagogical value, the talking machine has unrecognized possibilities as a recorder of sounds. When your ear records a sound, it records it momentarily; then the sound is gone. There is no impression left of its exact relative composite intensity; no tracings of its vibrations. When a sound wave energizes the delicate diaphragm of a talking machine, its whole history is inscribed, and minutely, too, for the ear of a talking machine hears more than does the human auditory organ. The markings of these sounds are most interesting and valuable. For the student; for the expert; for the investigator; the talking machine, indeed, becomes a clinic in tone analysis.

"These are but a few of the educational fields the talking machines may invade. You see what you have within your grasp. You have man in his most receptive attitude, that of listener; you have him pitched on his highest mental octave. Here are a few practical and simple suggestions for sustaining the diapason:

"(1) Any dealer may cultivate the desire of a possible clientele by a series of concerts, entertainments, talking machine receptions—what you will. The response will be surprising and the appreciation of the opportunity given will be widespread. With constant care shown in the selection of the program, the gatherings may easily be made notable in the community, and a genuine interest in the talking machine and its offerings be aroused

"(2) Supplementary to the machine's own part in the program should be discussions and
(Continued on page 74)

There Is Always One Best



It is easy for you to know the best reproducer for playing EDISON Records on other machines.

Simply send for a

VICSONIA

and determine for yourself

No rattle or blast

Pure, sweet, natural tones

Easily and quickly attached

We will send one N. P. VICSONIA to any DEALER in the U. S. or Canada on receipt of \$3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street

New York, N. Y.

**tone ARMS
SOUND BOXES**
Write for Catalogue and Prices
ANDS KOCH INC.
296 Broadway, New York.

TALKING MACHINE AS AN EDUCATOR

(Continued from page 73)

open forum on what is presented. People become really interested when they begin to contribute themselves to the program. To get a heterogeneous audience coalescent up to the point of engaging in a debate or a conversazione may look impossible, and it may not be accomplished without some tactful social influence, but it can be done, and when it is accomplished, you will have the talking machine on speaking terms with the best society of the community and in a fair way to be introduced into the daily life of all as an established necessity.

"(3) Development of interest by the local press is an aid not to be disregarded. Frequently it is possible in connection with a small advertisement to obtain as much as a special page once a week to be devoted to special articles along this line. Such a program bringing successful results in many papers, even in the metropolitan press, is now being carried on by the National Bureau for the Advancement of Music.

"(4) Most important of all, draw an absolute dividing line between destructive and constructive competition. Price cutting not only cheapens your article in the public estimation; it eliminates the possibility of putting back profits into progressive improvements. This, of course, is primarily an argument to the manufacturers, but the dealers determine the demand reaching the manufacturers. Make them compete in rising quality, not in falling price. It is a mistake to aim low. You hit the ground sooner or later. In the other direction you have a blue sky limit.

"This idea of the talking machine multiplying its sales through its own educational efficiency and the receptiveness of the purchasing public is not a mere vision. It need not be dismissed as something desirable sometime but unfeasible now. If it were, it would have been an inexcusable waste of time to spread its pleasing but inaccessible prospects before you.

"The matter rests in your hands right now. It is not something that must be brought in from the outside. It is not something you can have somebody else develop. If you want the talking machine made a live issue in your town; if you want it added to the equipment of your schools, you are the men of influence there. When you want something else you accomplish it. Put into this the interest and energy you put into paving your streets or putting through any municipal project.

"Such plans as I have suggested are easily workable, and many others suggest themselves. You merchants may analyze and determine what there is in them that promises profit and prestige. Ahead the road runs straight and clear to the desired expansion—so clear as to be almost ridiculously easy except for one pitfall. By lowering your standards, by yielding to the lure of temporary trade gains through price cutting, you may wreck all. Selfish or destructive competition, even when successful, is atrophy; co-operative or constructive competition is progress."

A DEMAND THAT TAXES FACILITIES

The Chalmers Victor warerooms, 879 Broad street, Newark, N. J., reports conditions in its territory were never better and the outlook at present is that it will continue. This house has been having a busy season since January 1, and at times it has puzzled the staff in their efforts to supply the demands, especially in view of the shortage of some models of machines. Although these quarters have been enlarged as much as possible to cope with ever increasing trade, there is little doubt but that before the next holiday season is upon us they will be compelled to seek larger quarters.

WHEN THE TRUE OPTIMIST IS GLAD

The true optimist is glad for the things he doesn't get, when it is impossible for him to be glad for the things that came his way.

BEAUTY CONTEST IN KANSAS CITY

Messrs. Black and Ditzell Have a Mix-Up of Portraits—Trade Non-Committal as to Which Enjoys the Advantage

KANSAS CITY, Mo., February 5.—There is quite a little beauty contest on among the talking machine men in this city, growing out of peculiar circumstances. In the Talking Machine World last month a picture of Mr. Black, of the Jones

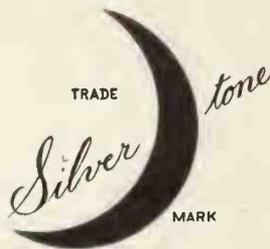


This Is the Real John F. Ditzell

Store Victrola department, was used in connection with the story of John F. Ditzell going to the Famous & Barr Co., the St. Louis department store.

Mr. Black feels that Mr. Ditzell should consider himself complimented in having such a handsome portrait bear his name. Mr. Ditzell, on the other hand, says that the error has worked against him with the members of the trade whom he has known solely through correspondence. The trade as a whole holds it a fifty-fifty split in other words, is remaining strictly neutral.

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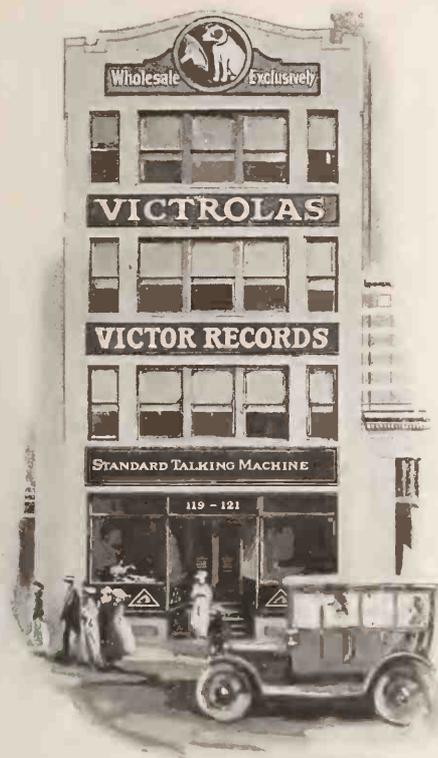
Inquire of us what the
**Crescent Silvertone
Dealers Sign**
will mean to you during the
coming year.

Crescent Talking Machine Company, Inc.
89 CHAMBERS STREET NEW YORK CITY

Manufacturers of the "SILVERTONE" Line

CHICAGO OFFICE: CRESCENT SALES CO., 23 E. Jackson Blvd., CHICAGO, ILL.

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Welcome To Our Opening

All interested will be cordially welcome at the Formal Opening of the New Home of the Standard Talking Machine Company, 119-121 Ninth St., Pittsburgh, Washington's Birthday, February 22nd, beginning at 2 P. M.

This is the only building in the country devoted entirely to Victor sales—as it is also the only one which wholesales Victors “exclusively.”

Two vital features of the Victor business have absolutely controlled the arrangement of this unique institution which wholesales exclusively Victrolas, Victor records and accessories. **FIRST—**

Speeded-Up Service

The shortest possible time between the entry of an order and the delivery of the stock shipment has been worked out to a fine point after years of experiment and study. Stock rooms, receiving rooms, packing rooms and shipping departments have been so arranged that an order progresses with accelerated speed and no lost motion to our motor trucks and to you. Here is one of the few *big record stocks* of the country which is scientifically binned and ready for rush orders. Stock is 99% complete. **SECOND—**

Retailing Helps

Probably in no other organization in the country is anywhere near such a proportion of effort and building space devoted to dealer co-operation. An auditorium for frequent gatherings of dealers with stage and accessories; dealers' reception rooms planned especially for personal use of out of town dealers; advertising department and private printing plant. All of which is included in the “Consulting Sales Department” of the Standard's **INTENSIVE DEALER SERVICE.**

Standard Service Pays

first—in its extreme promptness in getting stock to you. Second—in its persistent exertions to help you sell this stock after placing it in your store.

It will pay *you* Mr. Victor Dealer to “Standard”-ize your store.



**“Exclusively Victor
Wholesale Only”**

STANDARD TALKING MACHINE COMPANY

J. C. Roush, Pres.

119-121 Ninth Street, PITTSBURGH

GEORGE W. LYLE WITH PATHE CO.

Well-Known Talking Machine Man Appointed Assistant to President Widmann, of the Pathé Frères Phonograph Co., This Week

The Pathé Frères Phonograph Co., New York, announced last week the appointment of George W. Lyle as assistant to the president of the company, E. A. Widmann. Mr. Lyle will as-



Geo. W. Lyle

sume his new duties next week, and will make his headquarters at the company's executive offices, 10-32 Grand avenue, Brooklyn, N. Y.

The Pathé Frères Phonograph Co. is to be congratulated upon this announcement, as George W. Lyle is one of the most prominent members of the talking machine business, and a man who has been an important factor in the growth of the industry. He is thoroughly posted on every phase of talking machine activities, and with his intimate knowledge of the field, will doubtless render invaluable service to

the Pathé Frères Co. in the many important plans which it has under way.

For many years Mr. Lyle was vice-president and general manager of the Columbia Graphophone Co., New York, and his indefatigable efforts to place this company in the front ranks cess. Mr. Lyle's executive and business acumen of the industry were rewarded with signal contributions materially to the progress achieved by the Columbia Co. in the days when the industry was in its infancy, and he brings with him to his new post a knowledge of the talking machine business that is equalled by very few members of the industry.

COLUMBIA MEN ENTERTAINED

A group of members of the sales staff of the Chicago office of the Columbia Graphophone Co. were entertained last week at the executive offices of the Columbia Graphophone Co. by W. C. Fuhri, U. S. manager. A visit to the factory at Bridgeport, Conn., an informal discussion of methods and policies and a get-together meeting at the executive offices served to make their stay in New York a most enjoyable one. Among those present were R. G. Winter, A. G. Boland, E. O. Zerkle, F. G. Cook, C. F. Kennedy, B. A. Beard and H. Walley.

RETURNS FROM WESTERN TRIP

C. E. Gore, of the traveling staff of the Pathé Frères Phonograph Co., returned this week from an extended trip through Minnesota, Wisconsin, Ohio and Illinois. He reported finding excellent conditions in all sections of this territory, with dealers everywhere enthusiastic in regard to the outlook for the Pathé line.

The remarkable success of the Pathé line in the Middle West is well indicated by the many new dealers which have been signed up by the Pathé jobbers in this section of the country. These dealers are all closing a healthy Pathé business, both in Pathephones and Pathé discs, which is doubtless a forerunner of a banner year.

B. E. HIPPLE WITH PENN PHONO. CO.

Well-Known Victor Co. Traveler to Give Special Attention to Dealers' Service Department of Philadelphia Distributors

PHILADELPHIA, PA., February 1.—Still another member of the traveling department of the Victor Talking Machine Co., has left the service of the company to take up work in another branch of the Victor field.

B. E. Hipple, Jr., who, with a record of eight years as Victor traveler, was rated as senior member of the force, resigned on January 1, to assume a position with the Penn Phonograph Co., of this city, on January 15. Mr. Hipple had previously received many offers to take up



B. E. Hipple, Jr. (Seated), and His Hosts

work with jobbers and dealers, but rejected them because they would conflict with his home ties in Philadelphia. Through his service with the Victor Co., Mr. Hipple covered various sections of the United States and acquired a very broad acquaintanceship with the trade. Most recently, however, he has confined his attention to the State of Pennsylvania, and had much to do with the development of business in this section.

Mr. Hipple has made an exhaustive study of the problems of the retailer, and in his new capacity will be able to give special attention to the dealer service end of the business.

Both Mr. Hipple and the Penn Phonograph Co. are to be congratulated upon an arrangement so excellent for both sides.

Before resigning from the Victor Co. Mr. Hipple was the guest of honor at a shore dinner at the famous Bookbinders, which was attended by the majority of his associates of the traveling staff, together with representatives from other departments. The menu cards, which were distinctly original in character, were in the form of miniature Red Seal records.

HAVE YOU GOT YOUR \$43.50?

According to figures issued by the Treasury Department, the per capita circulation on February 1 was \$43.50, which is the record figure. On January 1, the per capita circulation was \$43, and a year ago it was \$38.67. The country's gold stock is placed at \$2,912,465,116, which is an increase of more than \$584,000,000, compared with a year ago. The total money in circulation on the first of the month was \$4,498,060,871.

TO MAKE PHONOGRAPH PARTS

J. A. Kraus, formerly general manager of the Triton Phonograph Co., New York, has organized the Phonograph Parts Co., with executive offices at 7 West Twenty-second street, New York, and a factory at Newark, N. J. Mr. Kraus is manager of this concern, and will concentrate on the sales division of the business.

The Phonograph Parts Co. will manufacture a complete line of single and double spring motors, tone arms, sound boxes, turntables, needle cups, etc., and will also conduct a special department for experimental work. Mr. Kraus is one of the veterans of the phonograph industry, and has an intimate knowledge of the trade's requirements.

Making the Most of Opportunities

Victor dealers are now in a position to close the biggest Victor record business in history. Record shipments are practically complete and dealers who have taken advantage of

G. T. Williams Co. Victor Service

are making the most of these opportunities. Every member of our organization is co-operating with our dealers in the development of Victor record business.

Try This Service!

G. T. WILLIAMS CO., Inc.

Victor Wholesale Exclusively

217 Duffield Street

Brooklyn, N. Y.

TALKING MACHINES IN BERMUDA

Demand Has Been Increasing for Several Years
—Better Grade Products Are in Favor

WASHINGTON, D. C., February 10.—Consul Carl R. Loop, stationed at Hamilton, Bermuda, in a recent report to the Bureau of Foreign and Domestic Commerce, states that talking machines are popular in Bermuda, and the demand for them has been steadily increasing for several years. It is estimated that the value of machines and records imported annually is about \$10,000. At least 90 per cent. is of American manufacture, and the remaining 10 per cent. British. Both machines and records sell in Bermuda at the prices at which they are retailed in the United States, no advance being made to cover freight and duty. The latter item is at the rate of 11 per cent. ad valorem. One firm alone sells from sixty to seventy machines annually, the value ranging from \$15 to \$100. There is very little demand for those worth more than \$100. A few are brought down by tourists or imported directly by local residents. The better qualities of machines and records meet with a stronger demand than the cheaper grade.

The woodwork of the majority of the machines sold is of oak, while the cabinets are usually finished with mahogany veneer. Machines and cabinets are usually packed in boxes without excelsior and are protected from the sides and tops of the boxes by corks saturated with tallow, and fastened to the bottoms of the boxes by bolts.

The predominating prices of the records on the market are 75 cents, \$1 and \$1.25. Some higher-priced records are sold, but usually on special order.

NEW QUARTERS FOR JONES-MOTROLA

Manufacturers of Motrola Now Have Offices and Stockroom Under One Roof at 29-33 West 35th Street—Demand Growing Steadily

Jones-Motrola, Inc., manufacturers of The Motrola, the successful electric winding device for talking machines, are now located in large new quarters at 29-33 West Thirty-fifth street, New York, where the offices, stock and shipping departments have been brought together in one large loft. The new arrangement will greatly facilitate the work of the company in filling orders, and attending to the other details

of its business. The new quarters are centrally located and embrace about 8,000 square feet of floor space. They have been attractively fitted up and furnished.

The demand for the Motrola is growing steadily, and despite the increased output of the company, and new arrangements made for the supplies of motors and other parts, the orders still keep well in advance of the supply, although arrangements have been made to take care promptly of the immediate requirements of the

trade. The success of the Motrola is indicated by the large number of reorders received from dealers, and by the very few complaints that have been received at headquarters, complaints, due for the most part to injuries received in transportation.

WM. S. SCHERMAN'S NEW POST

William S. Scherman has been appointed advertising manager of the Musical Instrument Sales Co., New York, and will prepare the advertising for the various Victrola departments controlled by this company.

Mr. Scherman is well known in the local talking machine field, having been associated with the advertising department of the Columbia Graphophone Co. for the past four years. He thoroughly understands retail advertising as applied to the talking machine field, and his work with the Columbia Graphophone Co. has been the subject of general commendation from the local talking machine fraternity.

INTRODUCE NEW RECORD FILE

The Crippen-Rase Co., Rochester, N. Y., has just placed on the market a new record file, designated as the "Crip-N," which is the invention of Arthur J. Crippen, formerly factory superintendent of the Cutler Mail Chute Co., and well known in the mechanical world. Mr. Crippen is president of the company, and will have charge of the factory which is permanently located in Rochester. Associated with Mr. Crippen in this new company as officers and directors are Ellory A. Handy, Cogswell Bentley, David T. Ripton and J. D. Burns, all of Rochester.

The "Crip-N" record file not only provides an individual compartment for each separate record, but also is equipped with an individual ejector, making the record instantly accessible. It is manufactured in styles to fit all kinds of phonographs, and may be quickly installed. The "Crip-N" is adaptable for the use of all standard records, and is so arranged that ten and twelve-inch records may be filed as desired.

STEINERT'S

35 ARCH ST. BOSTON.



Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Write, or Telephone Beach 1330

M. STEINERT & SONS CO., 35 Arch St., BOSTON

BLUEBIRD

There Are Many Talking Machines

but

Only One Bluebird!

Everything which enters into the construction of BLUEBIRD Talking Machines is of the highest quality obtainable—finest motors, tone arms, sound boxes and tone modulators. They play any disc record without an attachment. Made in Mahogany and Oak.

Prompt Deliveries

National Talking Machine Co., Inc.

Telephone
Madison Square 1077

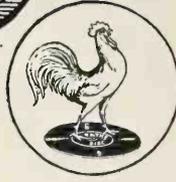
118 East 28th Street
NEW YORK

Liberal Discounts to Dealers



One of the Bluebirds
4 Models
from \$50 up

Pathé
 REG. U. S. PAT. OFF.
 "The World's Record"



Pathephone Model No. 25

THE PATHÉ RECORD PLUS

AN IRRESISTIBLE COMBINATION

Because it represents **THE IDEAL** method of sound reproduction.

Because it gives a reproduction more clear, more true, and with more volume than can possibly be obtained in any other way.

Because the dealer has so many good talking points. The Pathé Permanent Sapphire Ball which takes the place of sharp destructive needles—saves the bother of changing needles every time the record is played—does not rip, cut, or wear the record.

The Pathé record itself whose wide grooves permits **ALL** the tone vibrations (music) to be taken from the record instead of only part.

The Pathé record library which opens up a whole new world of music to the buying public.

Not only records by famous American artists, but remarkable records by celebrated European Court favorites who have never been here. Uniquely beautiful records by Hungarian and Sardinian orchestras—Gypsy Violinists—instrumental soloists—chamber musicians—and an unequalled library of similar delightful foreign novelties, all give the

Pathe Dealer a splendid opportunity to capture the "**CLASS**" patronage of his neighborhood.

The Pathephone itself with its famous "violin" sound chamber of resonant wood.

The splendid prestige of the name "**PATHÉ**," a name that in two entirely distinct fields—Sound Reproduction and Film Reproduction (motion pictures) has become a household word the world over.

Dealers everywhere are selling attachments to play Pathé Discs on machines built for needle played records. Such attachments serve their purpose in a way, but—

The dealer who wants to keep his patronage—who wants to give customers 100% satisfaction, won't be satisfied to sell an attachment of this kind and then stop.

He will keep after "attachment" customers until they finally exchange the machine they have for a Pathephone. He will prove to himself that the **PATHÉ** Record played with the **PATHÉ** Sapphire Ball on the **PATHEPHONE** makes **THE** supreme musical combination.

PATHÉ FRÈRES PHONOGRAPH COMPANY
 Factory and General Offices: 10 to 32 GRAND AVENUE, BROOKLYN, N. Y.



Pathephone Model No. 50



Pathephone Model No. 75

THE PATHEPHONE

Live dealers, those who look ahead, are joining Pathé for Prestige, Profit, Progress



"Professional" Pathephone Model No. 125



Pathephone Model XV



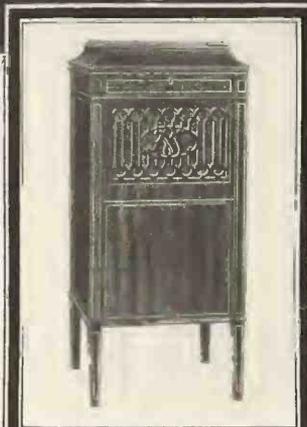
Pathephone Model No. 225

PATHÉ FRÈRES PHONOGRAPH CO. OF CANADA, Ltd.
6 Clifford Street, Toronto, Canada

The Manophone

The Music Master

of Phonographs



\$150 Manophone. Inlaid Mahogany Finish. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier. All exposed metal parts gold-plated.

Let's Forget That This Is an Advertisement

Rather let us talk it over, Mr. Dealer, in a hand-clasping, face-to-face sort of a way.

We want you to know about the Manophone—all there is to know. And after you do know all there is to know, after you are familiar with the unique sales plan of the Manophone, then it is ten to one that you will decide the Manophone's for your store—and your store's for the Manophone.

Sign—Clip—Send the Dealer-Dollar Coupon

It brings you by next mail complete details of the Manophone Merchandising Plan—and gives full description of the various styles of the Manophone priced from \$15 up. There's a Manophone for every home.

The Manophone sings its own praises. It may not actually sell itself—but it comes mighty near. In the Manophone, you know, the tone's the thing.

Again—send the coupon *now*. Greater Sales, Greater Profits may just as well be yours instead of that other dealer's down the street from you.

MANOPHONE CORPORATION

ADRIAN, MICH.

Detroit Display Parlor, 84 Broadway

New York Display Parlor, 60 Broadway

Address all communications to Executive Offices, Adrian, Mich.

Send This Dealer-Dollar Coupon for the Manophone Sales Plan

Manophone Corporation
Dept. R-2, Adrian, Mich.

Gentlemen:

Please send us complete details about the Manophone Sales and Merchandising Plan; also full descriptions of the various Manophone models. This does not place us under the slightest obligation.

Name
Address



VICTOR CO. ANNOUNCES NEW VOCAL TRAINING COURSE

Oscar Saenger, the Noted Teacher of Voice, Arranges Course—Includes Twenty Lessons on Records and Comprehensive Text Books—Has Unique Features—To Be Exploited Strongly

One of the most important announcements made by the Victor Talking Machine Co. in a long time refers to the Oscar Saenger Course in Vocal Training, which is calculated to emphasize more strongly than ever before the musical standing and importance of the Victor. In describing the new course the company says in part:

"The Oscar Saenger Course in Vocal Training is a practical, efficient system for teaching people to sing. It is based on the simplest and most direct principle of all teaching.

"No matter where they may live, all those who wish to sing may now learn to do so under the direction of a master who is credited with having entered more pupils upon successful operatic, oratorio or concert careers, than has any other teacher in the United States.

"The course consists of ten double faced twelve-inch Victor records which provide twenty lessons in vocalization. There is a separate set for each of the following five voices: Soprano, mezzo-soprano, tenor, baritone and bass. In the mezzo-soprano there are special instructions for the training of children's voices. The kind of voice for which each set is intended is printed on the outside of the container.

"With each set of records, there is also provided a separate text-book for each particular voice, containing supplementary information for the student, which information is set forth so definitely and clearly, that the art of singing may be fully understood by those who have had no previous training.

"All the necessary technique and all the necessary exercises for the development of perfect vocalization are provided, explained, and worked out, in the same definitely constructive way as they are in Oscar Saenger's own studio.

"The course is to be offered to the public only in complete sets, which, with the text-books, are furnished in a special carrying case. Single records are not obtainable, nor is the book obtainable separately, except, that in case of breakage or other irreparable damage, single records may be secured for the purpose of completing the set. This is provided for by the signing of a certificate which will be found on the inside of container cover."

In the prospectus regarding the course the company says in part: "The one essential requirement in vocalization is that the student shall learn to produce perfect tones in the proper way. This the Oscar Saenger course accomplishes by the simplest and most direct method. For each set of lessons, perfect examples of tone production have been secured through Oscar Saenger's personal selection of artists best qualified to serve as exemplars."

"These tones as separate tones, phrases or scales, are 'sung' by the records to piano accompaniment. The accompaniment continues, but instead of the exemplar (the record) the

student then sings, to that accompaniment, the same tones in the same way that he or she has just heard them produced by the record. The result is that through conscientious practice with the Saenger records, correct tone emission is brought about almost automatically.

"The Oscar Saenger Course in Vocal Training for any of the voices mentioned above may be procured from any Victor dealer at \$25—the cost of a one-hour lesson at the Saenger Studio in New York.

"Another most valuable consideration—is that in studying with the Oscar Saenger Course in Vocal Training, the student enjoys the well-nigh incalculable advantage of working with an experienced accompanist. The difficulties involved in playing one's own accompaniment or in securing the services of an accompanist, are entirely obviated. A correct and eminently intelligible accompaniment for every lesson is provided for in the Victor records of which the course is composed.

"Mr. Saenger's reputation in the teaching profession will make the course of especial value to a larger number of vocal teachers, especially in the smaller towns, who will find it a valuable aid in their own instruction work. Organists, chorus directors and others who give vocal instruction, but are not themselves vocalists, will be especially benefited.

"Quite apart from the unique value of the records in setting up definite vocal standards, the lessons themselves are a most valuable contribution to the literature of the voice. They are written in the plainest and most unequivocal language which permits of no misunderstandings. As few technical terms are used as possible, but those employed are explained definitely and concisely. It is a well established principle of pedagogy that all lessons should proceed step by step from the known to the unknown, and that each new point unfolded should follow as the next logical step forward. Never has this principle been better carried out than in this carefully graded course which Mr. Saenger has compiled. There is no heterogeneous massing of facts; each statement, each paragraph, is in direct logical sequence with what has gone before.

"Beginning in the simplest possible way, with such fundamental matters as character, and range of each of the five voices for which the course is planned—bass, baritone, tenor, mezzo-soprano and soprano—breath control, registers, phrasing and similar points are next taken up, all technical terms being explained as they occur. Special physical exercises are given for the acquirement of breath control. A special section is given over to the way in which the Victrola is to be used and how to practice. After these preliminaries are thoroughly treated the vocal lessons begin with the elements of

tone production, freedom and resonance of tone and 'attack'."

Announcement is also made that an elaborate advertising campaign has been designed for the new vocal course, which will include a double page spread in the Saturday Evening Post of March 24, full page advertisements in the April magazines, and large announcements in daily newspapers throughout the country. Special advertising matter for the use of the dealer will also be provided.

AN APPROVED CREDIT LETTER

The National Association of Credit Men have offered the following collection letter as breathing the atmosphere of the times:

"MUSIC HATH CHARMS, ETC.

"In these war times we are not so much interested in the music that soothes, but rather the inspiring kind—the quick-step that quickens the pulse and gives buoyancy to the lagging step of the marching thousands. And again in the business world we may take a lesson from the affairs of the nations. Preparedness—to do business, with organizations of the great forces of which each of us represents a unit, and must do our part whether it is business or war—marching in that perfect order and stepping to the music of progress that means success.

"And Now, Mr. _____, meaning no offense, we would remind you to 'watch your step' (Don't you hear the music?) as your account due according to terms, amounting to \$34.46, has been overlooked. Your Uncle Sam is waiting with his army of mail-carriers to bring us the check. Let's keep him busy. Thank you!

"Please remember that this quick-step music originated in our order and shipping department, with the collection man only trying to keep step with the quick handling of orders."

VISITS BRIDGEPORT FACTORIES

Louis D. Rosenfield, sales manager of the international record department of the Columbia Graphophone Co., New York, visited the company's factories at Bridgeport last week, and was amazed at the rapid strides in record production which the Columbia Co. is making. Mr. Rosenfield was delighted to learn that the production of records for the international record department would be increased commensurately with the production of the regular record catalog.

A Waco woman who conducts a public stenographer's office, after several hours spent in transcribing court testimony, went into a milliner's to buy a hat. The tumbled state of her hair led her to remark impatiently to the saleswoman: "Oh, there's no use in my trying on any more hats; I've been using the dictaphone and my hair's a sight!"

Imagine her struggle for self-control when the saleswoman eagerly replied, "Dictaphone—is that good for dandruff?"—Exchange.

STEEL NEEDLES Are Very Hard to Obtain—

"Why Not Use Victor Fibre Needles!!"

We are prepared to fill all orders for **IMMEDIATE DELIVERY**

I. DAVEGA, Jr., Inc.

VICTOR DISTRIBUTORS

VICTOR RECORDS IN ALL LANGUAGES

125 West 125th Street

NEW YORK





**“ON TIME”
RECORD
SERVICE**

**ALL Stock
Record Orders**

Positively Shipped

the same

Day Received

**Largest Record Stock
in the Country**

**AND REMEMBER—
WE WHOLESALE ONLY**

—Think This Over—

**Chicago Talking
Victor Distributors**

Machine Co.
12 North Michigan Ave.
CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., February 10.—Business in the talking machine trade in this city, and in fact throughout the Middle West, continues to be most active. January was a remarkable month, far exceeding its namesake of 1916 in the sales of talking machines and records. The more expensive types of machines continue to be in demand, and this is a trend that is heartily welcomed. The shortage in talking machines still prevails, but records are reaching the trade in good quantity. The needle situation is serious, owing to inability to get sufficient stock, and dealers are naturally suggesting to their customers that they should use the fibre needle, the output of which is steadily increasing.

New Victor Records Well Advertised

The February Victor records have been given liberal publicity in the Chicago dailies by the large music houses here. All of the copy has been marked for its clean-cut, artistic style of appeal, which fact is doubtless responsible for the enormous business in records that is being done in the Loop. The policy of concentrating advertising upon certain of the new records from day to day could not fail to arouse desires in talking machine owners for certain selections.

The Cable Piano Co. has been running a particularly productive series of advertisements. In massive, black figures at the head of a three-column space the number "18190" appears. Under this is a picture of a troubadour, extending the full height of the ad and to the left of this the printed matter is run starting as follows: "When Record No. 18190 of the sixty-one new February Victor records was played at a private hearing last week it was applauded with such enthusiasm by the audience that we predict it will outsell any similar record in the Victor catalog."

Lyon & Healy, in emphasizing ten of the new records, make this quick-action appeal: "Among the February records just out here are ten that will surely please you. Be sure to hear them! Phone Wabash 7900 for this assortment to be sent on approval."

Two excellent January and February lists, together with liberal advertising have combined to give Chicago a record-breaking opening in 1917 record sales.

Brunswick Display at Furniture Show

One of the very interesting features of the Chicago Furniture Exhibition was the showing of the Brunswick-Balke-Collender Co.

This display was generally conceded to have been one of the most artistic and complete of any of the phonograph lines shown at the show.

The entrance to the display was through an artistic archway with large pillars at either

side all done in white enamel, with swinging gates finished in mahogany. The hangings at either arch were of green material hung in graceful folds.

The word "Brunswick" over the archway in black lettering immediately caught the attention of dealers, who invariably were interested enough to at least take a look at the product of this well-known concern.

Just outside of the entrance were placed two phonographs of handsome design and workmanship, which were played at intervals during the day. The rich music from these instruments



Brunswick Display at Exhibition

was another aiding factor, prompting many to investigate the Brunswick offer.

Every one seeing the exhibit, had a kindly word for the exhibitors as well as the product which they were offering.

On entering, one was delighted with the beautiful designs and styles of the line which was shown and the different finishes in oak and mahogany.

The different cabinet styles were shown ranging in price from \$70 to \$175, each equipped with two reproducers, making it possible to play any and all makes of records; and all wood tone chamber; tone control in a convenient place; record file and index so placed that each and every record is immediately accessible.

In the center of the room, one was confronted with the "Red Rooster," the insignia of the Pathé Frères Phonograph Co., who are producers of one of the greatest library of records in the world, and with whom the Brunswick people have allied themselves, so that a dealer will have in keeping with this interesting instrument, a large variety of the finest classic and popular music.

The advertising helps which the Brunswick affords the dealer were shown in abundance—among them being cuts of all style phonographs

for newspaper advertising, motion picture slides, motion picture reels, etc., as well as window display cards, street car advertisements and suggestive helps for getting the most out of the product which this well-known concern has to offer.

The Brunswick-Balke-Collender Co. not only prides itself on the music producing qualities of the phonograph, but on the cabinet work and finish. Prospective dealers from some twenty odd States were registered, many of whom will be satisfied distributors in the near future. The display was in charge of E. S. Bristol, assisted by Miss Miriam Curtis.

Local Operaphone Offices Busy

The local offices of the Operaphone Mfg. Corp., makers of Operaphone records, which has been established at 116 South Michigan avenue, are being kept very busy these days with calls for Operaphone goods. D. W. Harris, who represents the company in this territory, is busily at work in improving facilities for Operaphone distribution and expects to enjoy a record-breaking year.

Harry D. Schoenwald's New Post

Harry D. Schoenwald, who for the past year has been in charge of the talking machine department of the Fair, has resigned to join the traveling forces of the Hobart M. Cable Co., manufacturers of pianos at La Porte, Ind. Preceding his connection with the Fair Mr. Schoenwald was with the Columbia Co. No successor has yet been appointed.

Removal of Paroquette Offices

The local offices of the Paroquette Record Mfg. Co. have been removed from the fourth floor of the North American Building to room 1320, where hereafter Manager O'Brien will act in the capacity of general Western representative.

George C. Vining, who for a number of years, has also occupied offices on the fourth floor of the same building and has conducted a general talking machine business, will share the new space with Mr. O'Brien.

Another Addition to Chicago Trade

The Great Eastern Manufacturers, 63 East Adams street, Chicago, have gone into the business of distributing talking machines. Samuel Heyman is manager and Nat Kawin is director of sales.

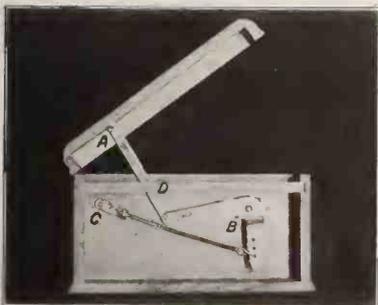
Republic Phonograph Co. in New Offices

The Republic Phonograph Co. has leased new offices and display rooms at 320 South Wabash avenue, where two entire floors have been secured, according to an announcement made by President Henry T. Schiff this week.

The startling growth of the Republic Co. since its organization only a couple of months ago has been the subject of much comment in local trade circles. The various lines which

(Continued on page 85)

The Cover Without a Catch
The Cover That Needs no Catch



Just a deft touch upwards
and the cover hangs poised.
DEMONSTRATES ITSELF

Refinement

Women constitute the majority of talking machine purchasers. They appreciate, and their decision is often swayed by, the little refinements of construction.

The machine equipped with our Cover Support is branded with quality. Now, when competition is keener than ever before, you cannot afford to do without the **CHICAGO COVER BALANCE.**

Chicago Hinged Cover Support & Balance Co.
144 S. Wabash Avenue
CHICAGO, ILL.

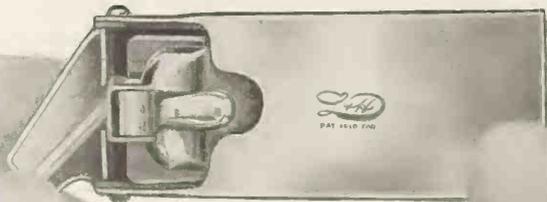
Lyon & Healy

Ask about our
newspaper
Victor Adver-
tising Service
It's a trade-
builder ∴ ∴

Albums, Cab-
inets, Covers,
Dusters, Nee-
dles, Oil, Pol-
ish and ALL
popular acces-
sories ∴ ∴

Fibre Needle Cutters

AN accessory that EVERY Victrola owner should have. The Lyon & Healy Needle Cutter is simple and very easy to operate. It is made of the finest tool steel. Order now and assure yourself of an increase in your accessory business.



Retails for
\$1.50
Guaranteed

Write for Discounts

Self acting, stop prevents cutting away too much

Fibre Needles

IMMEDIATE DELIVERIES can be made from our large stocks.

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

the company are producing are increasing in diversity of price, as well as design and size, and it is expected that before very long the concern will be offering one of the most complete general propositions on the market.

One of the features of the Republic line that is attracting much attention is the automatic stop, which because of its simple construction and unfailling operation has made many friends for the line.

Widney Products in Demand

S. W. Widney, president of the Widney Co., returned last week from a short trip to the East, where many friends of the Widney Co. have been made in recent months.

"We find that the talking machine trade makes a great point of service, and as we appreciate fully the importance of making prompt deliveries, and the fulfillment of promises, our business is naturally increasing very rapidly. We have now a particularly large call for turntable felts, although the market has been very strong on the smaller goods, such as washers, bumpers and wicks. We are also shipping out a large quantity of rubber bumpers of which we have an immense supply on hand. The various cover supports upon the market have contributed much to the call for our continuous hinges and which, we think, are of the highest quality and which remain 'tight.'"

Vitanola Co. Complete Plans

The Vitanola Co. is completing plans for new quarters both for factory and general offices, and it is expected that an announcement will be made in this connection before very long. The company's immense holiday business made it quite clear to the officers of the concern that increased facilities are absolutely necessary.

Open Store on Michigan Boulevard

The Bissell-Weisert Piano Co., located on the fourth floor of the Fine Arts Building, are opening additional space on the first floor of the same building, where they will display both pianos and talking machines. This concern retails Victor phonographs and records. This will be the only talking machine retailer on Michigan boulevard handling the Victor line.

It is expected that the work of redecorating will be finished sometime during the latter part of the month. On the first floor will be a reception parlor where pianos and machines will be displayed to customers. In the basement, reached by a short staircase, five large sound-proof booths are located in immediate connection with an extensive record library. Here, too, will be sold phonograph accessories and machines themselves. A large storage room in the rear of the basement provides ample space in which to carry a complete stock of Victrolas. This addition to the salesrooms of the Bissell-Weisert Co. should result in a greatly increased business. Michigan boulevard is the aristocratic street of Chicago's downtown section, and daily witnesses a promenade of the city's wealthy men and women shoppers. The shops on this thor-

oughfare are to be compared with the elite institutions of Fifth avenue, New York City.

Railroad Embargoes Hinder Sales

F. E. Noble, of the Chicago office of the Rudolph Wurlitzer Co., complains of the difficulty in obtaining transportation from the East of talking machines. "The railroads will not accept shipments to and from certain points on many days," he said. "The embargo seems to be on to-day and off to-morrow. Meanwhile our salesmen are sending us orders of the most satisfactory proportions. Up to date we have not had a single order canceled. Record business is thriving equally well. Certain numbers have attained to an enormous demand.

Finds Columbia Electric Selling Well

E. Richards, manager of the talking machine department of the Kennedy Furniture Co. stores of this city, reports excellent sales of the Columbia \$125 electric machine. "People are beginning to want the electric machines more than ever before. The motors seem to be giving the best of satisfaction."

Steinola Co. Incorporated

The Steinola Co., of 1221 West Lake street this city, has been incorporated by Max Greenstein and others. The capital stock is \$5,000. The concern is said to have a well equipped working shop and ample facilities for cabinet making. It also has factory quarters at 334 South Clinton street, where the bulk of the manufacturing will be done.

New Retail Company

The Belmont Sewing & Talking Machine Co. has been organized with a capital stock of \$2,500 by Moritz M. Hirsch, William Schreiber and Abram Schwarbach. The company will operate a retail store which is to be located at 3033 Lincoln avenue, near Belmont avenue. The lines to be handled have not yet been announced.

U. S. Phonograph Co. Organized

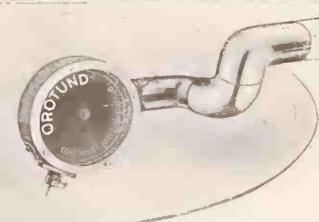
The United States Phonograph Co., of 5 South Wabash avenue, Chicago, has been organized with a capital stock of \$2,250 by Abraham Eisner, Mark Wohl and Marvin Eisner. Machines ranging in price from \$30 to \$100 are planned.

Blackstone Cabinet Co. Enters Field

The Blackstone Cabinet Co. has been incorporated by G. W. Woodward, William Connolly and others, and have begun active work in the manufacture of talking machines and talking machine cabinets. Offices and display rooms have been opened at 5152 West Madison street, and large additional space secured at Laramie and West Lake streets, where the principal factory will be located.

Exhibits Emerson Records at Palmer House

F. W. Clement, manager of the Western office of the Emerson Phonograph Co., states that he will have space in which to display Emerson records in the exhibit to be held in the Palmer House by the Manufacturers' and Importers' Association of America. The exhibit takes place on the week, commencing February 12 and ending February 17. It should afford an



The "OROTUND"
 sound reproducer is the highest grade sound-box on the market.
 It is constructed to play all records uniformly. It reduces the harsh, metallic sounds and surface sounds to a minimum and reproduces all the tones recorded uniformly and with a more natural, mellow, musical tone than is possible with any other sound reproducer now offered to the trade.
 We also have tone-arms, jewel needles, sapphire and diamond.
 Send for particulars and prices.
COMBINATION ATTACHMENT CO.
 524 Republic Bldg. CHICAGO, ILL.

excellent opportunity to acquaint men not in the talking machine trade with the advantages and profits of record selling. Mr. Clement has recently returned from a trip to Benton Harbor, where he found dealers preparing for a wonderful year in record and machine sales.

Rintelman Handling Euphonola

A. H. Rintelman is now jobbing the Euphonola machine. A number of new accounts have been opened in Wisconsin, particularly Milwaukee.

Crescent Business Continues Excellent

Wm. R. Everett, Western representative of the Crescent Sales Co., reports trade in parts and machines as continuing to hold the pace set before the holidays. "I had rather expected that business would fall off a bit this month," he said, "but I have been agreeably surprised."

Foreign Language Classes Using Cortinaphone

Twenty classes in French, Spanish, Italian and German are now established, and well under way at Mandel Bros. department store. Professor L. L. Lewis, in charge, states that the great desire of the students to progress in the languages they are studying has led many of them to purchase the complete Cortinaphone courses. The home work made possible with a phonograph and records greatly facilitates things and keeps expert pronunciation constantly before the students. The constant repetition of words makes an indelible impression. There are thirty students in each of Professor Lewis' classes. On Saturdays special classes are held for the instruction of teachers. The various courses have drawn a very high-class personnel which seem to be progressing in a very satisfactory manner.

A. E. Einstein to Sell Lorphone in West

A. E. Einstein has been appointed Western sales manager of the Lorphone-Hicks Manufacturing Co., makers of the Lorphone. At present he is staying with his old friend M. J. Ken-

(Continued on page 88)

What EMPIRE Dealers and Owners Say:

A Pennsylvania Dealer Writes Us:
 "We are satisfied we can do a big business with the Empire in 1917, for our whole force is very enthusiastic over your machine."

A Mississippi Owner Says:
 "We are wonderfully well pleased with the machine in every respect. We think the Empire great."

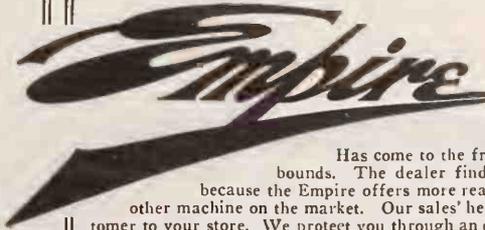
And from Another Dealer Comes This:

"All of our customers are delighted with the Empires we have sold them. Several of them have stated that they were superior to any other machines they had heard, costing considerably more money."

Sells because it excels

Supremacy - -

In any line isn't attained through luck or flamboyant claims. Real supremacy is only possible through real merit. That's why the



The Machine That Plays Any Record

Has come to the front by leaps and bounds. The dealer finds it easy to sell because the Empire offers more real value than any other machine on the market. Our sales' helps bring the customer to your store. We protect you through an exclusive agency.

EMPIRE TALKING MACHINE CO.
 John H. Steinmetz, President
 429 So. Wabash Avenue CHICAGO



The Sensation

The announcement of the "Virtuoso" which was made here last month created a storm of interest all through the trade.

No Wonder! Look At It!

Big
Values

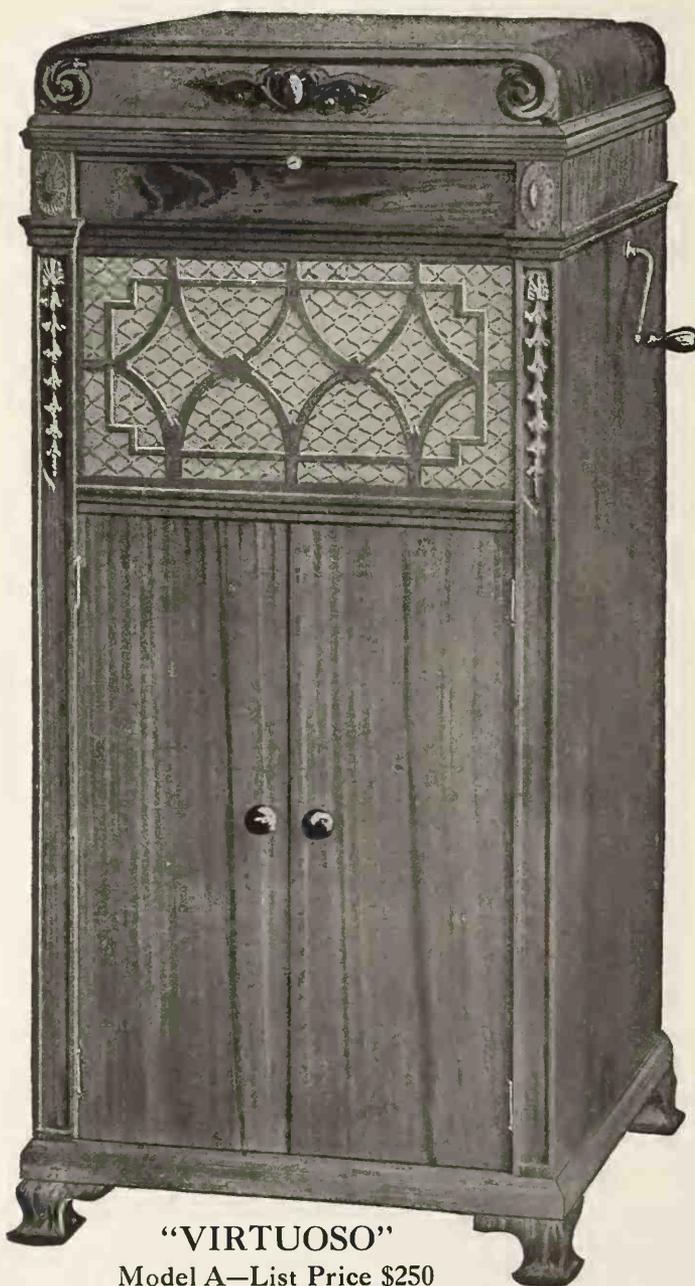
Big
Profits

List
Price
\$250

Whole-
sale
Price

?

Write TO-DAY
for our FREE
TRIAL proposi-
tion to dealers
and surprisingly
LOW PRICES.



"VIRTUOSO"

Model A—List Price \$250

Dimensions—50 inches high; 22 inches wide; 22 1/2 inches deep.

Reasons Why
You Will Buy:

A highly superior
tone, clear and
loud.

Design massive
and beautiful.

Motors guaran-
teed, double
springs. Plays 4
ten-inch records
at one winding.

Tone-arm new
model universal,
changes instantly
to either position.

Instantaneous
operation.

Automatic stop,
works every time.

Tilting motor
board, motor
removed in one
second.

Tone regulator
operates from
outside of
cabinet.

REPUBLIC PHONO

Henry T. Schiff, President

320 S. Wabash Avenue

of the Trade!

Henry T. Schiff has had the idea in his head for a long time—

THAT the trade needs and is ready for a phonograph that is quality throughout—ORIGINAL in its entire conception—is a genuine and satisfying value to the buyer and is yet one which pays the dealer the more-than-liberal profit which the present high cost of retail marketing makes possible.

Henry Schiff is not a faddist or a novice. He is a pioneer in the industry and has contributed much to it in the way of numerous important improvements and special devices. THEREFORE, in offering you the "VIRTUOSO" he presents you the embodiment of his experience and inventiveness as well as his intimate knowledge of the financial side of the dealer's problem.

His friends have said "It's a pretty revolutionary experiment to get a machine out at that price even though the production of them is enormous." Maybe you will say the same but you *will* admit that it gives the dealer a wonderful opportunity.

The Republic Phonograph Co., a \$250,000 corporation, was founded to carry out these ideas and to set a new mark in phonograph values and low prices.



The Man—Behind the Product

VIRTUOSO—Up-to-the-Minute Profit Increaser

Take advantage of this opportunity of doubling last year's profits. It will not cost you one penny unless it proves the merits we claim. Is this not fair?

Our beautiful VIRTUOSO Phonograph is a winner and a business producer. A display, we are positive, will prove convincing.

On investigating the Virtuoso you will find something more than handsome lines and graceful curves. Your eye will be arrested by the striking beauty and your judgment will endorse the construction. Its comparative value is an asset when measured with the standard of others.

No home is complete without the VIRTUOSO. It lends an air of distinction and refinement to the atmosphere and does not entail expenditure of a large sum of money. High prices for Phonographs we believe are a thing of the past. This is possible by the introduction of the VIRTUOSO. This machine is a leader and the peer of all others in quality of material, design, workmanship, finish, and most of all, tone. It embraces every up-to-the-minute device.

Won't you give us a trial to demonstrate the wonder of the industry?

Get busy to-day and send for our free trial proposition and prices.

One of the Big Features

of the VIRTUOSO is the remarkable automatic stop with which it is equipped. We call it the

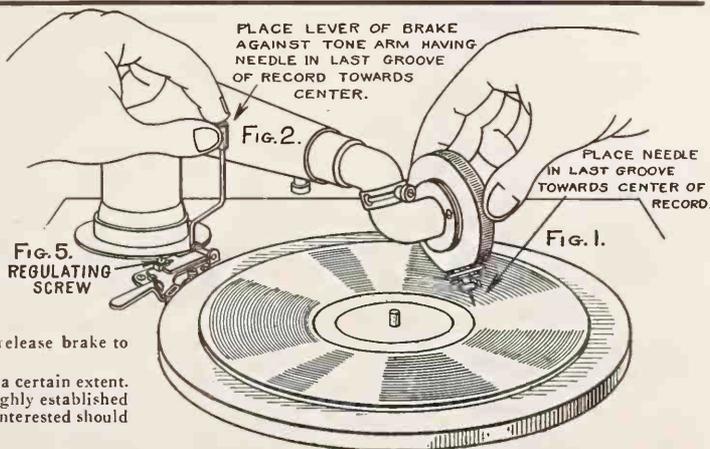
SURE-STOP AUTOMATIC BRAKE

and it is well named, for it works every time and never fails. Its operation is a remarkably simple thing and it is also easy to put on the machine in the first place.

The regulating screw (Fig. 5) makes it very easy to adjust and once adjusted no attention is further needed.

NOTE THIS FACT. If it is not desired to use the brake as an automatic stop, push back lever (Fig. 2) so that it will NOT come in contact with the turntable while playing. Then use the brake the same as any ordinary brake. To start the motor, just release brake to the right. To stop, push gently to the left.

We are willing to share this remarkable stop with the trade to a certain extent. That is, we will sell it in large quantities to high grade and thoroughly established manufacturers, BUT to high grade manufacturers *only*. Those interested should send for information and *quantity* price.



GRAPH COMPANY

and General Manager

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

ned in the Republic Building in this city.

The Man Behind the Guns

J. Mandel is the man behind the machinery at the two big plants of the Mandel Manufacturing Co., of this city. He is a young man yet, but old in experience, and any visitor that is guided among the whirring wheels and maze of machinery at either the Benton Harbor plant, or the one here on the West Side, realizes that



J. Mandel

whoever superintends it all knows what he is about.

Mr. Mandel, however, is not entirely an "inside man." He has been through the enlightening school of salesmanship, and is now very fortunately able to combine his knowledge of what the public wants, and what the manufacturer can give in a most admirable fashion.

He is partly responsible for the new designs which the Mandel Co. is placing upon the market, and so the admirers of the new styles will know at least one of those to whom they are indebted.

Columbia Co.'s Great Promotional Campaign

An idea of the promotional work that the Columbia Graphophone Co. is doing in all parts of the country was revealed to-day when G. I. Stanton, who is connected with the Chicago office, told of the activities of H. J. Herrick, who is in general charge of this department of the Columbia Co.'s work.

Mr. Stanton showed the very interesting initial announcement in the Des Moines News, which in conjunction with the Columbia Co. is to hold a popular contest by which the best man singer and best woman singer in the State of Iowa will be chosen through an elimination contest, and the winning pair of whom are to be sent to Bridgeport, where their voices will be recorded on regular Columbia 75-cent double disc records and made a part of the wonderful Columbia library.

This idea was very successfully operated in Colorado last year, and it is said that at the final contest in that city an overflow crowd of 3,000 people were turned away from the doors of the big municipal auditorium.

The Columbia Co. gives 25 cents on each of the records that is sold toward the education of the two successful contestants. In Colorado over \$800 has already been netted for the scholarship fund of the winners and Chauncey Parsons, winner in the men's class, and Miss Alice Forsyth, winner in the women's class, are both now on the high road to fame and fortune.

In addition to the Iowa contest there is to be a similar one in Kentucky, and the initial announcement was made in the Evening Post of Louisville of February 5.

The method is to open an entry list through the medium of the paper promoting the contest, and when the entry list is completed the pre-

liminary and semi-final judges hear the voices of those who have entered. Each of the contestants is given a mark according to a standardized arrangement, and those who pass are eligible for the semi-finals. The winners in the semi-final class are then ready for the final test, which is held in a public auditorium and to which the public is admitted free of charge. Those in the final contests then render their selections from behind a screen, each one having a number, thus making impossible any favoritism. The judges of the final test select the best masculine and best feminine voices.

In Iowa the judges at the final test are to be: Archibald Bailey, instructor of vocal music, Iowa State College, Ames; Dean Holmes, Cowper, Drake Conservatory, Des Moines; Miss Bertha Anne Cooper, instructor in vocal music, State University of Iowa, Iowa City; Miss Harriett Case, instructor in vocal music, Iowa State Teachers' College, Cedar Falls; Mrs. Grace Clarke DeGraff, instructor in vocal music, Highland Park College, Des Moines; Dean A. H. Engstrom, Grinnell College, Grinnell; Dean Ellis Thodes, Simpson College, Simpson.

There is absolutely no expense of any sort to entering the contest, and it offers an opportunity to capable singers who would otherwise remain in obscurity.

In many cases even those who do not win the final test benefit much by the publicity and receive encouragement and often material support. The Des Moines News expects that at least 1,000 entries will be secured from Iowa singers, and for that reason have appointed a list of preliminary and semi-final judges that numbers thirty of the better known teachers in various cities of the State.

The Columbia Co.'s idea is that many of the greatest artists originated in obscure sources, and believes that it will in this manner develop many meritorious voices.

The method of selection in Iowa and Ken-
(Continued on page 91)



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 Wilson-Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price \$35.00

LIBERAL TRADE DISCOUNTS

The Ashland is absolutely guaranteed in every way.

Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

Wire us today, "I want the Ashland Agency". Send complete particulars. Only a few additional territories open at this time.

THOS. E. WILSON & CO.

(THE ASHLAND MFG. CO.)

General Offices and Factory:
43rd and Hermitage Ave. CHICAGO

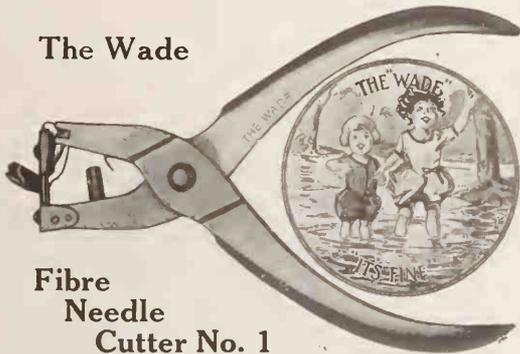
Wholesale and Retail Salesrooms:
14 S. Wabash Avenue

CONCERNING THE WADE

Fibre Needle Cutter

ABSOLUTE GUARANTEE WITH EVERY CUTTER MADE

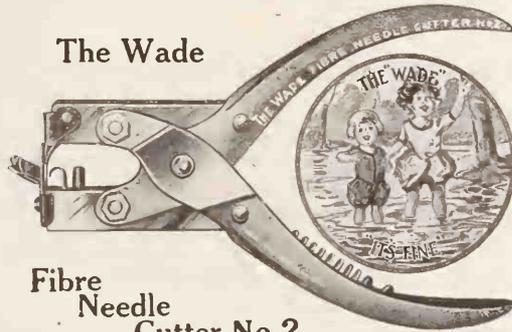
The Wade



Fibre
Needle
Cutter No. 1

Retail Price \$1.50

The Wade



Fibre
Needle
Cutter No. 2

Retail Price \$2.00

Acknowledged Superiority The Best

Because the blades, the metal parts that cut thru the hard fibres, are made from selected tool steel, scientifically hardened and properly ground. The Wade embodies the plier-scissor principle. *The powerful leverage of its arms enables any child to cut needles with ease.*

It Pays to Handle the Best

Because satisfied customers mean greater sales of needles, records and machines. The fibre needle poorly pointed with an inferior cutter, makes disgusted customers. The blades of the Wade work parallel to each other, thus insuring straight and cleanly trimmed points.

Most economical because of a self-acting stop, which makes possible 12 to 15 perfect playing points from each needle.

MR. DEALER: Wade Fibre Needle Cutters Are Supplied Through Jobbers Only

WRITE YOUR DISTRIBUTOR FOR DISCOUNTS

WADE & WADE

3807 Lake Park Avenue,

Chicago.

The BRUNSWICK

America's Phonograph Triumph

The Brunswick-Balke-Collender Co. of Chicago is now manufacturing a remarkable new phonograph. It combines the best features of the best phonographs made while introducing exclusive features of its own. Its improved tone production enables the owner to hear the world's great singers exactly as they sound on stage and concert platform. It reproduces the world's great orchestral and band music just as it is actually played.

Plays All Records

The Brunswick plays all records, a wonderful advantage in the eyes of your customer. This is accomplished by the use of two sound boxes supplied without extra charge, one for Pathé—the great Franco-American records—the other for the various American records.

Special Tone Modifier

The Brunswick has a special tone modifier, which enables musicians to play all records as they best enjoy them. This, accomplished through the "throat" of the machine, permitting exquisite artistic effect.

De Luxe Cabinet Work

The Brunswick cabinet work is celebrated for its beauty—no need to describe it in detail. However, let us mention this little specialty. All Brunswick cabinets are finished on all four sides—it doesn't have to stand against the wall. This is another good selling point.

Equipment

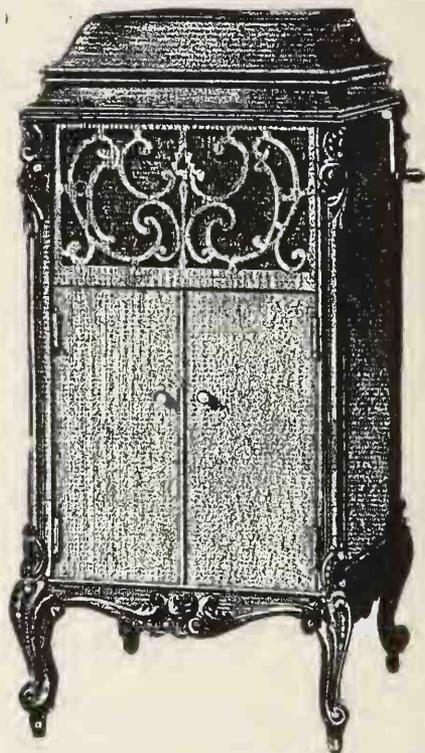
Equipment includes the two sound boxes mentioned above, sapphire ball, jewel point and steel needles; 12-inch turntable, automatic stop.

Prices range from \$30 to \$175. Certainly this moderate cost allows every home to enjoy the pleasure and educational benefit of a Brunswick. Thus it helps you increase sales and build your record business.

Dealers Wanted

There is still desirable territory open to high class dealers. And the Brunswick Agency carries with it desirable prestige.

Write for further information. Address



The Brunswick-Balke-Collender Co.

Dept. 214

623-633 S. Wabash Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

tucky will be much the same as that in Colorado. The judges there made it a rule that entrants select one of the following songs: "I Hear You Calling Me," "Mother Machree," "Believe Me If All Those Endearing Young Charms," "Still as the Night" and "Good-bye." Each singer was required also to sing another song of his or her choice, and was scored on both.

The score-cards, so called for convenience, are based on a marking of 100 points perfection. Entrants are scored as follows:

Voice culture, 35 points; interpretation, 40 points; diction, 25 points.

Those who score 70 or more in the preliminaries are admitted to the semi-final test.

Conditions Remarkably Healthy

International complications have absolutely no effect apparently upon the remarkably healthy conditions that have blessed the talking machine trade for the past several months and every one unites in saying that the "falling off," which is expected at this season of the year and which is generally the sequel to a good holiday season, has failed to materialize. In fact, visitors to any of the wholesale branches of the big manufacturing companies would think that the Christmas season had not yet been passed.

For instance, Manager C. F. Baer, of the local offices of the Columbia Graphophone Co., is finding the entire seventh floor of the building at 12 North Michigan avenue quite inadequate to take care of the work of handling big stocks and bigger shipments and is endeavoring to find some way whereby this condition can be improved.

"I never saw anything like it," said Mr. Baer to The World. "Dealers are ordering in big quantities and their orders are not for the purpose of stocking up. They are, in many cases, for their running requirements. As a result we must keep big stocks on hand and at the same time handle some very heavy shipments. The result is that every foot of space we have is being used and we are still overcrowded. The demand for machines seems to be well-balanced along every line, although at the present time we are somewhat short of the smaller models.

"It is the same way with records. Big orders for records of every class, with dealers reporting to us that there are days such as Saturday afternoons when it is very difficult for them to handle the crowds desiring records."

Other wholesalers report along the same lines. Supply men and accessory manufacturers are likewise kept busy and it is evidently the intention of machine manufacturers to keep up the pace which the fall of 1916 set. A number of new concerns have entered the business and evidently there is room for all and room to spare.

New Columbia Dealers

There were a number of new Columbia dealers established in Chicago during the past few weeks. Included among these are the following:

Kamen & Co., 6540 South Halsted street; Frank Soler, 2002 West Thirty-fifth street; H. C. Stern, 301 East Fifty-fifth street; The North Avenue Talking Machine Shop, 239 North avenue; Benson Music Store, 5138 West Chicago avenue; S. Salem, 4229 West Madison street.

A number of the Columbia sales forces returned the first of the month from a ten days' junket to the executive offices in New York City,

where they were the guests of the Columbia Co. Those in the party were A. T. Boland, F. G. Cook, R. G. Winter, Charles H. Kennedy, A. C. Beard and R. H. Wally. On the way back the party stopped off for a day at Pittsburg, where they visited the Pittsburg offices.

Mourn Fred W. Riedel

Friends of Fred W. Riedel learned with much regret during the month that he had passed away at his home at Saginaw, Mich., on January 29. Mr. Riedel had represented the Herzog Art Furniture Co. in this territory for a long time and was an active salesman for the Herzog lines of talking machines, player rolls and music cabinets.

New Fibre Needle Packing

The B & H. Fibre Manufacturing Co. is having a really phenomenal demand for its new package of the B. & H. Fibre needle. It contains fifty needles and sells for 25 cents. One large concern, according to Mr. Hall, actually sold over a million and one-half fibre needles in this

new package in two weeks. The envelope itself is of extra quality paper and the typographical design is decidedly attractive. It is especially recommended to dealers for the purpose of interesting new customers and new owners of machines. It enables them to give the fibre needle a fair test at a moderate expenditure.

To Celebrate Edison's Birthday

C. E. Goodwin, of the Phonograph Co., left on Friday of last week for Orange, N. J., where he together with approximately 3,000 others will celebrate the seventieth birthday of Thomas A. Edison at a dinner to be held on one of the big floors of one of the Edison factories. Included at the dinner will be many workmen who have been with Mr. Edison in his work for many years.

Following that Mr. Goodwin will attend the executive committee meeting of the Edison Jobbers' Association to be held at New York City, and following that the annual meeting of the

(Continued on page 93)



No. 75

"Merchants are making from \$1,500 to \$5,000 a year in extra profits with the Vitanola Line."

You Have Seen Them Come and Go; Good, Bad and Indifferent; but You Have Seen the VITANOLA Stay and Grow.

THEY'VE sprung up here and there, flourished for awhile, emphasizing certain good points, prospered while samples were still selling, and then gone down. Their names appeared for awhile in the trade journal and then disappeared. They were fly-by-nights.

The VITA-NOLA is one of the few to start and last; to grow and keep on growing. The VITA-NOLA is a fast moving, profitable phonograph.

The VITA-NOLA plays all makes of records, and preserves the purity of its tone permanently. Compare the VITA-NOLA tone.

Universal Features

Combination of Design, Finish and Tone

Profit

THE TRIO OF FACTS that have placed **THE VITANOLA LINE** IN **THE FIRST RANK** of Progressive Dealers.

Vitanola Talking Machine Co.
208-210 South Wabash Ave. Chicago, Illinois

No. 1

Tone Arm Complete
FOR ALL DISC RECORDS

Sample	-	\$2.00
Doz. Lots	-	1.90
50 "	-	1.85
100 "	-	over 1.75

WRITE US ON

Brakes, Cranks, Escutcheons, Cover Lifts, Modulator Rods, Needle Cups, Stylus Diaphragm and Thumb Screws, Regulators, Turntables, Veneer Panels, Automatic Stops, Automatic Needle Lifts.

WANTED 5,000 Records
To Represent Motor Manufacturer

LAKESIDE SUPPLY CO., Inc. Telephone
202 So. Clark St. CHICAGO, ILL. Wabash 7483



Announcing the 1917 MANDEL LINE



MODEL No. 3
OUR LEADER
\$100.00

The biggest hundred dollar value ever offered to the consumer.



MODEL No. 3
Another view showing the handsome interior.
Size of Cabinet
Height 49½ Depth 24
Width 23



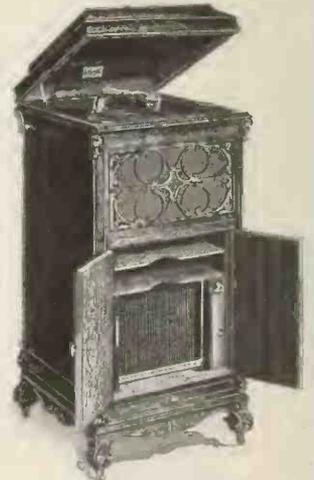
MODEL No. 6
Price \$70.00
Size of Cabinet
Height 45 Depth 22
Width 22



MODEL No. 2
Price \$35.00
TABLE MACHINE
Cabinet Size
Height 15¼ Depth 19¼
Width 17¼



MODEL No. 9
Price \$150.00
Size of Cabinet
Height 51 Depth 25¼
Width 23¾



MODEL No. 10
Price \$250.00
Size of Cabinet
Height 51 Depth 25¼
Width 23¾

Bigger and better adequately describes the Mandel line of phonographs for 1917.

Bigger, because of the new and additional models.
Better, because of the many improvements embodied in our various machines.

Over two thousand dealers have given their endorsement to the Mandel Phonograph and this was accomplished in one short season, proving conclusively that the Mandel machines merit recognition.

Consumer Service Plus Dealer Profits

These two fundamentals determine the success of the Mandel dealer.

The low, popular price of the Mandel Phonograph, coupled with its high quality enables the dealer to offer his customers real service—the service of low price.

The liberal discount allowed the dealer gives him a substantial profit when rendering that service.

THE MANDEL PRICES ARE POPULAR PRICES

\$35.00—\$65.00—\$100.00—\$150.00—\$250.00

The pictures in this announcement may in a small measure indicate the real value given to the purchasers of Mandel phonographs.

Our \$35.00 table model is fully the equal of other machines selling for \$50.00.

Our \$65.00 model compares favorably with machines selling for \$100.00 and \$125.00.

Model No. 3—our most popular seller, at \$100.00, is fully the equal of other phonographs selling at twice this price.

Our \$150.00 model will appeal to the lover of a cabinet which has the embodiment of both simplicity and fancifulness, yet not extreme in either particular. It is a bigger value for the money than can be obtained in any other phonograph of a similar size.

Our Model No. 10 at \$250.00 deserves special attention. This we consider a triumph in wood craftsmanship. This model is destined to become extremely popular among lovers of periodic furniture.

Completely Mandel Made

Every part of the Mandel phonograph is made in its entirety by the Mandel Organization.

The motors, sound boxes, tone arms, and all other metal parts are made in our big Chicago factory.

The beautiful Mandel cabinets are manufactured in Benton Harbor, Michigan.

The advantages of handling a phonograph that is manufactured under one supervision—not merely an assembled machine—will be readily apparent to the live dealer.

Write today for price, discount, liberal terms and our free trial offer.

MANDEL MANUFACTURING CO., Inc.

501-511 South Laflin Street, Chicago, Illinois

New York Display Rooms, 41 Union Square

FROM OUR CHICAGO HEADQUARTERS (Continued from page 91)

METAL PARTS OF ALL SORTS MADE TO YOUR ORDER

IF YOU NEED anything in the way of metal parts get in touch with us. Whether you are a maker of motors, tone-arms, turn-tables or entire machines, we can supply you with all kinds of metal parts.

Our facilities for filling orders on anything in the way of screw machine products, stampings or assemblings are unsurpassed, as well as our sources of supply of raw materials.

WE ALSO MAKE

Turn-Table Shafts	Complete Governors
Turn-Table Hubs	Brass and Bronze Bearings
Governor Balls	Gear Blanks
Governor Springs	Speed Regulators

Workmanship and prompt deliveries guaranteed.

Chicago Metal Products Co.

501-517 South Jefferson Street

CHICAGO

WE SPECIALIZE IN MAKING SMALL PARTS

association itself, which occurs on February 12-13.

He was accompanied from here by M. M. Blackman, of the Phonograph Co., of Kansas City, Mo., and who formerly was connected with Lyon & Healy in Chicago.

Mr. Blackman's friends will be glad to know that he has been very successful in his new connection and has been very enthusiastic over his work. E. T. Pritchard also traveled with Mr. Goodwin and Mr. Blackman on the journey East.

Automobile Show Draws Dealers

A large number of dealers were in Chicago during the month for the combination trip of arranging spring stocks of machines and for a visit to the big Automobile Show. Many of them returned to their home cities the possessors of handsome cars, as throbbing testimonials of prosperous holiday business.

Some of those in the city were G. A. White, Fairbury, Neb.; H. V. Benjamin, Danville, Ill.; Guy Miller, Dixon, Ill.; Frank Ritter, Mattoon, Ill., and R. L. Berry, Springfield, Ill.

FlexiFile Moves

The FlexiFile Co., manufacturer of talking machine records and filing devices, will shortly move to 27 South Fifth avenue, where it will occupy the main floor and basement. The former, of course, will be used for the general offices and warerooms and the basement will be fitted up with an experimental laboratory, in which, no doubt, the remarkable series of filing devices, not only for talking machine records, but for correspondence, will receive many new and desirable additions.

Popularity of "Merchandising Helps" Grows

"Merchandising Helps," the little volume produced a few weeks ago by the Chicago Talking Machine Co., has met with great favor among Victor dealers. Not a dealer who has received

the book but has found some feature of it an actual help in carrying on his business. It bids fair to become a text book of the talking machine trade. It has carried the most modern thought and experience of the business world direct to the salesrooms of the retailer. The cuts of window displays have been especially valuable to dealers. Each plate has carried the nucleus of a window display idea that has directly brought business to some retailer. "How to Get the Most Good Out of Your Victor Department" is another article which has meant immediate inspiration to a great number of dealers. The Chicago Talking Machine Co. rightfully prides itself on the publication of this booklet.

Salesman Finds Voice by Means of Victor

The Oscar Saenger Course in Vocal Training is said to be the fulfillment of a long felt need. Undoubtedly this course will make instruction

by high class singers possible to numberless vocal aspirants the country over. "Coming events cast their shadows before" is an old saying. The Oscar Saenger course has been forecasted by the experience of William Mitchell, Victor salesman with the North Shore Talking Machine Co., of Evanston, Ill. At a joint recital in the rooms of Lyon & Healy this gentleman attempted to imitate Caruso who was performing on the Victrola. His friends heard him and, surprised at his vocal prowess, urged him to continue. Now Mr. Mitchell is studying under Professor Albert Borrof. We have a suspicion that the Oscar Saenger course will be included in his curriculum.

Machine Shortage at Talking Machine Shop

The new Talking Machine Shop has felt the shortage of Victrolas in common with a lot of other Victor retailers. This concern which has done an enormously increased business compared with last year has been unable to touch the demand made upon it for Victor machines. While records have also been hard to secure, still an excellent trade has been done in all branches of the Victor library. Two new sales people have been added to the force, J. Keckta and Wallace Wegner, both of whom were formerly in the talking machine business with H. B. Hughes, of the Hughes Music Co., Oshkosh, Wis. During certain periods of great pressure the Talking Machine Shop has been obliged to double its sales force to even adequately handle the record trade and almost every Saturday sees this establishment crowded to the doors with patient record buyers awaiting their turn.

Big Sales Continue in Department Stores

The talking machine departments of the large department stores are said to be the truest barometers of the talking machine trade. Here window displays, special advertising literature and other stimulants to sales are used less than by any other type of retailer. The customers come to the departments on the urgings of their own minds. When they are in the mood to buy, they do buy, and when conditions are such as to put them in a mood that does not urge them to buy, they do not buy. Decreased trade first shows itself in department stores. When sales in these places materially fall off, look for a falling off elsewhere.

R. A. Hicks, manager of Hillman's talking machine department, reports business as continuing excellent. Machines have been selling

(Continued on page 94)



MANUFACTURERS OF

Turntable Felts

Felt Washers—Bumpers—Wicks

WIDNEY QUALITY backed by WIDNEY SERVICE is a guarantee of SATISFACTION for you and your customers.

Continuous Hinges

We are Sales Representatives for the finest line of Continuous Hinges in the world. A strong statement. Yes: but we can back every word of it.

Rubber Bumpers

Thousands of them—ready for immediate delivery.

Familiarize yourself with our PRICES and SERVICE.

THE WIDNEY CO.

316 S. Jefferson Street

CHICAGO, ILL.

WE MAKE
TURN TABLES
FOR TALKING MACHINES
THE MODERN EQUIPMENT OF OUR
NEW FACTORY ENABLES US TO
QUOTE VERY ATTRACTIVE PRICES
SEND YOUR SPECIFICATIONS FOR ESTIMATE
BARNHART BROTHERS
& SPINDLER
MONROE & THROOP
STREETS CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

very well during the past month, but records have been selling exceptionally good. Mr. Hicks pursues a policy of having his saleswomen introduce the machine customers, at least the difficult ones, to one of the men of the department. He believes that a man impresses a customer more forcibly than a woman in the selling of a talking machine, "but when it comes to records the women have it all their own way," says Mr. Hicks. This department has an electrically lighted sign hung where all customers can see it, listing three popular records. The records are changed on this sign from week to week and the scheme has seemed to result in very satisfactory sales of the records thus advertised.

Mandel Bros. talking machine department maintains a business that more than fulfills the expectations of its manager, Mr. Lund. There is no doubt but that the foreign language course being given here under the supervision of Prof. L. L. Lewis has resulted in attracting favorable attention and business to the department.

Reorganization at Wade's Grafonola Shop

W. H. Wade, owner and manager of the Grafonola Shop, announces that he has placed Paul Roovaart in charge of retail sales. Four additional salespeople have been added to the force in order to adequately cope with the large volume of business which bids fair to continue into the summer. The show window on Michigan boulevard has been redecorated with new flooring, screening and drapery and the record library has been moved from the rear of the store to the front. This latter measure was taken in order to keep the salespeople near the entrance as much as possible where they can meet customers coming into the store. Mr. Wade leaves soon for a trip to the East where he will call on friends in Pittsburgh, Philadelphia and New York.

H. D. Blodgett, With State St. Phonograph Co.

Harry K. O'Neal, manager of the State Street Phonograph Co., announces that he has added H. D. Blodgett to his retail sales forces. Mr. Blodgett was formerly manager of the Woodlawn Phonograph Co., owned by R. E. Rundel. Mr. Blodgett has been connected with Mr. Rundel for a period of two years.

Visitors and Personals

Recent visitors to the trade were J. F. Boyer, of Elkhart, Ind.; J. Earl Shea, of Indianapolis; K. C. Bartlett, of the Cable Company, Cincinnati; J. D. Moore, of the Lion Store, Toledo; J. C. Barter, of Davenport, Ia.; and Thor Norberg, of Moline, Ill.

AL JOLSON GIVES HOUSEWARMING

Entertains at Music House of Adam Schaaf, Chicago, to Increase Sales of His Records

CHICAGO, ILL., February 10—Al Jolson, the famous comedian, with a large part of his Rob-



Al Jolson and the Columbia

inson Crusoe, Jr., Co., gave a housewarming the latter part of last month at the music house of Adam Schaaf. The entertainment was for the purpose of arousing greater interest and sales of Mr. Jolson's Columbia records. The



A. Jolson Entertains Crowd at Adam Schaaf's affair was widely advertised in Chicago daily newspapers, and succeeded in drawing a very large audience to the Schaaf auditorium. The comedian played a dozen or more of his own

records, and kept up a running fire of humorous remarks during the entire recital. Especially interesting was Mr. Jolson's description of the tedious process which he had found it necessary to go through in order to produce acceptable records. After Mr. Jolson had finished with his records, the audience was ushered into the basement to refreshments and dancing. Here the women of the Robinson Crusoe Co. sold Jolson records, danced, and for the time being became everyday people.

The revue was brought about through the efforts of Ben Atwell, publicity man of the Crusoe company; G. I. Stanton and R. H. Walley, of the Columbia Co. As having accomplished a sales promotion scheme of a novel and immediately effective sort the Columbia Co. is to be congratulated.

THE MAGNOLA FILING SYSTEM

Constructed on Principle of Vertical Letter Files and Proves Very Popular

CHICAGO, ILL., February 8.—One of the particularly interesting features of the Magnola



Louis XVI Design Magnola

talking machines, manufactured by the Magnola Talking Machine Co., this city, is the record filing system, which is as original as it is convenient. In the Magnola machines, the lower part of the cabinet is equipped with two large

Mag-Ni-Phone

"Speaks for Itself"

\$15

Liberal Discounts to Dealers and Jobbers

The Mag-Ni-Phone, equipped with our new Universal Tone Arm as illustrated above, will play all hill-and-dale cut records including the new records played with a steel needle, plays lateral cut records with the reproducer in a vertical position.



The Mag-Ni-Phone is beautifully finished in mahogany—equipped with a worm driven motor of our own design—an extra large reproducer and a 12 inch turntable. Write TO-DAY for information regarding discounts and record service.

Charles W. Shonk Company

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.

The Perfect Automatic Brake



For Talking Machine Manufacturers and Dealers

Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO. Room 400, 425 S. Wabash Ave., Chicago

drawers, which slide on metal bearings so that they cannot bind or stick and each of which may be pulled out at full length without tipping the cabinet. Each drawer contains a series of compartments, each intended for one record.

The compartments are flexible walled and each is numbered so that a record once filed away in its compartment can be readily identified by its number. There are no waste spaces in which a record may be stuck and forgotten, but each must be placed in its regularly assigned

place. The system closely resembles the vertical letter filing system for offices, and the Magnola styles 150 and 200 have filing capacity for about 200 ten-inch and twelve-inch records.

At the present time the demand for the Magnola machines, with the special filing features, new type tone reflector, sound-directing shelf and other qualities, serves to keep the factory at 711 Milwaukee avenue operating at full capacity. The case designs of the Magnola styles have been highly praised.

WILL MAKE WINDOW DISPLAYS

Ellis Hansen, Famous Expert, Resigns From Wurlitzer to Look After Dealers' Needs

CHICAGO, ILL., February 8.—Ellis Hansen, recognized in the trade as one of the most practical



Ellis Hansen

designers of piano and talking machine window displays in the United States, has resigned as window trimmer of the Chicago branch of the Rudolph Wurlitzer Co., and will devote himself to the manufacture of window displays for dealers generally.

Mr. Hansen has an ideal equipment for this work. He has been in the employ of such concerns as Sherman, Clay & Co., of San Francisco, the Victor Co., where he inaugurated and conducted for several years their famous win-

dow display department for dealers, and was also with Lyon & Healy and the Wurlitzer Co..

For some time past, with the permission of the Wurlitzer Co., he has had a factory at Oak Park, where he has manufactured backgrounds for window displays for dry goods dealers. These have been distributed through jobbers. The business has grown to such an extent that he has determined to give his whole time to this business, and also to developing a special direct service for the piano and talking machine trade. His first background and complete display for the music trades will be ready in about three weeks. It will be designed to take advantage of the present patriotic sentiment and will, from Mr. Hansen's description to The World, be equal to anything he has done. While it will be a display calculated to catch and hold attention, and very elaborate in appearance, the cost will be moderate. It will be adaptable to either pianos or talking machines or both, and the instructions accompanying it will give full suggestions for displaying of goods in harmony with the general scheme of the background. As the plan develops, Mr. Hansen will also be able to furnish attractive window cards.

He has always laid special stress upon "timely" windows, and he will be able to arrange with the dealers for a regular service, including one or more windows each month at a cost within the means of the country merchant and, of course, by producing the main features of the display himself will be able to furnish material for these windows at a fraction of the cost usually entailed by the merchant.

Readers of The Talking Machine World, who have noted the articles which have appeared by Mr. Hansen in the past, and also the descriptions of windows which he has installed, will realize the importance of the announcement. Plans are already under way for a new factory which will provide for the expansion of the present business, and the furnishing of the full facilities necessary for producing displays.

**TRANSFER
NAME-PLATES**

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.
LARGEST MANUFACTURERS OF
DECALCOMANIA
TRANSFER NAME-PLATES
CHICAGO



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

WHY

do we receive so many re-

ORDERS?

Order samples and you will

KNOW.

SCHLOSS BROS.

Tel. Columbus 7947

637-645 West 55th Street,

New York



702

702—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 inches. Top, 17 x 20 1/2. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine.





People want Barrientos records. If you don't carry them you lose. The same with Lazaro records and Ysaye, and Casals, and Fremstad and all the other Columbia exclusives.

(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 INTRODUCE NEW TYPE OF MOTOR

Leonard Markels So Announces—Called the "Butterfly"—W. R. Doctorow Becomes Sales and Credit Manager of the Company

Leonard Markels, 165 William street, New York, manufacturer of motors, tone arms and sound boxes, will soon place on the market a new type of motor to be known as the "Butterfly." The entire motor is run on jewel bearings, insuring minimum friction and making for noiselessness.

During the past few months Mr. Markels has been spending many nights in his laboratory, frequently staying there long after midnight, to perfect a motor which would be absolutely noiseless. He states that he has finally reached his goal, and expects that his new motor will fulfill every requirement in this respect.

While engaged in the perfection of the "Butterfly" Mr. Markels was gratified to find himself in a position to develop several new ideas which would enable him to improve his present motor, and he has accordingly embodied in the Leonard Markels motor several improvements which add considerably to its efficiency. Mr. Markels works on the principle that no product is absolutely perfect, and his many years' experience in the practical end of the industry are reflected in the marked success of the Leonard Markels motor.

Mr. Markels announced this week the appointment of W. R. Doctorow as sales and credit manager. Mr. Doctorow was formerly associated with the Garfield National Bank, Public Bank, and the Vulcan Engineering & Sales Co. According to present plans he will visit the trade throughout the country.

The phenomenal growth of the Leonard Markels business made it imperative for Mr. Markels to enlarge his factory in every department, and after arranging for these enlargements, he also determined to increase the efficiency of his sales division. His selection of Mr. Doctorow will be followed by other important announcements in the near future.

TRYING TO MAKE RECORDS ON GLASS

Reports From Corning, N. Y., State That Considerable Success Has Been Met With

A report from Corning, N. Y., is to the effect that experiments are under way to bring about the substitution of glass talking machine records for the composition records now in use. It is declared that in making experimental records the glass is treated with carbolic acid, and that considerable success has been met with thus far with the new venture. The principle of the process has not yet been explained.

SECOND EDITION OF DIRECTORY

In another section of this issue of The World is presented the second edition of "The Talking Machine World Trade Directory," the first edition of which appeared in the November issue of The World. This directory contains the names of all advertisers in The World who have been represented in the advertising columns during the past six months, and every effort has been made to have this directory accurate in every respect.

The first edition of "The Talking Machine World Directory" proved a signal success, and at the request of our readers the second edition was compiled. Changes are being made so rapidly in the personnel of the talking machine trade, and the industry is growing so rapidly that a directory, in order to be of any material value, must be corrected every few months. We shall be glad to give careful attention to any suggestions from our readers and advertisers tending to enhance the value of "The Talking Machine World Trade Directory."

JOIN WHOLESALE HEADQUARTERS

John A. Johnson and A. W. Landay have been added to the sales staff of the local wholesale headquarters of the Columbia Graphophone Co., 83 Chambers street. Mr. Johnson will visit the trade in New Jersey, and Mr. Landay

will call on the Columbia dealers in a portion of the metropolitan district and Westchester county.

Both of these travelers are experienced members of the talking machine industry; Mr. Johnson having been associated with the wholesale division of the Columbia Graphophone Co. for a number of years, and Mr. Landay having been connected with Landay Bros., well-known Victor distributors. The tremendous growth in popularity of the Columbia line in local territory as indicated in the enlargement of the sales force, and the present staff of Columbia wholesale men, under the direction of District Manager Bolton is attaining splendid success by co-operating with Columbia dealers in every possible way.

A smile will sometimes sell a pile.

CABINETS



And All Talking Machine Supplies

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The Phonograph Book

By Lloyd MacFarlane—Just Out

The Wizardry of the Phonograph Explained in Simple Language

First book published that enters into its history, abstract principles and practice—from an independent standpoint. Answers a thousand questions that every salesman should be able to answer.

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All Makes of Talking Machines
Repaired Promptly and Efficiently

**TALKING MACHINE REPAIR
AND SALES CORPORATION**
ANDREW H. DODIN, President
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TELEPHONE, STUYVESANT 292

WILL YOU BE FIRST
IN YOUR CITY TO ANNOUNCE

NOSET

Automatic
START and STOP?

*The Stop that requires no attention—
The device that makes every phonograph
an automatic and convenient musical instrument*

MR. DEALER:—Mail or wire your order without delay. DO IT NOW! NOSET is easily applied to any phonograph in a few minutes. When writing state the makes of machines you carry and advise whom you job thru.

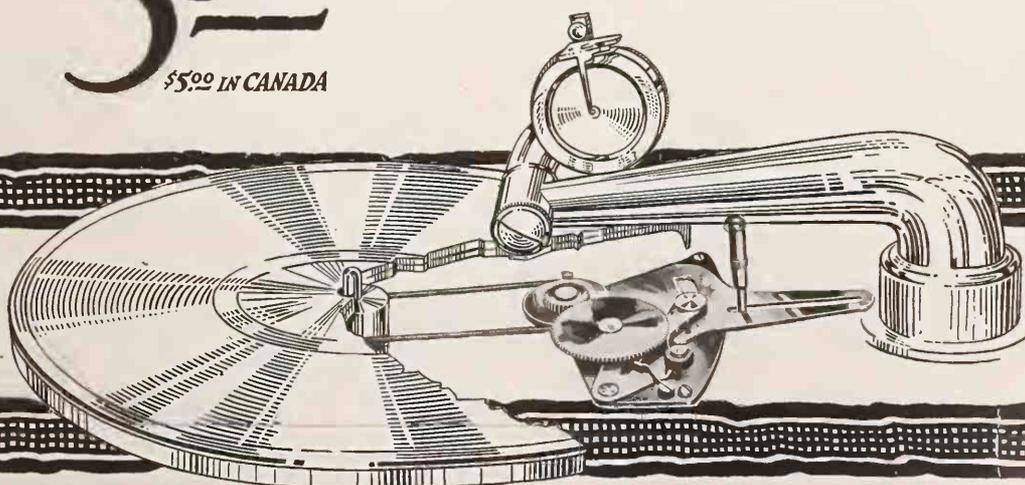
MR. MANUFACTURER:—Competition is growing and dealers require the best equipment. Will your machine include NOSET? It's the last word in phonograph perfection.

NOSET in its design meets the requirements of all standard machines. We will adapt it to meet your special case—Our Engineering Department is at your service.

GUARANTEED FOR LIFE

\$3.50
\$5.00 IN CANADA

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47 West 42nd Street — New York



J. N. BLACKMAN'S ARGUMENT AT STEPHENS BILL HEARING

Well-Known Talking Machine Man Presents Strong and Convincing Arguments in Favor of Measure at Hearing in Washington Recently—Offers Interesting Answers to Various Queries

At the recent hearings in Washington, D. C., before the Committee of Interstate and Foreign Commerce, the proponents of the Stephens Bill presented a series of arguments and discussions which served to impress every one present with the merits of this measure.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, appeared as a witness at these hearings in behalf of the National Association of Talking Machine Jobbers. Mr. Blackman's testimony proved to be one of the most interesting and valuable discussions of the Stephens Bill that was presented in the course of the hearings. This testimony was as follows:

Mr. Chairman and Gentlemen of the Committee: I am president of the Blackman Talking Machine Co., of New York City, wholesale and retail dealers of Victor talking machines, and I appeared before as one of the proponents of the bill. In view of this, as well as the fact that we have been informed all testimony must be concluded to-day, I will confine myself to a brief statement, although I regret that I could not testify in rebuttal, as intended.

The case has been so clearly presented by Frederick Stevens and W. H. C. Clark, that I will supplement their remarks by bringing to your attention the position of a merchant like myself and how seriously his business would be affected if some legislation of this kind is not enacted, or the Supreme Court decision in the Victor-Macy case is adverse to the Victor Co.

Let me frankly say, that any testimony, with reference to the absence of the public at these hearings, having any bearing on the merits of the bill, is not to be taken too seriously. To my knowledge, it is not customary for the public to rush to Washington and take a position either for, or against, legislation, unless they are directly interested in a business way, and naturally selfishly so.

Give me credit therefore in admitting that I have a selfish interest in the Stephens Bill, and believe that the others here have, at least to some extent; and, furthermore, that I have a perfect right to appear as a proponent of the bill with this frank statement.

Let these facts be taken into consideration when concerns like R. H. Macy & Co. claim to speak for the benefit of the public.

At the present time I am conducting my business as a wholesale and retail distributor of Victor talking machines, records and supplies. My experience as a merchant extends over a period of about twenty years, during which time I have sold a varied line of merchandise under different plans of selling. I have sold goods as direct agent on the agency plan, an independent dealer, wholesale and retail, on the consignment basis and under a commission system. This, I feel, makes me competent to judge the real merits of the various systems of marketing goods. With some manufacturers, wholesalers and retailers, some other plan may be preferred and operated more successfully, but I am sure that in my own line of business the plan which has proved most successful is the one now in use.

In the talking machine business, the general plan of selling is for a manufacturer to market his goods through independent wholesalers and retailers, and the Victor system of marketing their product is by distribution through about one hundred wholesale distributors and eight thousand retail dealers. Other talking machine companies use the same or a similar plan, and in many cases the wholesaler and retailer handles competing products.

The talking machine business should be referred to as a specialty line, and particularly in the case of the Victor product, both as to instruments and records, and the latter are sold by specialists in their own right. Those who by musical training and equipment or facilities are competent to offer the public an artistic product in an intelligent manner. So long as there continues strong competition among various makes of talking machines and records, the natural law of competition will operate as it should.

Some witnesses for the opposition have attempted to convey the impression that large expenditures for advertising made it possible to market a product at prices not consistent with the true quality or merit of the goods.

As a matter of fact, however, the testimony of both sides, I believe, has satisfied the committee that a manufacturer cannot successfully market his product with a large campaign of national advertising unless the article has real merit.

In addition, the same witnesses have admitted that it is a false claim that inflated prices usually result because of heavy advertising, and that it creates the impression of merit, regardless of its existence. In view of this, I am quite sure the committee is satisfied that a largely advertised product more often makes possible lower prices, because the resulting increased demand causes a corresponding large output and lower cost of production.

The Victor catalog, a copy of which I will leave for reference, represents the most wonderful collection of musical talent in the world to-day, and the public, I am sure, have improved their musical education more through the medium of Victor artists than in any other way. It has only been possible, through a uniform system in the manufacture and distribution that the voices of the world's greatest musical artists could be recorded on Victor records, and that the public's craving to have these artists in their homes has been satisfied. This system has called for an organization of specialists from the factory to the consumer. The extent to which the manufacturer has been called upon to satisfy the public's musical taste, and responded, is best illustrated by the Victor catalog referred to above.

To my knowledge there is little or no complaint regarding the prices of Victor records, and if there is, I feel safe in saying it is because of the common selfish desire on the part of the public to buy what they want as cheap as possible. This, in a few cases, may have brought to mind the thought that the prices of certain Victor records are too high. It must be remembered, however, that the higher prices represented among Red Seal records are necessary because of the price the talent put on their services. The price is according to the artist or artists.

Perhaps the best illustration of this will be by referring you to the following records, listed from the Victor catalog. (Here followed a diversified list of records from the Victor catalog.)

The highest priced Victor record is the "Sextette from Lucia," No. 96200, in a twelve-inch, single face record, \$7; and the next, the "Quartet from Rigoletto," No. 96000 or 96001, both single face Red Seal records with a different combination of artists, the price in each case being \$6.

Refer to the above list of Victor records, which are taken from the Victor catalog. The "Sextette from Lucia" may be obtained in eight combinations, on as many records.

To illustrate how the talent regulates the price let us take, for example, this selection and the "Quartet from Rigoletto." These two selections are so standard among music lovers that they are included in most good record collections.

The "Sextette" records are priced from \$1.50 to \$7. Where the selection is one of two, as in the case of a twelve-inch, double face record, \$1.25, the cost of the "Sextette" is really 62½ cents.

The "Quartet from Rigoletto" is recorded on ten records, priced from 75 cents to \$6. This selection on record No. 16276, ten-inch, double face, 75 cents, really costs 37½ cents. All double face records contain two selections.

If your musical tastes are cultivated to the extent that you require the very best rated talent, you will select the "Sextette" at \$7 and the quartet at \$6, the two selections costing \$13. On the other hand, if you will be satisfied with less famous, but still good talent, you can select No. 55066, twelve-inch, double face record, containing both these selections for \$1.50.

With further reference to many cases where a large number of combinations are offered of the same selection, and referring to them, as above, we have—

	Records
Sextette, "Lucia"	8
Quartet, "Rigoletto"	10
Mad Scene, "Lucia"	8
"Ave Maria," Gounod	9
"Ave Maria," Schubert	7
"Good-Bye," Tosti	8
"Humoresque," Dvorak	9
"My Old Kentucky Home," Foster	13
"Star Spangled Banner," Key	7
"Traumerei," Schumann	10

These illustrations are merely a few among many that are easily noted by reference to the Victor catalog. The Victor Co., as stated, in recording so many records of the same selections by various artists, are merely meeting the public's demand, and as the product is one of luxury or education more than a necessity, there, of course, is no obligation to pay for high priced talent.

Speaking for my company, as well as other wholesale and retail talking machine dealers, I claim we represent a specialty product and that it requires an organization of specialists for distribution. The employees must be educated and trained. We have such an organization now, and our employees, through years of experience, have become very expert in serving the public in a satisfactory manner.

There is no question in my mind as to the necessity of marketing a product such as the Victor as well as many others, under a uniform system, the most important part of which provides for uniform prices.

Mr. Stevens and Mr. Clark very clearly pointed out how uniform prices could, and probably would be maintained, as far as the public is concerned, if necessary, by the manufacturer making the present independent wholesaler and retailer his direct agent. He could then legally control prices for the sale would be direct to the public and he would retain the title to that point.

I have great respect for the patience of the committee who have listened to almost endless testimony, and believe we have reached a stage where brevity will strengthen mine.

May I conclude, therefore, hoping I have pointed out an injustice which may be forced upon the independent wholesaler and retail dealer, and protest against any such action being forced upon the manufacturer, in order to protect and continue a system of uniform prices?

I ask for the passage of the Stephens Bill because I believe the public will be assured a supply of identified merchandise of uniform quality.

I am convinced that the public will buy at lower uniform prices under the terms of this bill than by any other plan of marketing at uniform prices.

I ask for it to protect thousands of independent dealers against losing their business by the necessity of many manufacturers doing business through their own stores, instead of the independent dealer, where their business must be run on a uniform price basis, and that will be the only legal way of doing it.

The Stephens Bill does not take away the right to select some other way of doing business. It is strictly optional whether you choose to operate under its terms, and you cannot do so if you have a monopoly or develop one restraining competition.

Mr. Winslow—Have you had any consumers come into

the Victor distributing stores, complaining about Victor methods?

Mr. Blackman—No, sir.
Mr. Sims—You speak of what would be the result of a failure to pass a bill of this sort—that it would convert into the hands of agents all the Victor distributing, instead of selling to you as they now do.

Mr. Blackman—Yes, sir. That is my opinion of what is very likely to happen.

Mr. Sims—Now, as a business man, a practical business man, do you not think that if this legislation, or something similar to it, is not passed, that all concerns will go into the agency business and all distributing will be through agencies instead of fixing the price as they do now?

Mr. Blackman—I think in cases where the manufacturer is large and financially strong enough, they will do it. On the other hand, there will be many others who would not be able to furnish the capital, which, under the present system, through independent wholesalers and retailers, is invested by them. Under the agency plan you can readily see that it would only be the very strong and powerful manufacturers who would have necessary capital to own and operate their own distributing stores. This was pointed out in Mr. Clark's testimony very clearly. It would tend to crush much competition by taking away from the smaller manufacturer the method of distributing through independent wholesalers and retailers who now furnish their own capital.

Mr. Sims—What I am trying to get at is the effect on the public, as to whether they will get monopoly priced machines through resale, or whether they will get them through agency prices.

Mr. Blackman—I cannot see where there will be any difference to the public in the matter of price, except, in my opinion, an agency system would be a more expensive one, and probably increase prices to the public. The difference, and it seems to me the unfair one, is that a system of uniform prices to-day is considered legal and proper under one plan of distribution and not under the other, whereas the effect of the public paying uniform prices is the same without regard to the methods used.

Mr. Sims—Except to this extent—that one system might be more universally used than the other. Now, if the resale price can be universally used, then the agencies would not (be necessary)—then the public will have an interest in the least of evils, if they are evil.

Mr. Blackman—That would depend upon what system was adopted and how you interpret the effect on the public of that system, when judging the retail price. I think it reasonable to believe Mr. Clark's claim that with the many other methods available, there will be, as there is now, a diversity of methods employed, depending upon which seems to best suit the needs of the particular manufacturer, or his product, in serving the public best, both as to quality and price. I do not, for one moment, think that the privilege of doing business under the Stephens Bill is going to result in everybody adopting that method. On the other hand, I may say that the strength of the opposition would be, in the manufacturer's case, to operate under some other system, or in the case of the wholesaler and retailer to confine his business to a manufacturer who did not market his goods under the Stephens Bill provisions. In other words, let the different systems compete.

Mr. Sims—I am asking for your information. I am not fighting the bill, and I am not favoring it. I am asking for information. It has been stated here several times by witnesses that only those having large capital can distribute through the agency system; that is, by retaining title and paying a certain percentage.

Mr. Blackman—That is my opinion.
Mr. Sims—Why can't people with a small capital, if they so desire, distribute their small products just as though they were in the larger business?

Mr. Blackman—I will explain, referring to my own business, as it will be easier. Say, for example, I have a talking machine which I call the "Starola," just for the purpose of illustration. Under the distributing plan of independent wholesalers and retailers, I would have a definite number of established dealers, already doing business, to whom I could present my talking machine proposition; and, although those dealers may already handle the Victor, Columbia or Edison machines, if mine had some equal or superior advantages, I could find a market for distribution among these many dealers, because they already have their store, organization and equipment for introducing my new product. It immediately gives me the opportunity of putting my goods, in competition, on sale with others. On the other hand, let me contrast this opportunity with the situation if the Victor, Columbia and Edison companies are, as explained, forced to establish their own stores in order to continue their system of uniform product and prices. This is what I fear. One is an Edison store, the next may be a Columbia, and the third a Victor, and the former pro-

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In lots of 100	at \$1.00 each
In lots of 1,000	at 0.95 each
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Absolutely true running, best small motor made in America.

Send \$1.25 for sample.

MAIN SPRINGS

No. 9, 8½ feet long, ¾ in. width by 0.21.....	at 24c
In lots of 1,000	at 18c
No. 10, 10 feet long by ¾ in. by 0.22.....	at 38c
In lots of 1,000	at 35c

UNIVERSAL TONE-ARMS

No. 10 Mica Sound-box.....	at \$1.30
No. 50 Mica Sound-box.....	at \$1.75

TONE-ARM RESTS

With Green Felt Cushion, per 100.....	\$3.00
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NEEDLE CUPS

No. 10, Open, per 100.....	\$1.50
No. 10, Closed, for used needles, per 100.....	\$2.30

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A Necessity to Your Business



The Hoffay Airtight Phonograph plays all records in a way which is impossible to believe until you hear it. It is REAL MUSIC. As a GIVER of value to records the Hoffay Airtight Phonograph has No Rival. There is no better Salesman than this instrument for selling your records. It is a partner—an employee—a friend—and allows you to keep the whole profits. But, if a customer is looking for a phonograph IT SELLS ITSELF.

The Dealer handling the Hoffay Airtight Phonograph will be selling records as fast as played—Dealers not handling it, will continue placing records back on their shelves.

Ask For Catalogue

We are now making prompt shipments

Ask For Proposition

Models Retail for \$75, \$100, \$150, \$200 and \$250

HOFFAY TALKING MACHINE COMPANY, Inc.

500 FIFTH AVENUE

NEW YORK CITY

prior, instead of being an independent dealer, free to handle my "Starola," is now merely the store manager and cannot, of course, handle a competing product when the store is owned and controlled by the manufacturer of the talking machine represented. My answer then, may be from this man, "No, I cannot handle your 'Starola.' It is a good machine, and I believe you have a good proposition, but I am owned and controlled by the manufacturer and therefore merely his representative, so, of course, you know they would not permit this store to handle a competing product." I find myself then forced to consider the corner grocery store or some other ill fitted or inexperienced dealer, who would not be able to display my goods properly and give proper service, or I must be able to finance an exclusive talking machine store that handles the "Starola." Can't you see, gentlemen, that this places the small competing manufacturer, who would like to enter the field and who may have a really good instrument and proposition, at a great disadvantage, and is he not practically shut out and crushed by the big fellow? Then, again, is it not very evident, under this illustration, that competition is more easily fostered and the little fellow has more opportunity to enter the field and grow under the system of independent dealers, such as the talking machine business has found the economical and desirable means of distribution?

Mr. Sims—Well, I do not mean those who are able to establish and maintain exclusive agencies of their own, but there have been—ever since I can remember, and I have known goods to be placed in the hands of retailers just generally, and they pay the retailer a commission for handling, and what the retailer fails to handle is taken back. Now that doesn't require an exclusive agency.

Mr. Blackman—That is doing business on the consignment plan.

Mr. Sims—The same thing. You consign to an individual to act as your agent and sell, and you do not have to have an individual agent in each city. You can send goods to anybody who will accept them on consignment. Now, what it looks to me like is, that the public is in this either way we take it, and that the distributor can so manage or shape business as to retain title and sell by commission those goods that they are now protecting by brands, and for which you want this law passed. What I want to see, if I can arrive at it, is, which of these two possibilities would be the least injurious to the public. If your method is the best for the public, then I prefer it to the commission, or agency method.

Mr. Blackman—For the reasons that I have stated I think the commission or agency plan in a specialty business like ours, or in many others, would not be advantageous to the public.

Mr. Sims—I am not talking with reference to your particular line of business, but the public generally, and in all business which is now handled through trade-marks or special brands, or anything of that kind.

Mr. Blackman—In many lines it may be that other methods of distributing should be used. I do not, for one moment think that they should be prohibited. It is the prohibiting of a system, which, in many lines like our own, has proven economical and beneficial to the public, seems to me unjust. Instead of furthering competition it narrows it and allows things necessary to be done in those lines, only to be done, by the financially strong, who, in the readjustment process, crush competition to a large extent. That, certainly, in my mind, is against public policy.

Mr. Winslow—If I might ask a general question—from the result of your experience do you believe or do you not believe that a consignment system of doing business from the manufacturer through the retailer brings the article to the consumer at a higher or lower price?

Mr. Blackman—Higher, absolutely.

Mr. Winslow—That answers the question.

Mr. Blackman—There is too much waste in the consignment system.

Mr. Winslow—For that reason you believe probably that the general consignment system will never be adopted by manufacturers, because of the cost?

Mr. Blackman—It is a system of doing business in very little use to-day on manufactured goods, as it is a wasteful method of selling. For example: If I run a bookstore and have a set of books on consignment, and they do not sell readily, my loss is only a possible profit. If they were bought by me and are my property, without regard to re-sale, my money is invested. Every day they remain unsold I not only lose a possible profit, as in the case of the books consigned to me, but a cumulative loss of income on my money invested.

When a manufacturer offers to place his goods with merchants on consignment, they are usually regarded unfavorably. They think the goods must lack demand and merit, or it would not be necessary to offer them on consignment. Goods sold outright to the wholesaler or retailer must have sufficient demand and merit to sell readily, otherwise they will be discontinued.

Mr. Sims—I am not discussing the standpoint about which is the least expensive to you, but which is the best for the general public.

Mr. Winslow—Which costs the consumer more, where there is waste which the manufacturer has to provide for in his cost and selling price, or the other system where the minimum prevails?

Mr. Blackman—I think the system of selling through uniform prices and through independent dealers is absolutely the most economical system, for without doubt the price eventually paid by the public pays "all freight," as they say.

Mr. Sims—I do not want to consume time, but that is my judgment. You are giving practical information that is right in line with what we want.

Mr. Blackman—I only wish I had more time and more members of your committee present to discuss this from the standpoint of a merchant's experience, for this is really a merchant's problem.

Mr. Sims—Of course, the cost of distribution is paid by the consumer in any system. Now, then, if a monopoly system or price controlled system can be established through competition or agencies, and one can be established by methods adopted and pointed out by this bill, which is preferable of the two? One or the other seems to be involved.

Mr. Blackman—That is a matter of opinion.

Mr. Sims—I am asking you.

Mr. Blackman—In my opinion, it is better for goods to be sold outright and to make an actual sale to the wholesaler and retailer. This requires the investment of capital immediately by the distributor and relieves the manufacturer of that burden.

In fact that is one of the most important reasons why wholesalers and retailers, for distributing purposes, are necessary. When their capital is invested there is a constant stimulus to use every effort to re-sell the goods and to handle only such goods as will prove a good investment. I believe the manufacturer should, at all times, be privileged to place reasonable restrictions on the re-sale of his goods, whether or not he passes title in selling or placing his goods on sale with the distributor.

Mr. Sims—Now let me ask you one more question, and I will stop, because I think I need information. I am not ready to vote for or against this matter, because I am not satisfied yet what its effects are going to be on the great consumer, the public.

Mr. Blackman—I would like to satisfy you.

Mr. Sims—I want you to help to do it. Now, if these businesses that are now advocating this bill, cannot get this bill, will they then adopt the commission or agency system?

Mr. Blackman—I think they will do so, because in some businesses a uniform system of marketing goods must carry with it uniform prices. If the only legal way this can be continued is by changing the method of distribution and retaining control from manufacturer to consumer, a commission or agency plan may have to be adopted.

Mr. Sims—Then you think one or the other is inevitable?

Mr. Blackman—I do.

Mr. Sims—The question for us then to decide for the benefit of the public is which of the two is preferable?

Mr. Blackman—I believe that is the viewpoint you should take in making your decision.

Mr. Sims—Why can't a man ship a bushel of potatoes and have it sold on commission without having any agency, retain title so that he can absolutely control the price of the potatoes?

Mr. Blackman—He can. That is just it. The Victor Co. could change their system and sell Victrolas the same as you refer to the manner of selling potatoes. It would not benefit the public. It would be a consignment and be unfitted for a business like the Victor.

Mr. Sims—You keep talking about the Victor Co., and I do not care anything about that. I want to show you my trouble—I am only interested in this question for the public. Is not the commission system possible of more universal and unlimited application than the contract system, being confined to the branded, copyrighted and patented articles?

Mr. Blackman—I would say that it was.

Mr. Sims—Is it not capable of more universal application to all forms of goods, by retaining title? If I sell a horse and do not retain title to it, I have nothing more to do with it, but if I retain title, I can control the sale of that horse.

Mr. Blackman—Certainly.

Mr. Sims—Or if I sell him with a contract that he is not to be resold below a certain price.

Mr. Blackman—The effect on the man who eventually buys that horse, as regards the price, will be absolutely the same, and I do not think he is interested by which method he had to pay the price. He will be more interested in knowing that the horse is sound and will give him his money's worth.

Mr. Sims—Now retaining title, which is the consignment method, and the contract limiting the re-sale, they both accomplish the same purpose, but the commission method may be more universally adopted by all businesses than the branded, trade-marked or patented articles.

Mr. Whittier—May I ask that the witness be excused from answering until a gentleman here has had a chance to make a statement. He takes the one o'clock train.

Mr. Sims—Certainly. I want to get some more information along that line, but I will do that later.

USED VICTOR AUXETOPHONE

Byron Mauzy furnished the Victor Auxetophone which played for the animated parade of the California Industries at the Palace Hotel February 8. Five hundred and fifty guests at the banquet in the ball room of the hotel listened to the instrument.

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MAXIMUM of Appearance

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MINIMUM of Spoilage

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We own and operate the largest and most complete decalcomanie factory in the United States.

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Our Motto**

Humanatone

TRADE MARK REG.

**A Line That Will
Sell Easily**



No. XX.
Retail Price, \$200
Height 56 inches; Width 26 inches;
Depth 27½ inches. All parts gold-
plated. Swell sides; four carved
legs. Extra heavy double-spring
motor, playing five 12 or seven 10-
inch records with one winding. Uni-
versal tone-arm, playing all records
without any attachment.

**Handle a Line
That Features
Cabinet Quality**

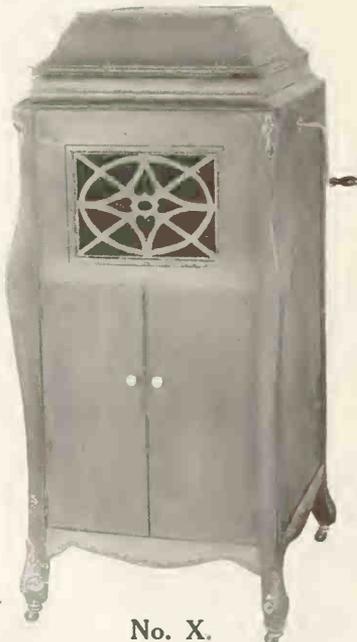
Dealers handling a line of machines with attractive, well-built cabinets have a line that is a "sure seller."

We manufacture all Cabinets in our own factory. We use Genuine Mahogany for every style of Humanatone Machine. **Quality Throughout.**

Look at our No. V. machine a cabinet model retailing at \$50 and guaranteed in every detail.



No. XV.
Retail Price, \$150
Height 56 inches; Width 26 inches;
Depth 27½ inches. Extra heavy
double-spring motor. All metal
parts nickel plated. Universal tone-
arm, playing all records without any
attachment.



No. X.
Retail Price, \$100
Height 48 inches; Width 22 inches;
Depth 24½ inches. Heavy double-
spring motor. All metal parts nickel
plated. Universal tone-arm, playing
all records without any attachment.

Humanatone

TRADE MARK REG.

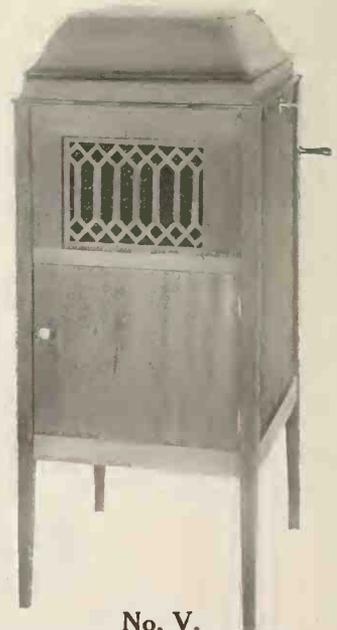
Machines are equipped with the **best** motors, tone-arms, sound-boxes, etc. that can be readily procured. Every machine has a universal tone-arm playing **all** makes of records without any attachment.

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*Write for dealer proposition
today. Catalog sent on request.*

**HUMANATONE
TALKING MACHINE CORP.**

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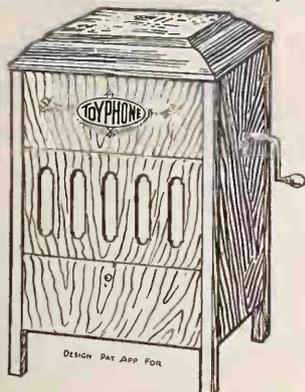


No. V.
Retail Price, \$50
Height 46 inches; Width 19 inches;
Depth 22½ inches. Heavy double-
spring motor. Plays four 10-inch
records with one winding. Uni-
versal tone-arm, playing all records
without any attachment.

INTRODUCE THE "TOYPHONE"

Toyphone & Woodware Manufacturers, Inc., Purchase Plant of Talking Toys Corp.—Will Manufacture the "Playola" and "Toyphone"

The Toyphone & Woodware Manufacturers, Inc., have purchased the entire woodworking plant of the Talking Toys Corp., formerly located at 241 West Seventeenth street, New York, and have opened a large plant at 130 West Eighteenth street, New York. Herbert Nalty is president of the company, and actively directing



The Toyphone

its interests. Mr. Nalty is well known abroad, being managing director of the Inlaid Wood & Allied Arts Manufacturing Co., Ltd., London, England.

The company will manufacture the "Playola" line of machines, retailing at \$7.50 to \$25, and will also produce a new machine to be known as the "Toyphone." This machine is designed to play "Little Wonder" and "Emerson" records, and is being marketed to meet a popular demand for an instrument of this character. The "Toyphone" is constructed without a hinge, and its cabinet design has won considerable praise from the trade.

ZITHER RECORDS ON COLUMBIA LIST

Two Recordings by Max Margot, Concert Zither Soloist, Announced in January List—Zither Accompaniment for Tenor Solo

The January list of German and German-Austrian Columbia records issued by the Columbia Graphophone Co. contains a listing of two zither solos by Max Margot. The selections are Herzenskonigin (Queen of Hearts) Polka and Spielende Elfen (Playing Elves). These recordings are the first that have been issued by the Columbia Co. featuring the zither, and dealers are reporting an excellent demand for the same from those patrons who are acquainted with the beauties of this too little-known instrument. The artist, Max Margot, who is well known in this country as a concert zither artist, studied in Berlin and Cologne under the guidance of such masters of the zither as Professors Hosa, Herman and Konrad of the famous Berlin Quintet, and for a number of years has appeared in this country on the concert and vaudeville stage.

In addition to the above recordings the Columbia list contains the tenor solo from Das Edelweiss, sung by Max Bloch, and the Brunnsteiner Bauern-Truppe, which has a zither accompaniment by Margot.

AN INTERESTING VOLUME

The Rider-Long Co., Inc., 61 Pearl street, New York, has just placed on the market "The Phonograph Book," by Lloyd Macfarlane; a publication which the author states was written to answer the many questions that salesmen and phonograph enthusiasts are continually asking.

The book which is cloth bound and retails at \$2 per copy, contains the following subjects: History of the invention of the phonograph from its earliest days, and its subsequent growth; how recording is done; how duplicate records are made; needles, sapphires, diamonds, and other stylus—their use explained with microscopic

photographs; theory and detail of different sound boxes, diaphragms, sound chambers, tone arms, motors, tone control, and the more important accessories; period cabinets; psychology of talking machine advertising; a discussion of the instalment business; what sound waves are; odd inventions and experiments not generally known, etc., etc.

NOW WITH KOHLER & CHASE

SAN FRANCISCO, CAL., February 8.—Everett Worthington, formerly with the Victor Talking Machine Co., in charge of the Victor Temple at the P. P. I. E., has taken the position of general manager with the local firm of Kohler & Chase. Mr. Worthington, who is well known in the trade, and who has had several years' experience in the talking machine business, will act as assistant to George Chase.

JOINS EMERSON FORCES

Thomas Steventon, well-known as an expert in thermo-plastic material and pressing, has been appointed chief of this division of the Emerson Phonograph Co., New York. For a number of years Mr. Steventon was associated with the American Graphophone Co. in a similar capacity, and his efficiency methods proved very successful.

Mr. Steventon joins the Emerson forces with the expressed purpose of improving the quality of Emerson records by every known scientific means. Not only has he many plans in mind which will aid the quantity output, but he intends to inject into the Emerson records numerous ideas for record betterment which he has fostered for many years. His appointment is another indication of the progressive spirit which is leading the Emerson Phonograph Co. to enhance the efficiency of every department of its business.

The Tri-State Talking Machine Co., of El Paso, Tex., has increased its capitalization from \$15,000 to \$20,000.





No. 10
For Victrolas and Sonoras

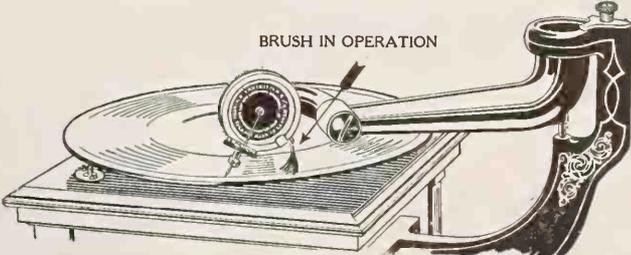
TRADE MARK
RECORD BRUSH

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

Price 25c.

No. 20
For Columbia

A Quick Seller
Its value being recognized at once



BRUSH IN OPERATION

Liberal discounts to jobbers and dealers

Advertising matter supplied free with orders

Sample Brush and Price List Mailed on Request

In ordering give number of brush desired as above



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



Pathé-



CAVALIERE

One of the Famous Pathé Artists

PATHEPHONE No. 125

Professional model copied after instrument originally built for Muratore—the great lyric tenor

A typical example of Pathé quality in a moderate price instrument which duplicates features only found in the de luxe models of other machines.

Equipped with long-running motor. Possessing acoustic properties of unusual excellence, due to Violin Sound Box and Sapphire Ball Reproducer. Cabinet of rich design in three finishes.



Profit

THROUGH

HALLET & DAVIS SERVICE

LIKE other merchandise the phonographs net profit to dealers depends on turnover and stock investment as much as on gross profit per sale.

The mutually equitable arrangement under which the Hallet & Davis Company sells Pathé products must appeal strongly to merchants now selling or expecting to sell talking machines.

Our sales plans contemplate for you the maximum gross profit with safeguards to assure the right net profit.

We do not force instruments or records on the dealer. The result is a reduced stock investment with minimum loss on tied up stock and capital.

With Pathé products, so well known nationally for performance and reliability, and with Hallet & Davis Service, any progressive store can operate the phonograph department on a frictionless profitable basis.

We invite correspondence from firms considering talking machine selling or those who are not realizing the greatest returns from money now invested.

Write

HALLET & DAVIS PIANO COMPANY

Phonograph Division

CHICAGO: 17 No. Wabash Ave.

NEW YORK: 18 East 42nd St.

BOSTON: 146 Boylston St.

Owners of the Solophone Company, manufacturers of the Solophone



THE TRADE IN NEW YORK CITY AND VICINITY

January business was ahead of expectations, in the opinion of the majority of local talking-machine dealers. This was particularly noticeable in the demand for machines, as many of the dealers had expected that there would be a sharp falling off in machine sales after the close of the holiday season. This drop in business did not materialize, however, and last month was the best January for machine sales that the local trade has ever experienced. The month as a whole was a record-breaking January and a splendid start for the new year.

Banner Record Month

The first month of the year has always been recognized as one of the best record months of the year, and 1917 was no exception in this respect. Record sales reached banner totals dur-

ing the past four weeks, and the educational campaigns sponsored by the manufacturers and wholesalers are producing excellent results. From all indications 1917 will be a record "record" year, and there is no doubt but that this drive on records is benefiting every branch of the industry. The dealers are devoting more time to the proper handling of their record departments, and on all hands there is a tendency to promote record business along lines that will be a permanent aid to the dealer.

Machine Shortage Continues

The shortage of machines continues to be one of the most important topics of discussion, although the general situation was slightly alleviated during January. There is a scarcity of all types of machines, with the \$50, \$75 and

\$100 types in far greater demand than the immediate or expected supply. The manufacturers are making every effort to cope with this tremendous machine business, but the amazing prosperity of the talking-machine industry has far outdistanced any possible manufacturing expansions.

Well Satisfied With January Business

"January business was very satisfactory," said J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor. "The month showed a fine increase over last January, helping materially to correct the comparatively poor showing for December, caused by the very small shipments of machines received during that month. Even in January we were somewhat disappointed, as we did not receive near the quantity of Victrolas expected. On the other hand record business has been so phenomenal that the results in total are very pleasing."

New Columbia Representatives

During the past few weeks the local wholesale headquarters of the Columbia Graphophone Co. opened a number of new accounts in this territory, these recent additions to the list of Columbia representatives including the following: West Farms Grafonola Shop, 1050 East Tremont avenue, New York; Melrose Grafonola Co., 752 Melrose avenue, and the Park Grafonola Shop, 456 East 169th street. All of these new dealers will handle the Columbia line exclusively, and their stores are located in sections of the Bronx which should afford unlimited opportunities for the development of neighborhood trade. The West Farms Grafonola Shop carried an attractive advertisement in the Bronx newspapers announcing the opening of their new warehouses, which will be under the personal management of George Borman, formerly connected with the Prudential Insurance Co., and prominent in Bronx circles.

Added to the List of Pathé Dealers

One of the many new Pathé dealers in metropolitan territory is the firm of Feldman & Moskowitz, Bayonne, N. J., which will handle the Pathé line exclusively and give these products aggressive representation. This firm has made plans for a consistent publicity campaign which will feature both Pathéphones and Pathé discs, with particular reference to the many famous artists enrolled as exclusive Pathé recording stars.

Sold Many \$1,000 Machines

"January business was remarkable, the sales totals for the month running far beyond the allotted quota," said L. S. McCormick, retail manager of the Sonora Phonograph Corporation, New York. "All our metropolitan stores shared in this prosperity, our establishment at 668 Fifth avenue showing a month's sales total that could almost be considered phenomenal. During the past few weeks we sold quite a number of our 'Supreme' models, retailing at \$1,000; some of these instruments being sold to internationally prominent people." Mr. McCormick announced the appointment of Joseph Lynch as manager of the Sonora store at 50 Broadway, New York, a post for which he is thoroughly equipped.

A New Series of Tone Tests

The Phonograph Corp. of Manhattan, controlling the Edison Shop, 473 Fifth avenue, New York, has made plans for a series of tone tests which will follow the lines of last year's series. These tone tests will probably be held at frequent intervals during the next few months, giving music lovers an opportunity to hear this convincing proof of the musical qualities of the Edison Diamond Disc phonograph. Last week Miss May Colgan, a violinist of considerable prominence, appeared in the auditorium of the Edison Shop, and gave a very interesting tone

(Continued on page 106)

BRUNO



on VICTOR RECORDS

AS Magical as
Aladdin's Lamp.

Whatever you want,
when you want it.

That is a Record
Service that means
profit for you.

C. BRUNO & SON, Inc.

ESTABLISHED 1834

Victor Distributors to the
Dealer Only

351-353 FOURTH AVENUE NEW YORK

We Do Not Retail

Women Pick Out Ninety Per Cent of Records

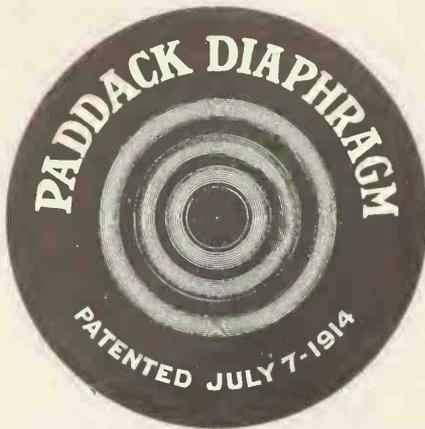
When you are short the men usually don't mind a substitution or postponement—Women do—

Just what do we as exclusive wholesale Victor Distributors mean to you in avoiding that disappointed woman shopper—Think it over.

NEW YORK TALKING MACHINE CO.

119 West 40th Street - - New York City





This Diaphragm Is No Experiment

"Better Than Mica"

The **Paddack Diaphragm** does its work better than mica, lasts longer and gives a better tone.

The **Paddack Diaphragm** is uniform under all conditions, there are no "seconds." Every diaphragm is perfect.

Write for Samples and Quotations

PADDACK DIAPHRAGM, Inc., Room 1411 30 Church St., New York

TRADE IN NEW YORK AND VICINITY

(Continued from page 104)

test in connection with her Diamond Disc records. This, tone test was well attended, and was the subject of very favorable comment from a number of prominent musicians.

Record Sales Phenomenal

Referring to last month's business C. F. Bruno of C. Bruno & Son, Inc., New York, Victor distributor, said: "January business was simply phenomenal; the month's sales totals being far beyond comparison with any other January in our history. This was particularly true in our record department, and it seems as though Victor dealers in general are realizing that it pays to concentrate a considerable portion of their energies on the development of record business. Our series of display cards is meeting with popular favor in the hands of our dealers, and we are told that these cards have aided in the increase of record sales."

Install New Booths

One of the leading Columbia dealers in Brooklyn is C. Bauer & Sons, 63 Flatbush avenue, which recently arranged to handle the Columbia line exclusively. This company has just given out a contract for four new booths, which will give them a total equipment of thirteen booths, one of the most complete demonstrating equipments in the Brooklyn trade. William A. Shreiner, manager of the Columbia department, is a well-posted talking-machine man, whose plans for 1917 include high-class publicity

Enthusiastic Pathé Dealer

The Pathé department in the furniture house of H. B. Pye & Co., 2918 Third avenue, New York, continues to be a source of gratification to the store's executives, and Manager Gross of this company is enthusiastic in his predictions for Pathé business this year. Henry B. Pye & Co. is one of the leading furniture houses in the upper section of their city, and their clientele has recognized the merits of Pathé product from the inception of the department.

Introduce New Advertising Campaign

The Sonora Phonograph Corp. carried an effective advertisement in last week's newspapers which Advertising Manager Coupe states is the backbone of a new campaign. This advertisement emphasized the fact that the Sonora phonograph is offered to the public as an instrument that is not sold on "terms," but merchandised solely on its musical qualities. It is the company's intention to assist its dealers in selling Sonora phonographs on a basis that will give them better prices and better profits; not on a "terms" basis.

Next Month's Display Cards

The efficiency department of the New York Talking Machine Co., Victor distributor, has in course of preparation an attractive series of display cards featuring some of the most popular selections in the new March list. One of these cards will feature the national air, "Dixie," another will present John McCormack's latest Victor record, "Tommy Lad," and a third

will feature the popular hit "Rolling Stones." The card based on "Dixie" will be unusually artistic, and the present national demand for patriotic melodies will doubtless influence a tremendous activity in the sale of this record.

A REMARKABLE TRIBUTE

CHICAGO, ILL., February 11.—Frederick D. Hall, president of the B. & H. Fibre Manufacturing Co., has received the following from an enthusiast regarding the fibre needle. It was entirely unsolicited and the original naturally occupies a choice place in the company's archives.

SONG OF THE FIBRE NEEDLE.

By ARTHUR ELTON

I come from the mystic Orient,
The land of everlasting summer,
The land of soft sounds and ceaseless music.
I bend to the resonance of tropical winds
And murmur lightly to zephyrs.

I am reaped in the prime of my strength,
Fashioned and dressed for civilization,
And made to sing to the world.
The strength of metal is mine,
And the vibrant richness of wood;
A thing of Nature for the songs of man.

I thrill with emotions of masters of music;
With their own sympathies I throb;
None other interpret them as I.
I serve democracy and kings,
My home is in hovel, in house or in palace
Where dwell true music lovers of all the earth.
My mission is truth—
Truth in the preservation of sound.

The United States Phonograph Co., of Chicago, was incorporated last week with a capitalization of \$2,250.

ENGINEERS HEAR PAPER ON TALKER

That the talking machine has taken a prominent place in educational circles is indicated by the fact that at a meeting of the Mechanical Engineering Society held in Brooklyn, N. Y., recently, a paper on the development of the talking machine was read by one of the members.

MEETING ALL TRADE DEMANDS

"The topic of conversation in the decalcomanie field," says J. A. Moller, of Palm, Fechteler & Co., "is the scarcity of decent material." Palm, Fechteler & Co. foresaw this situation and have on hand enough for their present needs. They have now been in this business for well over fifty years. Their manufacturing facilities have been greatly increased during the war until the production of their plant at Weehawken has reached great proportions.

E. A. WIDMANN AT BEL AIR

E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, is spending a few weeks in Bel Air, Fla., enjoying a well-deserved rest. Mr. Widmann supervised the innumerable details incidental to the opening of the company's new factory in Brooklyn, N. Y., and the removal of the executive offices to this factory, and his trip to Bel Air was taken at the urgent request of his associates.

The Supreme Talking Machine Value

WONDER VII Retail \$25.00



"WONDER" RECORD FILES
10 inch 35c. 12 inch 40c.

Write for Descriptive Folders, Advertising Material, etc.

WONDER TALKING MACHINE CO.

113-119 Fourth Avenue

(At Twelfth St.)

NEW YORK

Telephone, Stuyvesant 1666, 1667, 1668



Extra Powerful
Double Spring
Worm Gear Motor

Size 13" High, 17½" Wide, 19½" Deep

WONDER
Talking Machines
\$5.00 to \$25.00

T. A. EDISON GIVEN BIRTHDAY PARTY BY EMPLOYEES

Over Three Thousand Workers of West Orange Plant Act as Hosts at Elaborate Affair Last Saturday Evening—President Wilson and Other Notables Honor Inventor

President Wilson, by letter, and nearly three thousand employes of Thomas A. Edison, Inc., in the flesh did honor on Saturday evening last, February 10, to Thomas A. Edison on the occasion of the seventieth birthday anniversary of the great inventor. One of the spacious floors of the new storage battery building at the West Orange plant had been cleared for the occasion, and elaborately decorated with American flags and multi-colored lights in the form of the spectrum, casting the rays up to the ceiling and thus avoiding a shadow in any part of the great room.

The hosts began to gather shortly after 6 p. m. and the diners were all in their places when, soon after 6.30, Mr. Edison, with Mrs. Edison and their son, Charles, and escorted by company executives to the number of a hundred or more, filed into the room and took their places at a long table along the west wall. The sounding of a siren announced Mr. Edison's coming and for many minutes the building rang with the cheers and shouts of congratulation from the thousands of throats. Although the great inventor might not have heard much of the demonstration, he could not mistake the spirit as expressed physically by the standing hosts, mouths open and napkins waving.

As Mr. Edison took his place at the table between his wife and son, Mrs. Edison, by the way, was the only lady present on the occasion, there flashed out above his head the numerals "70" outlined in seventy electric lights.

As each diner took his seat he found before him an elaborate program of the evening's entertainment, a watch fob bearing on its face a counterfeit of Mr. Edison's head and his signature, and on the back a statement of the occasion of which the fob was a memento. Then, too, there were pipes and tobacco to bring peace to the mind and the guest of the evening was among the first to light up.

Once started, things happened rapidly. William Maxwell, vice-president of the Edison Co., acted as toastmaster and displayed a power of voice that carried very successfully to the ends of the long floor. He first read the message from President Wilson, as follows:

"I wish with all my heart that I might be present to take part in celebrating Mr. Edison's seventieth birthday. It would be a real pleasure to be able to say in public with what deep and genuine admiration I have followed his remarkable career of achievement. I was an undergraduate at the university when his first inventions captured the imagination of the world, and ever since then I have retained the sense of magic which what he did then created in my mind. He seems always to have been in the special confidence of nature herself. His career already has made an indelible impression in the history of applied science, and I hope that he has many years yet before him

in which to make his record still more remarkable."

Then Mr. Maxwell called for a toast to Mr. Edison, "the biggest man in the United States and the best boss." The toast was taken up with great enthusiasm and was followed by the playing of the "Edison Birthday March," composed by Prof. Frederick Campoine, and played by the excellent Edison Employees' Band, which furnished the music for the banquet. Replying to the toast Mr. Edison wrote—he rarely makes an address—the following: "I feel fine and am working hard, just now, for my Uncle Sammy." The reading of this message brought forth more cheers, as did a toast to Charles Edison.

A feature of the evening was the cutting of the birthday cake, four feet in diameter, bearing plaques symbolic of Mr. Edison's inventions and lighted by seventy miniature electric lamps, and which was the gift of the staff council of the New York Edison Co. The cake was cut by J. W. Lieb, vice-president and general manager of the New York Edison Co., and the pieces separately wrapped distributed

among as many of those present as possible.

Another event was the presentation to Mr. Edison by Mark Silverstone, Edison Diamond Disc jobber, of an autograph album, handsomely bound and containing the signatures of 35,000 prominent citizens of St. Louis, headed by that of the mayor of the city. The book was compiled through the direct efforts of Mr. Silverstone. During and following the dinner an excellent program of entertainment was carried out by a number of Edison phonograph artists, including the Criterion Quartet, the Phonograph City Trio and a number of individuals, including such veterans as Collins and Harlan. At the conclusion of the program a number of new feature films from the Edison Studio were shown.

It was a great night for all concerned and particularly for the guest of honor, who had with him, to enjoy the tribute, Henry Ford, the automobile manufacturer. Mr. Edison appeared in fine shape and good for many more birthday celebrations.

A large number of Edison jobbers, who were in New York to attend the annual convention of the Edison Disc Phonograph Jobbers' Association, held this week, attended the banquet in a body as the guests of the Edison employes.

A PROGRESSIVE MANUFACTURER

Samuel O. Wade Responsible For Numerous New Features in the Trade

CHICAGO, ILL., February 10—Samuel O. Wade, of Wade & Wade, manufacturers of the Wade fibre needle cutters, claims the distinction not only as a pioneer manufacturer in this line, but as the first man to make the triangular hole in



S. O. Wade

the needle arm to hold the fibre needle. "This fact, he feels assured, has been a powerful factor in the present success of the fibre needle. Mr. Wade has been making the Wade cutter for seven years, and while it was a good cutter at the start it has been steadily improved as a result of his conscientious attitude of mind and the continuous experimental work which he has conducted at the factory at 3807 Lake Park avenue. As an indication not only of the growing popularity of the Wade cutter, but of the steadily increasing demand for the fibre needle, it may be stated that Mr. Wade's business during January and the fore part of February is more than double that of the corresponding period of last year.

LEASE ANOTHER FLOOR

The Sonora Phonograph Corp. has leased another floor in the building at 279 Broadway, New York, and it is the company's intention to remove its executive offices to that address in the near future. The Sonora Corp. opened retail warerooms on the second floor of this building a few months ago, and Retail Manager McCormick makes his headquarters in this building.

BUY OUT THREE PLANTS

The Phonograph Specialties Mfg. Co. have bought out the plants of the Central Electric & Chandelier Works, 4 West Twenty-ninth street; the Phonograph Supply Mfg. Co., 39 Bleecker street, and the Central Machine Shops and have installed the equipment in their new location, 118-126 Walker street.

CLOSED BANNER YEAR

"We closed a splendid year in 1916," said R. Kanareh, president of the Independent German-American Talking Machine Co., New York, in a chat with The World. "We opened many new accounts during the past six months and from all indications our clientele will be increased materially in 1917.

"Our new tone-arm No. 2 (or No. 0 special) is proving very popular with all of our patrons and the fact that this tone-arm embodies eight distinctive improvements over previous models has accounted for its success. We are enlarging our facilities in every direction, and have on hand all parts for the Heineman motors in all quantities."

ANNOUNCEMENT

The Toyphone and Woodware Manufacturers, Inc.,

130 West 18th Street, New York, have purchased the entire woodworking plant of the Talking Toys Corporation, formerly at 241 West 17th Street, New York, and is manufacturing the "PLAYOLA" machines. The woodworking equipment at this plant is reputed to be one of the most complete of its kind in the country. "Playola" machines retail from \$7.50 to \$25 and we are equipped to turn out "Playolas" and toy phonographs in any quantity.

Write for Dealer Proposition Today

WE ARE ALSO READY TO FILL CONTRACTS FOR
PHONOGRAPH CABINETS FOR MANUFACTURERS





We have the product: we have the organization: we have the demand: we have the advertising: we have many thousand loyal dealers and we have a doubled and re-doubling business that many not-yet-Columbia dealers can share in.

(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**

NAMEPLATES IN GROWING USE

Talking Machine Dealers Appreciate the Advertising Value of Their Names on All Machines—Strong Demand for Decalcomania

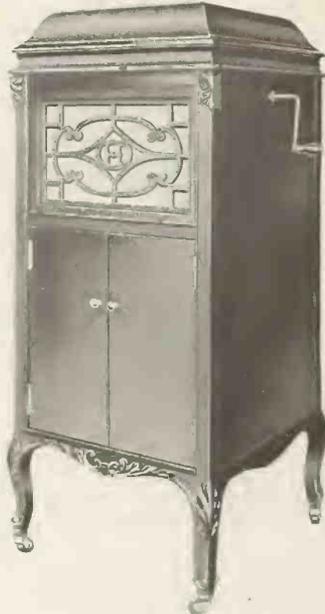
CHICAGO, ILL., February 10.—With the increasing number of machines upon the market, there has grown up a decided tendency among dealers and manufacturers everywhere to have their product clearly and distinctly marked, not only with the name of the machine itself and its manufacturer, but also with the name of the dealer through whom it was distributed. Dealers have found out that a good machine is its own best salesman and that invariably an interested purchaser will either intentionally or unintentionally interest his or her neighbor. The dealer then receives an interested inquiry, if his name be upon the machine, and in that case closes additional business. The saying that "one sale makes another" is particularly applicable to the talking machine business. Many manufacturers are co-operating with their dealers upon this well considered theory and are supplying them with decalcomania transfer and nameplates.

In support of this Joseph Crompton, Jr., director of sales of the Meyercord Co., of Chicago, recently said: "Our business with the talking machine trade has jumped fully 200 per cent. This is due, of course, in a great measure to the general diversification of the talking machine business and a certain amount of confusion that exists among trade names. The result has been a demand for our product that has been really remarkable in its growth. The principal reason to my mind is that dealers are after the record and accessory business and knowing that the impulse to buy records generally asserts itself when playing the old ones the dealers cannot help but see the advantage of having his name show clearly on the cover of the machine. It has been our habit to supply original suggestions and designs for our customers and our art department has been increased as a result."

ANNOUNCES NEW MACHINE MODEL

Style 150A "Harrolla" Talking Machine Is Good to Look Upon and Has High-Grade Mechanical Parts—King Talking Machine Co. to Act as Jobbers for Majestic Records

The King Talking Machine Co., New York, manufacturer of the "Harrolla" line of talking machines, has added to its line a new model,



Harrolla Style 150A

designated as Style 150A, made of solid mahogany, fifty inches high, twenty-two inches wide and twenty-two inches deep. This new "Harrolla" is equipped with a No. 16 Meisselbach motor, automatic stop, and is equipped with a Universal tone arm, playing all makes of rec-

ords. This new model can also be secured with an electric motor.

William Friedman, president of the King Talking Machine Co., announced this week that arrangements had been consummated whereby this company becomes a direct jobber for the records manufactured by the Majestic Record Corp., New York.

With this new connection the King Talking Machine Co. will be in a position to enhance the efficiency of its service to the dealers, and give them an opportunity to handle record trade in addition to their "Harrolla" business. Mr. Friedman states that he has closed a number of important contracts for "Harrolla" representation, with several other deals pending.

OPENS SERVICE DEPARTMENT

Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Corp., New York, announced this week the opening of a service department at the executive offices under the management of Herbert Weise. This department will give Sonora dealers an even greater degree of co-operation than they have received in the past, and under Mr. Weise's direction an efficient staff of service workers is ready to carry out the company's plans. Connected with this department will be an expert mechanic and polisher, who will visit the warehouses of Sonora representatives and co-operate with them in this division of their business.

ENLARGING FACTORY RESOURCES

St. Louis, Mo., February 8.—The Mozart Talking Machine Co., 1432 North Twentieth street, closed a very satisfactory year in 1916, and J. P. Fitzgerald, president of the company, reports the closing of many important deals which give the company dealer representation in productive territories. According to the company's present plans, factory facilities will be enlarged considerably during the coming year to cope with the requirements of Mozart dealers, and every effort will be made to keep Mozart representatives supplied with the machines they want when they want them. It is quite likely that new styles will be announced in the near future, although the present line has won the enthusiastic praise of the company's dealers and their patrons.

SPECIALIZING IN ONE MODEL

Samuel Weinstein, manufacturer of talking machine cabinets, 134 Duane street, New York, has decided to specialize in the production of one model which represents the results of his experience as a manufacturer of cabinets. This style will also be manufactured as a record cabinet and also for player-piano music rolls.

PAYS TO KEEP IN TOUCH

Keep your eyes open all the time you are on any business street for the plans others are using to get people to buy.

Clartone Talking Machines

Nos. 35 and 75 B

As Large As Many \$150 Talking Machines. 46 Inches High.

\$26.50 Wholesale

Reversible Tone-Arm Plays all records

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different style talking machines and over 500 different phonographic parts, also gives description of our efficient repair department.

Get in touch with us for anything you need in the talking machine industry

Lucky 13 Phonograph Co.
3 East 12th Street New York City, N. Y.



Wholesale
\$26.50

No. 35—Mahogany or Oak finish. Size 20 1/4 wide, 20 1/2 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.



Wholesale
\$26.50

No. 75B—Mahogany or Oak finish. Size 18 wide, 19 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.

R. F. BOLTON HOST AND GUEST

District Manager of Columbia Graphophone Co. Entertains Sales Staff and in Turn Is Presented With Watch Chain and Silver Tray

R. F. Bolton, district manager of the Columbia Graphophone Co. in this territory, was the host at a dinner which he gave his sales staff last Friday evening at the Wool Club. Mr. Bolton extended an invitation to the members of his sales force to get together for an evening's jollity as a mark of his appreciation of their indefatigable efforts the past year, and the phenomenal success which crowned these efforts.

At the close of the dinner Mr. Bolton was surprised to be the recipient of a gold and platinum watch chain and a sterling silver tray, which were presented by the members of his force as a token of their esteem and affection. John C. Button, manager of the local Dictaphone branch, made the presentation speech, emphasizing the co-operation and friendship sponsored by Mr. Bolton, which has contributed materially to the success of the New York wholesale division.

Among those present at the dinner were W. C. Fuhri, United States manager of the Columbia Graphophone Co.; N. F. Milnor, Dictaphone sales manager; Frank K. Pennington, manager of trade promotion; J. C. Button, and the following members of the New York wholesale staff: George A. Baker, H. L. Tuers, W. J. Britton, L. C. Ziegler, J. L. Williams, C. M. Dally, O. P. Graffen, J. A. Johnson, A. W. Landay, W. I. Brunner, M. C. Perkins, D. E. DeMont, J. A. Sieber, C. F. Seward, C. Shaw and C. J. Lawless.

ALLIED DEALERS HOLD TONE TEST

Retailers of Edison Diamond Disc Phonographs in Los Angeles Join in Featuring Glenn Ellison—Capacity Audience the Result

LOS ANGELES, CAL., February 6.—Glenn Ellison, the popular Scotch baritone, recently gave an



Glenn Ellison at So. California Music Co.

Edison tone test at the Trinity Auditorium, this city, in the interests of the following allied dealers, The Glockner Music Co., Barker Bros., Wiley B. Allen Co., and the Southern California Music Co. The entire affair was a complete success, the Auditorium being packed to capacity, which means about 1,800 people. Despite the fact that the rain poured heavily all day and part of the evening, Mr. Ellison was in excellent voice, and his singing in comparison with his voice as re-created on the new Edison, aroused much enthusiasm.

On the day prior to the recital at Trinity Auditorium, Mr. Ellison gave an appropriate tone test before a number of phonograph men of the Southern California Music Co., and is shown in the accompanying picture. There are in addition to Mr. Ellison (seated), and read-

A Phenomenal Success THE ENBECO Over 50,000 Sold the First Month

(Patents Pending)
A universal needle that will absolutely play all makes of Phonograph records, Vertical or Lateral cut, in a clear, loud tone. Takes the place of a Jewel point and a steel needle, and will play for hours without changing needles if used as directions. Retail for 10c. Each needle die cast by hand, made of a composition crystal and each packed in a capsule carefully inspected. 1/2 gross in display carton. One envelope with full directions for each needle with space for your address. Price \$9.00 per gross net. Will ship 1/2 gross prepaid insured to your address for \$5.50, cash with order. Address N. BARUCH & CO., Exclusive Makers, Tribune Building, New York

A Bigger Better Business

**Wake Up Man
Make More Sales
File Your Records
The Ogden Way**

Is Unconditionally
Guaranteed by

Your Jobber

**SELLS
FILES
FINDS** More Records

**IN THE SHORTEST TIME—
IN THE SMALLEST SPACE**

Order Direct Naming Your Jobber

Rush Orders Shipped From Stock after Nov. 20th

Will pay for itself during the rush

1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

**Ogden Sectional Cabinet Co.
Lynchburg, Va.**



Models No. 1 and No. 31
High Grade Cabinets for record parlors.
Models No. 2 and No. 62
Low in price. High efficiency. Patented.

INCORPORATED

A certificate of incorporation was issued recently from The World Phonograph Co., of Wilmington, Del., for the purpose of manufacturing talking machines. The capitalization of the concern is \$100,000.

CREDITORS TO MEET

A meeting of the creditors of the Triton Phonograph Co., bankrupt, will be held at the office of Peter B. Olney, referee, 68 William street, New York City, on February 21.

HAYNE'OLA
The Instrument of Quality

Plays all Disc Records made, without changing parts.
We have the right Instrument and the right discount for the dealer.
Can satisfy the most conservative. It will pay you Mr. Dealer to write us.

Hayne'ola Phonograph Corporation
OTTAWA ILLINOIS

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

ing from left to right: Joseph Carter, Wm. H. Richardson, manager of the phonograph department; Ralph Salyer, Wm. Bailey, Leonard Newton, Raymond Smith, Carl Esterberg, Walter Webber and Herbert Fish.

CALL FOR 6 PER CENT. INTEREST

On All Installment Sales of Sonora Phonographs—New Contract Has This Clause

In its new contracts the Sonora Phonograph Corp. has inserted a clause calling for 6 per cent interest on all installment sales of Sonora phonographs. This move is meeting with the popular approval of Sonora dealers throughout the country, who have long since recognized the desirability of charging interest on "time" sales, Sonora representatives, practically without an exception, have been asking 6 per cent interest on installment sales for some time past.

GET IT?

The pretty New England maiden had been tangoing strenuously with a vigorous young man from the West.

"Really," she protested. "I must stop, I'd like to keep on and on, but I'm danced out."

"Why, how can you say that?" he cried in astonishment as he escorted her to a seat. "I don't think you are darned stout at all. You're just plump enough."

INCORPORATED

A certificate of incorporation was issued to the firm of Vogel & Briggs, of Plainfield, N. J., last week, for the purpose of dealing in talking machine supplies. The capitalization is \$125,000

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.

SALESMANAGER, aged 32, eight years' experience in Victor and Columbia lines, live wire, one who has made good, wishes to connect with large house; best references; willing to leave town. Address "Box No. 391," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced repair man for Victrolas. Good proposition. Prominent house in New York City. Address "Box No. 392," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Talking Machine expert, versed in manufacturing and selling, preferably with New York connections, to introduce new machine with compelling patented features. Address, giving experience and expectations. G. C. C., care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Quotations on phonograph cabinets in quantities, in oak and mahogany. Address "Box No. 393," care The Talking Machine World, 373 Fourth Ave., New York.

A NO. 1 SHIPPING CLERK, capable of taking charge of shipping department of any size, is open for a position in New York City. Thoroughly understands every detail of shipping, and can furnish first-class references. Address "Box R. M.," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—U. S. Pat. Off. Trade Mark TONOLA, Reg. July 18, 1916, for talking machines, phonographs. Address L. A. Priess, 11 South Seventh St., Minneapolis, Minn.

WANTED for cash, complete plant for pressing records. Send details and location. "X. P.," care The Talking Machine World, 373 Fourth Ave., New York.

AM NOT LOOKING FOR A JOB in the ordinary sense of the word, but for a connection with a phonograph concern of standing. Have broad knowledge of the phonograph business and years of manufacturing and selling experience. Highest references. Would prefer position in capacity of outside salesman with New York House. Address "Salesman," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN AND MANAGER—Five years' experience, desires position anywhere in United States, preferably in West. Have handled Victor, Edison and Columbia. Can consider good offer on short notice. Address "Box 394," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH MECHANIC—Six years' experience; expert assembling, repairing and polishing; wishes steady position. Address Murray E. Blumenthal, 328 Bushwick Ave., Brooklyn, N. Y.

WANTED—Salesman to sell talking machine cabinets. Address "Box 396," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG married man, 27 years old, wishes to get in touch with Victor distributor who is looking for salesman to call on and sell the trade. Is well acquainted with the Victor line. Can furnish best of references. Address "Box 395," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED as manager or salesman. Six years' experience in both Victor and Columbia lines. Prefer to locate in South or Pacific Coast. Wholesale preferred. Address "Box 397," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by a man who understands the talking machine line from beginning to end, manufacturing, wholesale or retail. Been in this line for nineteen years. Address Geo. H. Van Riper, 636 Mt. Prospect Ave., Newark, N. J.

POSITION WANTED—Salesman and manager, Edison Disc line, with live house. Age 33, married. Hold similar position now. Address "Box 398," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN (27) having an established phonograph trade in New York and Brooklyn desires position as salesman or manager. Full particulars in personal interview. Address "Box 399," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A number of live, energetic salesmen capable of taking charge of talking machine section in large furniture and department stores. To those answering the requirements we offer a liberal proposition including salary and commission. Address "Box 400," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Owing to our increasing business we require two more salespeople, must have experience in the Edison line and able to make good; only live wires need to apply. Must be willing to canvass from house to house, and assist in store when needed. Triflers or those addicted to liquor not considered. State salary expected and full particulars in first letter. Also photo, if possible. The Diamond Disc and Amberola Shop, Bryan, Ohio.

PRACTICAL CABINET SUPERINTENDENT and designer is seeking to make a change. Many years experience in phonograph cabinet manufacturing. Thoroughly competent and knows how to get results. Now employed. Highest references. Young man. Knows all the latest methods. Address "Box 401," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Salesman and manager Edison Disc line with live house. Hold similar position now. Edison Laboratory experience. Age, 33, married. Address "Box 390," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by mechanic of experience. 20 years on instrument work. Expert on motor troubles, as repairman, assembler and adjuster of phonographs; have A1 reference from one of the best firms in New York City. Address "Box 381," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED man in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with live talking machine dealer—Edison dealer preferred. Address "Box 382," care The Talking Machine World, 373 Fourth Ave., New York.

REPAIRMAN WANTED—Must be thoroughly familiar with both Victor and Columbia motors and capable of turning out the best of repairs on same. Send complete references in first letter. Address Tri-State Talking Machine Co., El Paso, Texas.

SALESMAN, thirty years of age, eight years experience as salesman, competent to produce results, seeks connection, wholesale or retail. Highest references. Address "Box 383," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

Retail Store For Sale

Pianos, Small Goods and Victrola agency in city of 12,000 with lots of good country trade.

Established eighteen years in the heart of the orange belt. Inspection invited. Serious illness of proprietor cause of sale.

THE DEMING MUSIC CO.
REDLANDS, SOUTHERN CALIFORNIA

WANTED

Job lots of talking machines and records. Spot cash paid for them. Denning Cycle Co., Rochester, N. Y.

STEWART CORP. PLANS BIG THINGS

CHICAGO, ILL., February 10.—In the course of about sixty days the Stewart Phonograph Corporation plans to put upon the talking machine market additional and more diversified styles of machines that, it is expected, will prove even more popular than the \$6.50 talker that signalized the company's entrance into this field.

While no definite announcement has yet been made, Manager L. McArthur intimates that the newer styles will be of the larger cabinet type and that they will be distinctly original, both mechanism and design.

The Stewart Corporation believes that there is a big market for machines that are meritorious and which can be sold in almost every market and to every class of trade. That this theory is correct is rapidly proved by a journey through the Stewart factory at 2843 North Lincoln street. Here the visitor finds dozens of huge and intricate machines and scores of smaller and apparently more simple ones which turn out with almost human ingenuity the many small parts that enter into the little phonograph's construction. Great stocks of materials are to be seen in storage and the necessity of them is better understood when one learns that previous to Christmas the factory turned out 5,000 machines a day.

SMILE

Smile and the world smiles with you,
"Knock," and you go alone;
For the cheerful grin
Will let you in
Where the kicker is never known.
Growl, and the way looks dreary,
Laugh, and the path is bright,
For the welcome smile
Brings sunshine, while
A frown shuts out the light.

Sing, and the world's harmonious,
Grumble, and things go wrong;
For all the time
You are out of rhyme
With the busy, bustling throng.
Kick, and there's trouble brewing,
Whistle and life is gay.
So sing this song
As you go along,
"I am saving every day."

—Omaha Bee

TONE-ARMS—MOTORS—SOUND-BOXES

We are manufacturing a complete line of tone-arms, motors and sound-boxes that we can offer the trade at very attractive prices.

Prompt Deliveries GUARANTEED

All representations will be carried out. We guarantee the fulfillment of every contract.

PHONOGRAPH PARTS CO., 7 West 22d Street, New York

CONVENTION OF EDISON DISC JOBBERS' ASSOCIATION

Hold Interesting Sessions at Hotel Knickerbocker, New York, on Monday and Tuesday of This Week—Instructive Papers Read and Discussed by Members—Elaborate Entertainment

The annual convention of the Edison Diamond Disc Jobbers' Association was held at the Hotel Knickerbocker, New York, on Monday and Tuesday of this week, February 10 and 11, with a great majority of the members as usual in attendance. Like the convention last year there was a general program providing for the reading of papers by factory officials and others, and the jobbers in several closed sessions conferred among themselves regarding business results and prospects and ways and means for stimulating trade. The jobbers expressed themselves as being particularly enthusiastic over the success of the numerous tone tests held during the past year and intimated that they would co-operate strongly with the Edison Co. in conducting similar campaigns in the future. Merchandising methods also came in for attention, the matter of credits receiving special consideration.

The business at the Monday session included the election of officers for the coming year as follows: President, Walter Kipp, Kipp Phonograph Co., Indianapolis; vice-president, L. N. Bloom, Phonograph Co., Cleveland; secretary, F. E. Bolway, Frank E. Bolway & Son, Inc., Syracuse; treasurer, H. H. Blish, Harger & Blish, Des Moines; Advisory Committee—H. H. Curry, Dallas; E. Bowman, Richmond, Va.; S. E. Rosenblatt, Atlanta, Ga.

The Tuesday sessions, both morning and afternoon was given over to the reading of papers by members of the association, and discussions thereon and to addresses by various factory officials, including Carl H. Wilson, vice-president of Thos. A. Edison, Inc.; L. C. McChesney, advertising manager, and others. The papers by the members were for the most part of unusual interest, and included, among others, those on "Dealers' Conventions," by B. A. Trestrail, of the R. S. Williams Sons Co., Toronto; "Circularizing Dealers," by Geo. C. Silzer, of Harger & Blish, Des Moines, Ia.; "Window Display," by Mark Silverstone, Silverstone Music Co., St. Louis; "Soul Talk," by M. M. Blackman, The Phonograph Co., Inc., Kansas City; "Tone Tests," by H. H. Blish, Harger & Blish, Des Moines; "Service a Dealer Should Give," by Albert A. Buehn, of the Buehn Phonograph Co., Pittsburgh; "How to Make the Most Out of Edison Week," by L. N. Bloom, of The Phonograph Co., Inc., Cleveland; "Accounting," by R. J. Pritchard, of the Phonograph Corp., New York; "Advertising," by A. C. G. Hamensfahr, general manager of Collier's Weekly, and an important address, "Relations of a Dealer With His Bank," by W. F. H. Koelsch, vice-president of the Bank of the United States, and president of the New York Credit Men's Association. In addition a tone test by Glenn Ellison, the well-known Edison artist, was one of the features of the morning session.

The various jobbers were particularly enthusiastic over the reports brought in by factory representatives, and especially the promises made for greatly increased record and machine output.

The program of entertainment arranged by the factory officials was, as usual, an elaborate one. On Monday evening the jobbers were the guests of the Edison Co. at an elaborate banquet at Sherry's, during the course of which interesting addresses were made by Wm. E. Maxwell, vice-president of Thos. A. Edison, Inc.; Carl H. Wilson, general manager of the company, and Walter Kipp, the newly elected president of the association. Thos. A. Edison did not attend the dinner but was ably represented by his son, Charles. During the course of the dinner an elaborate musical program was given by Marie Rappold, Jacques Urlus, Carl Jorn, Betsy Lane Shepherd, Billy Murray and others of equal reputation.

On Tuesday evening the jobbers were the guests of the company at a theatre party at the Century Theatre, to see the performance of

one of New York's reigning successes, "The Century Girl."

Several of the jobbers who arrived in town last week for the meetings also attended the banquet given in West Orange on Saturday to Mr. Edison by 3,000 of his employes.

Among those present were: E. Bowman, of C. B. Haynes & Co., Richmond, Va.; H. G. Stanton and B. A. Trestrail, R. S. Williams & Sons Co., Toronto; Walter Kipp, Kipp Phonograph Co., Indianapolis; L. N. Bloom and B. W. Smith, Phonograph Co., Cleveland; D. W. Schultz, Schultz Bros., Omaha; H. H. Blish and Geo. C. Silzer, Harger & Blish, Des Moines, Ia.; Albert Buehn, Buehn Phonograph Co., Pittsburgh; W. O. Pardee, H. L. Ellenberger, and F. H. Silliman, Pardee-Allenberger Co., New Haven and Boston; Geo. L. Babson and R. J. Pritchard, Phonograph Corp., of New York; F. E. Bolway, F. E. Bolway & Sons, Syracuse; C. E. Goodwin, Phonograph Co., Chicago; N. D. Griffith, American Phonograph Co., Albany, N. Y.; James Chandler, Chandler & Co., Bangor, Me.; Wm. A. Schmidt, Phonograph Co., Milwaukee; Mark Silverstone, Silverstone Music Co., St. Louis; M. M. Blackman, Phonograph Co., Kansas City, Mo.; S. E. Rosenblatt, Phonographs, Inc., Atlanta, Ga.; H. H. Curry, Texas-Oklahoma Phonograph Co., Dallas, Tex.; Lawrence Luckner, Minnesota Phonograph Co., Minneapolis, Minn., and others.

INCORPORATED

A certificate of incorporation was issued last week to the Belmont Sewing & Talking Machine Co., of Chicago, Ill. The capitalization is \$25,000, the incorporators being William Schreiber, Moritz M. Hirsch and Abram A. Schwarbach.

The Eclipse Phonograph Corp. was incorporated last week at Dover, Del., to manufacture talking machines, the capitalization being \$1,000,000.

The Ott & Lehman Furniture & Talking Machine Co., of Huntsville, Ala., are doing a large Victor business in their new quarters in that city.

George W. Walker, of the Herrick Piano Co., Grand Rapids, Mich., has left with his family for a month's sojourn in California.

TALK AT MERCHANTS' SHORT COURSE

F. E. Morton and M. M. Blackman Among Those Who Address Talking Machine Dealers at the Kansas State University Last Week

LAWRENCE, KAN., February 10.—The first Music Section of the Merchants' Short Course at the Kansas State University was held this week with a most pleasing attendance of music trade members. There was a special lecture on February 8 to the entire audience at the Short Course by Frank E. Morton, acoustic engineer of the American Steel & Wire Co., and an address to the Music Section itself by M. M. Blackman, manager of the Edison Shop of this city, and Round Tables on these days at which merchants asked questions and discussed merchandising problems. Questions regarding the comparative quality and selling advantages of different makes of machines were avoided.

Mr. Blackman's talk was on the higher ideals on merchandising, urging the merchants to see in the selling of talking machines a service that touched the inner lives of their patrons, that was uplifting and broadly beneficial to the home life. The men attending the music section were largely managers of talking machine departments, furniture dealers, jewelers, and others handling talking machines and side lines, but very few exclusive talking machine dealers.

Mr. Blackman's address incidentally contained a strong plea for clean advertising, honest business methods and general courtesy in business.

Mr. Morton's interesting address on "Talking Machines—the Responsive Side" is reproduced in another page of The Talking Machine World this month.

WOULD LIKE TO HEAR FROM DEALERS

Following the recent announcement of the Pathé Frères Phonograph Co. of their intention to open in the near future a department exclusively given to the development of the foreign record trade, plans are being rapidly completed to make this department one of the best of its kind. In the meantime while their plans are being formulated, they will be pleased to hear from the dealers who are interested in this branch of the business. Any suggestions the dealers care to make as to the best method of procedure to be followed in reaching and serving the millions of people in this country who are interested in this class of record will be welcomed by the Pathé Co.



Tone-Arms, Sound Boxes, Turntables, Needle Cups, etc.

Our No. 4 Universal Tone-Arm
Now Ready for Delivery. Write for details.

PRESTO PHONO PARTS are made in the best equipped plant in the East devoted to the manufacture of phono parts. Automatic machinery and high speed tools and dies guarantee to you quality in all departments of manufacture.

Write today for samples and prices.

REMEMBER—The Presto Specialty Department plans and manufactures parts of individual design. Here capable engineers will gladly help you solve your part problems—be they scientific or mechanical. They will show you the Presto way to produce quality die castings and phono parts. TELL US YOUR NEEDS. DO IT TODAY.

PRESTO PHONO PARTS CORPORATION

Factory and Executive Office: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

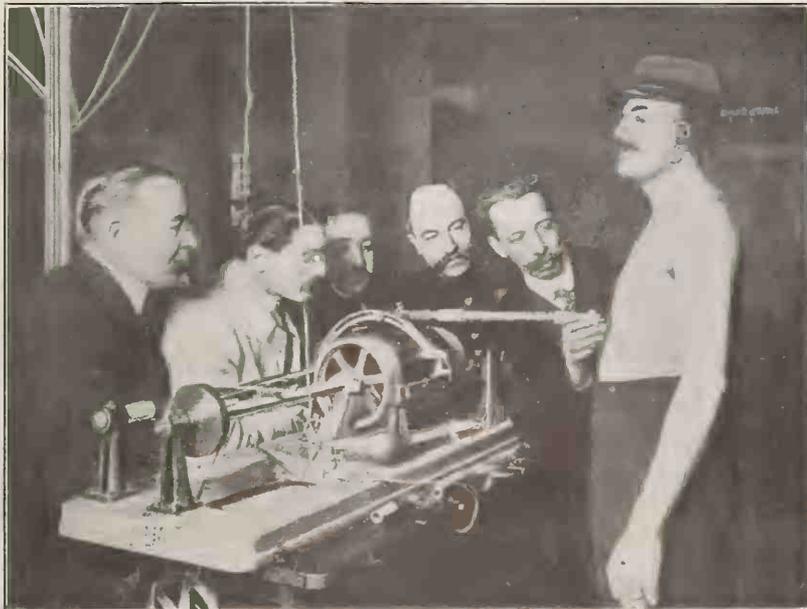
THE MUSIC TRADE REVIEW
 373 FOURTH AVENUE NEW YORK

RECORDING HEART BEATS OF THE SOLDIERS OF FRANCE

The advertising department of the Pathé Frères Phonograph Co., New York, received recently from the recording laboratories of the Pathé Frères Phonograph Co., Paris, France, a most unusual photograph, which is reproduced herewith. It was taken in the company's record-

the minutest irregularity in the heart beats is instantly detected.

The government officials determined a short while ago to find a method which would enable them to gain a detailed knowledge of the physical stamina of the soldiers in the French army,



Recording Heartbeats of French Soldier in Pathé Frères Laboratory

ing studios in Paris and represents the two Pathé brothers, Emil and Charles, and three members of the Pathé recording staff making a record of the heart beats of a soldier in the French army. The Pathé Frères Phonograph Co. is working in conjunction with the French government in making these records, and after they are completed they are reproduced and

and selected the Pathé Frères recording apparatus as the medium which could give them this information with maximum efficiency. After the records are finished the French medical authorities listen to them at their convenience, and it is a tribute to the perfection of the Pathé recording apparatus that this plan has proven highly successful.

PLAN NATIONAL WEEK OF SONG

Use of Talking Machine Records Advocated For Celebration Planned For Schools Next Week—Special List of Victor Records Prepared

Following the suggestion made by one of the leading educational magazines of the country, the National Bureau of Education has been carrying on a campaign to have the week of Washington's Birthday, February 18 to 24, set aside as a "National Week of Song." The plan has been taken up by many State superintendents of instruction, hundreds of schools and those interested in community singing, and it is probable that next week will see special programs of singing in many of the schools of the country. Talking machine records have been suggested as one means of making a "National Week of Song" a successful reality, and Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co., has prepared, and issued in circular form for the convenience of dealers, a list of two dozen records of patriotic and home songs specially suitable for the celebration as planned.

PROF. HALL AND THE MAGNOLA

CHICAGO, ILL., February 12.—Arnold B. Hall, professor of political science, University of Wisconsin, writes Frank W. Olsen, of the Magnola Talking Machine Co., Chicago, as follows:

"My dear Mr. Olsen—The Magnola talking machine reached us yesterday and I want to assure you of our enthusiastic delight with it. I want again to express my personal appreciation of your careful attention to our interests. I am convinced that it has the richest tone of any of the machines I have heard. Very truly yours,

"(Signed) ARNOLD B. HALL."

This is one of the many such compliments which are being continually received by the Magnola Talking Machine Co., and evidences the general appreciation of Magnola merit and service.

IMPORTANT NOTICE

To Talking Machine Manufacturers and Dealers

OUR new catalog will be ready for distribution March 1st, and will contain photographs and descriptions of our latest designs in Tone Arms and Sound Boxes and also our New Attachments for Victor and Columbia Machines, which will enable owners of those machines to play the Pathé and Edison records perfectly, also our New Attachment for Edison Machine to play Pathe records and give a perfect reproduction.

WRITE US FOR CATALOG AND PRICES

THE UNION PHONOGRAPH SUPPLY CO.

Manufacturers of Phonograph Supplies

1100-1108 West 9th Street cor. Front Avenue

CLEVELAND, OHIO

ADDITIONS TO THE MANDEL LINE

Several New Models of Machines Placed on the Market by the Mandel Mfg. Co.

CHICAGO, ILL., February 12.—Announcement was made this week by M. B. Silverman, sales director of the Mandel Mfg. Co., of the new designs which that company has placed upon the market. The retail prices of these will be \$35, \$65, \$100, \$150 and \$250. Equipped with electric motors these machines will sell for \$25 additional. All of this will be good news to the 2,000 Mandel dealers that are now upon the firm's books.

The Mandel organization has made big strides since its entrance to the trade a short year ago and has become a big factor in the music trade in that time.

In discussing the new models Mr. Silverman said: "Particular attention is called to the \$250 model which the Mandel Co. considers a triumph in wood craftsmanship. The elegance and beauty of this cabinet lend to it an atmosphere of refinement that is destined to make this model extremely popular among lovers of period furniture.

"Every part of our machines is made in our own factory, which, I believe, is a most advantageous thing from the dealer's standpoint. As a result we stand back of the machine to the last detail and evade no responsibility for any misbehavior. The result is that we give a practically iron-clad guarantee with our goods."

DETROIT ASSOCIATION MEETS

Talking Machine Dealers Hold Annual Session and Elect Officers for Coming Year

DETROIT, MICH., February 5.—The Detroit Talking Machine Association at its annual meeting held on Friday evening, January 26, at the Hotel Charlevoix, elected A. A. Grinnell (of Grinnell Bros.), president; Wallace Brown (New Edison dealer), first vice-president; Sam Lind (Columbia Graphophone Co.), second vice-president; George Smith (Detroit Music Co.), secretary, and Sidney Guest (piano and talking machine dealer), treasurer. Steps were also taken to stop the sending out of records on approval on Saturdays and days preceding holidays. A committee is now at work drawing up a uniform slip for dealers to send out with all approval packages. The next regular meeting will be held this month.

Paul E. Haessier, trustee in bankruptcy, sold the machinery and business of the Rex Talking Machine Corp., of Wilmington, Del., at the plant on Vandever avenue, last week.

CABINETS MOTORS TONE ARMS SOUND BOXES HARDWARE DIAMOND POINTS Etc., Etc.

We carry in stock at all times a complete assortment of all parts. Attractive prices and prompt deliveries.

We can handle business in any quantity. Let us figure on your requirements.

Standard Phonograph Co.
15 East 14th Street NEW YORK

THE HARD WORKERS WIN OUT

Workers, Not Prodigies, Score in Battle for Business Success, Says Chas. M. Schwab

Charles M. Schwab, the great steel manufacturer, is one of the "live wires" of the American industrial world, and in his recent book, "Succeeding With What You Have," he points out a fact which is of interest to talking machine men, that those who have succeeded are not prodigies, but hard workers. "American industry," he adds, "is spilling over with the men who started even with the present leaders; there is not a man in power at the Bethlehem steel plant who did not begin at the bottom and work his way up.

"Young men may enjoy dropping their work at 5 or 6 o'clock and slipping into a dress suit for an evening of pleasure, but the habit has certain drawbacks. I happen to know several able-bodied gentlemen who got it so completely that now they are spending all their time, days as well as evenings, in dress suits, serving food in fashionable restaurants to men who did not get the dress-suit habit until somewhat later in life.

"I have yet to hear an instance where misfortune hit a man because he worked overtime.

"The man who fails to give fair service during the hours for which he is paid is dishonest. The man who is not willing to give more than this is foolish.

"In the modern business world pull is losing its power. Soft snaps have been sponged off the slate. The president's son starts at scratch. Achievement is the only test.

"Captains of industry are not hunting money. America is heavy with it. They are seeking brains—specialized brains—and faithful, loyal service. Brains are needed to carry out the plans of those who furnish the capital.

"The chap who goes to college only because it suits his parents to send him, and who drifts dreamily through his classics, gets a disagreeable jolt when he lands a job outside with a salary attached to it. Furthermore, if the college man thinks that his education gives him a higher social status, he is riding for a fall."

What Mr. Schwab says is of more than passing value, because it is not the opinion of a theorist, but a man who has been through the mill, so to speak, and has scored a remarkably successful career.

SOME PHILOSOPHIC GEMS

Profit is that thing which the manufacturer works through a haze of intricate detail for, and then sometimes fails to find.

Which brings the most satisfaction, the weariness that comes of honest work, honestly done, or that tired feeling reminiscent of wasted hours?

It was the maxim of a great Chinese philosopher, "Always be in sympathy with the age in which you live."



CABINETS

One Model
Maximum Efficiency

Three Styles—Talking
Machine—Disc Record
—Player Music Roll.

Birch-Mahogany Finish
—Nickel Trim—Well-
Finished — Size - 40 x
17 1/4 x 17 1/4.

Stock on Hand

SAMUEL WEINSTEIN

134 Duane St. Established 1899 New York



The New and Easy Way to File Disc Records

Strongest
made disc
record file on
the market.

Nothing cheap about it. Made in units. Every holder shows its contents.

Dealers write for prices, etc.

Indexo Phono. Record File Co.
16 WOOSTER STREET NEW YORK

G. W. LYLE ON GENERAL OUTLOOK

George W. Lyle, whose appointment as assistant to President Widmann of the Pathé Frères Phonograph Co. is announced on another page of this issue, returned this week from a trip to Chicago. In a chat with The World, Mr. Lyle said:

"The change in the talking machine industry within the last year or two, which has led to the introduction of so many machines equipped to play vertical cut records, opens up a tremendous field. I believe that the time is coming when the vertical cut record will at least equal, if not outweigh in popularity the needle played record. However, this need not be so remarkable when you consider the tremendous foreign and domestic Pathé repertoire of famous artists and the fact that a permanent stylus is infinitely more convenient than the record requiring a new needle every time it is played.

"Mr. Widmann, with whom I have been personally acquainted for some years has made remarkable strides in bringing his business to the fore during the past three years, and it is with a great deal of pleasure that I associate myself with him and his company."

He had just been accepted. "Does your father know I write poetry?" he asked anxiously. "Not yet, dear," she replied. "I've told him all about your drinking and your gambling debts, but I couldn't tell him everything at once."

J. H. Keefer, proprietor of the Bayonne Edison Phonograph Parlor, is now comfortably settled at 810 Broadway, Bayonne, N. J.

HAVE ON HAND A NUMBER OF MOTORS

of prominent make. Plays two records with one winding. Double spring, worm driven, fibre gear. Graduated regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 12 inch. Will sell at

\$3.50 each, F.O.B. Chicago, Ill.

J. A. HARVEY, 15-23 N. Crawford Ave.

MOTORS FOR SALE!

Approximately 2000 Double Spring Swiss Motors complete with all attachments recently imported direct. Play five 10-inch records with one winding. Will sell all or part. Samples on receipt of check—\$5.50 each—attractive proposition on entire quantity. Address "Importer, Box No. 100" Talking Machine World, New York.

ACTIVITIES OF THE CANADIAN TRADE

T. Nash Reports Pleading Conditions in the West—Nordheimer Co. Changes Recital Program—W. C. Strong a Visitor—Compiling List of Columbia Best Sellers—General News

TORONTO, ONT., February 5.—T. Nash, manager of His Master's Voice Gramophone Co., distributors of the Victor line, was a recent visitor to the factory of the Berliner Gram-O-Phone Co., Ltd. He has recently visited Winnipeg, Man., and Calgary, Alta., where are located the Victor distributing houses of the Western Gramophone Co. Mr. Nash is an enthusiastic booster of record business, and has succeeded in imparting his enthusiasm to a number of Victor dealers who are now realizing that they have been only scratching the surface of possibilities in record sales.

Owing to the pressure of business on Saturday afternoons, the Nordheimer Piano & Music Co., Ltd., have announced a change of their recitals to Wednesday afternoons. These Nordheimer recitals are patronized by high-class audiences. The Aeolian-Vocalion as well as the Nordheimer player is used at these recitals.

The Wright Piano Co. retail store at Strathroy, Ont., recently suffered damage by fire to a considerable extent. The firm's factory situated in another part of the town was not touched. They are retailers of Columbia and Edison lines as well as pianos. They lost about \$2,000 worth of stock, covered by insurance.

W. C. Strong, factory manager Otto Heineman Phonograph Supply Co., Inc., of New York, visited this city recently in the interests of the firm. He has a number of customers in Canada using Heineman motors, and he predicts a great increase in the production of talking machines in this country. Asked as to their opening a branch in Canada, Mr. Strong had no definite announcement to make, though admitting that his firm had under consideration the opening up of an office in Toronto.

To encourage the ladies to get their self-help habit the management of the Sheffield Lunch Co. recently presented to each lady purchasing a lunch a boutonniere as a drawing card. During the meal a concert was given on the New Edison Diamond Disc machine.

Among the Pathé records of the day one hears a good deal about the splendid selections by the Cherniavsky Trio—violin, 'cello and piano. Before the Duke and Duchess of Connaught returned to England they honored the Cherniavskys with two command performances.

The Music Supply Co., of Toronto, distributors of Columbia lines, are revising their list of "200 best sellers" and have offered prizes of \$50, \$25 and \$10 to dealers who may send in lists that will include the largest number of best sellers. The firm find that their "200 list" last year was of great benefit to dealers and increased record business. Therefore, it was deemed advisable to revise the list.

The Scott Manufacturing Co., of this city, has been incorporated to manufacture talking machine brakes.

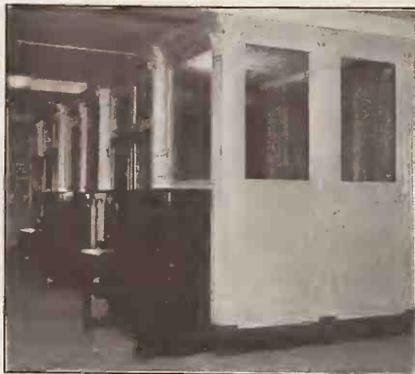
An interesting program was recently given with Albert Spalding as a special feature in connection with the resumption of the Saturday afternoon Edison musicales at William's Home of Music, 145 Yonge street. They recently had a Hawaiian concert with William R. Jackson, the well-known Toronto instrumentalist, and Miss A. Walker, a pupil playing the ukulele, and Hawaiian guitar. Mr. Jackson also played the ukulele in direct comparison with Mr. Edison's re-creation of the music of this instrument.

E. Van Gelder, of I. Montagnes & Co., the Canadian distributors of Sonora phonographs, visited the trade in the Maritime Provinces since the first of the year. Prior to Mr. Van Gelder's departure East Mr. Montagnes visited Sonora headquarters in New York, and arranged for the year's purchases to come in regular monthly shipments. Mr. Montagnes was accompanied to New York by Roy Wilson, who has charge of the firm's repair department. He

Mehlin & Sons Selected Van Veen Booths

They Recognized the Merits

of the Van Veen System



Van Veen Interior in New Mehlin Warerooms, 4 E. 43rd St. N. Y.

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

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

visited the Sonora factory and thoroughly familiarized himself with the processes of manufacture. Incidentally he very much enjoyed this his first visit to New York. Mr. Montagnes expressed himself as very well satisfied with the continuance of the demand into the new year when it would reasonably be expected to have slackened off.

In selecting a name for their talking machine department the Robert Simpson Co., Ltd. decided upon "Music Studio." At the present time the department is entirely devoted to phono-

graphic interests, being subdivided into Edison and Pathé departments. The department is in charge of Harry R. Braid, who was for six years a member of the R. S. Williams & Sons Co., Ltd., phonograph selling staff.

Ralph Cabanas, general manager Columbia Graphophone Co.'s business in Canada, has returned to headquarters at Toronto from New York, where he attended the Dictaphone convention, and incidentally attended to other matters pertaining to an increased Columbia output for 1917.

TO DOUBLE PRODUCTION IN 1917

President Dallin, of the Acme Die Casting Corp., Makes Splendid Report Regarding Business for 1916, and Is Optimistic About Prospects for Year so Recently Opened

E. N. Dallin, president of the Acme Die Casting Corp., Bush Terminal, Brooklyn, reports that, although 1916 was a very satisfactory year, both from the standpoint of productions and profits, the business lined up for 1917 indicates that the coming year will double their production.

Extensive increases in equipment and factory space are now being negotiated to take care of this business. Additional machinery has already been installed in their die department, and more die makers are now employed than ever before in the history of the company. Care is taken only to employ the finest skilled me-

chanics. The Acme Die Casting Corp., although it casts parts for various industries, has paid especial attention to the talking machine field, and has recently developed a process that enables it to produce tone arms which have an absolutely perfect surface showing no run marks or defects of any kind.

An office has been opened at 120 Broadway, New York, in charge of K. E. Gury. Greater New York, New Jersey and Connecticut will be covered from this office.

Mr. Dallin reports, that judging from the orders received for talking machine parts from leading manufacturers, the trade seems to be planning for an unusually large year's business.

B. Lowenstein & Bros., Memphis, Tenn., who for some time past have handled Columbia Graphophones and records, have enlarged their talking machine department and have taken on the Edison line of phonographs and records.



HIGHEST GRADE
EVER MADE

"The Needle they come back
for and pay the price, 10c."

Extra Loud
Loud Tone
Full Tone
Medium Tone
Soft Tone

Finest Tone
Opera
Half Tone
Musical
and others

WE HAVE

REMOVED

from

110 Worth Street

to

287 Broadway

NEW YORK
DISC NEEDLE CO.

Room 73
65 Nassau Street
New York City
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
Phone, 2124 Cortland

VICTOR BENEFICIAL ASSOCIATION

Employees of Victor Co. Have Co-operative Organization, With Sick and Death Benefit Feature—The Safety First Idea—Old Employees Taken Care of by Pension Fund

Although it is generally known that the majority of the employees of the Victor Talking Machine Co. are enrolled in the Victor Co-operative Benefit Association for protection during sickness and at time of death, the broad scope of that organization, the generous regulations and the part the Victor Co. itself plays in the maintenance of the association are not so generally known. The accompanying article regarding the association, prepared for an early issue of "The Voice of the Victor," should therefore be of much interest not only to those connected directly or indirectly with the Victor Co., but also to those who are operating or contemplating the establishment of a similar organization of their own employees:

Interest aroused through reading the last annual report of the Victor Co-operative Beneficial Association caused the editor to seek more information concerning the operation of this and kindred plans that have been originated and fostered by the Victor Talking Machine Co. for the benefit of its working force. Finding, somewhat to our surprise, that the subjects usually classed under the heading, "Welfare Work" (which term is not, however, applied to it here), have been thoroughly considered by the management, and that reasonable and effective schemes are now operating so smoothly that they are almost lost sight of in the running of the business, we are prompted to report thereon for the information of our trade and others who may be interested in this phase of modern industrial developments.

The whole comprehensive system is here divided into sections, which we will treat as separate items under appropriate headings:

MEDICAL EXAMINATION OF NEW EMPLOYEES

All applicants for employment by the Victor Co. are required to submit to a medical examination to determine their fitness for the work they propose to undertake. This

prevents present employes from coming in contact with new employes who may be diseased, and it frequently happens that the physicians find an applicant applying for employment which would most certainly be injurious to his health.

VICTOR CO-OPERATIVE BENEFICIAL ASSOCIATION

This association was organized for the purpose of providing simple means by which employes may protect themselves against want in cases where their income from wages is cut off by sickness. All employes of thirty days' service are invited to become members of this association, but they are not compelled to do so. The present membership of over 9,300 out of 10,500 employes indicates that a very high percentage of the employes are in favor of the plan. A small monthly fee of 25 cents is deducted from each member's pay for the first week in each month, and the total of all such payments by employes is duplicated by the Victor Co. During the three years of the association's existence \$67,791 has been contributed by members and a similar amount by the company. In addition to this the company has expended an additional sum of \$12,039 in administrative expenses, all of which are paid by the company, leaving all contributions by both parties to the co-operative scheme free for the payment of benefits. Sick benefits at the rate of \$1.25 per day are paid for the maximum of 100 days in any year. The death benefit paid by the association is \$250. In cases where members die, after having been in the employ of the company for five years or more, the company supplements the death benefit by an additional sum of \$750, paid out of its own funds, thereby totaling a \$1,000 payment to such members. This payment is, of course, only made in cases where the deceased member has dependents. To date the association has paid in benefits \$98,453 and the company has paid additional death payments amounting to \$25,000. The association's visiting secretary investigates all applications for benefits so that the funds are effectively safeguarded.

EXTRAORDINARY CASES

In cases of prolonged illness, in which the Beneficial Association has extended all the assistance possible under its regulations, the company has facilities for rendering additional assistance through a fund in the hands of one of its officers. For instance, it sometimes happens that an immigrant employe has fallen sick and on medical advice, together with the expressed desire of the patient, arrangements have been made to send him back to his native country to recuperate. In this way a double purpose is accomplished; the sick stranger is placed in the hands of his friends and this community is relieved of a possible charge. In recent years the plant has been practically free

from tubercular employes. Occasionally, however, a case of this kind develops and the company attempts to provide means by which the employe may take treatment calculated to restore his health. The company has established a connection with the Southwestern Presbyterian Sanatorium, Albuquerque, N. M., where a building, erected at the expense of this company, is at the disposal of Victor employes. In some cases family conditions are so complicated that it is not practicable to send the man so far away from home. In such cases an effort is made to arrange for treatment at a nearby sanatorium or otherwise.

INDUSTRIAL ACCIDENTS

In this matter the Victor Co.'s first attention is directed to the avoidance of accidents. Large sums of money and much time have been spent in the designing of guards and other means of preventing accidents, but in a plant of this size it is impossible to avoid minor injuries. Every superintendent is required to report every accident to any of his employes, no matter how trifling the injury may be. A copy of this report is sent to the company's dispensary, which is complete in equipment and in charge of a competent trained nurse, with the services of a surgeon immediately available. Medical attention is accorded at the company's expense as long as is needed (no advantage being taken of the law, which provides for medical attendance for two weeks only). No report of accident is filed away until the nurse has endorsed thereon her complete record of the case and the date when she considered recovery complete. The reports in hand are gone over at least weekly and every case is given individual attention so that employes may not lose through accidents for which they were not directly responsible. No attempt is made to adhere to a scale of payments for injuries of different classes, but an effort is made to make a fair adjustment in every case, based on the merits of that individual case.

PENSIONS

The pension system is unique in that it is based upon two original principles, i.e., that pensions should not be designed to cover more than necessities, and that the necessities of different men when they reach the pension age are about the same regardless of their previous earning capacity; in other words, one old man needs about as much food, shelter, clothes and smoking tobacco as another who may have earned considerably more during his working days. Ordinarily, pension systems provide a mere pittance to an old employe who has been working for a small wage, while a man who has been better paid, and therefore had a greater opportunity to provide for his old age, receives more than is absolutely necessary to maintain him in decent comfort. The Victor system is to pay a flat rate of pension to all veterans, regardless of their previous earnings. At present this rate is \$40 per month, but it may be changed at any time by the board of directors.

More important than any of the above items is the policy of the company to pay the highest wages possible in all cases, thus putting its employes in a position to look after themselves and families without undue interference. The company desires not to have its willingness to co-operate in cases of need made offensive to its entire working force. It simply will not interfere with the affairs of its people, but looks upon an application for membership in the Beneficial Association as a voluntary invitation extended to the company by the employe to co-operate with him in case of need.

A VISITOR FROM ROCHESTER

B. H. Singer, of the Pathephone Shop, Rochester, N. Y., was a visitor recently at the executive offices and factory of the Pathé Frères Phonograph Co., 20 Grand avenue, Brooklyn, N. Y. Mr Singer spoke enthusiastically of the business outlook in Rochester, and stated that the demand for Pathephones and Pathé discs was increasing rapidly. He spent quite some time inspecting the new Pathé factory, and was keenly interested in the splendid facilities that are now afforded the Pathé manufacturing divisions.

ATTENTION EDISON DEALERS

Something New

The "KENT" Universal Attachment for the Edison Disc Phonograph to play all make records.

Ask your jobber
he has them.

F. C. Kent Co.

FELT

TURN TABLE DISCS—WASHERS—GASKETS—
WICKS, ETC. CUT FOR ALL PURPOSES

The Largest Felt Specialty House in America

James H. Rhodes & Company

CHICAGO and NEW YORK

157 W. Austin Avenue

162 William Street

SERVICE

ACCURACY

RELIABILITY

As surely as Barrientos, Lazaro, Ysaye, Casals, Parlow, Sembach and Graveure draw great audiences, so surely do the exclusive Columbia Records by these self-same artists draw business to Columbia dealers.

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

Columbia Graphophone Co.
Woolworth Building, New York



BIRTHDAY TRIBUTE IN ADVANCE

How the New York Sun Felicitated Thos. A. Edison on His Seventieth Birthday

The New York Sun, which always does things in an original way, on Sunday, January 28, anticipated the birthday of Thomas A. Edison (which occurred on February 11) by paying him the following editorial tribute, under the caption, "The Wonderful and Much Esteemed Workman of West Orange." It read:

"Nobody knows or cares how much time Archimedes spent on his attempt to express the amount of sand which would be required to fill the universe. We remember him, every time we put a hinge on a door, as the inventor of the screw. Edison's theory, which may not have occurred to the Greek mechanic, is that a man who invents something unnecessary is wasting his time.

"Fortunately for the world, Edison adopted this theory as a rule early in his career. It would be interesting to know how many inventions have been conceived by him only to be instantly discarded because of their lack of necessity; probably he has no record of them. He has had no time to make a book of them, for he has written less than any other great man of the age, perhaps as he has heard less, talked less and slept less. He has tried harder than any other man. He has wrestled with the apparently impossible as uncompromisingly as Jacob with the angel, and turning it into the possible has forced it to give its blessing to himself and the rest of us. But Jacob wrestled only one night, while Thomas for years has scorned the plea of his task; 'Let me go, for the day breaketh!'

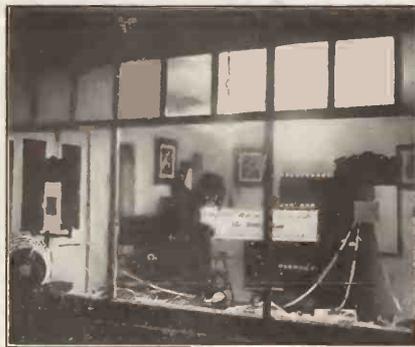
"So wrestling, he has worked as long in the years that will be three score and ten next month as most good men would work in a hundred and fifty years if they had them; and he has accomplished more than any other living man for the comfort and pleasure of the world. If there be those who doubt it they may telephone their dissent through an Edison carbon transmitter, or talk it into his phonograph, or go pettishly to a kinoscope show in a cab propelled by an Edison battery, all under an Edison incandescent light. This last is his greatest gift to man, for it is universal. One small lamp will give light for a king to write his abdication or for a child to read a tattered primer.

"If another seventy years could be given to him, what might not be done by this glorified Yankee tinker to whom science is nothing except what it may do of good for man; to whom the failures of himself and others are only incentives for more patient labor, and to whom day and night are hollow words that deceive idlers!

"A little in advance, we offer birthday salutations to the Franklin who lets everybody play with the kite."

AN ARTISTIC PATHE WINDOW

The advertising department of the Pathé Frères Phonograph Co., New York, received



Wheeler's Attractive Window Display

this week an interesting photograph from the Wheeler Music Store, Pathé dealer at Nederland, Col., which furnishes a good idea of the aggressiveness of this Far West retail merchant. This photograph is reproduced herewith, and the attractiveness of the window is a tribute to the art of the Wheeler Music Store's window dresser.

This window produced both Pathephone and Pathé disc sales, and attracted the attention of music lovers from a practical standpoint. The Wheeler Music Store believes in changing its window display frequently, and the wisdom of this move is indicated in the steady growth of its Pathé business.

JOINS EMERSON MUSICAL STAFF

Will Act as One of the Company's Directors in the Emerson Record Laboratory

Arthur Bergh, eminent American conductor and composer has joined the musical staff of the Emerson Phonograph Co., New York, as one of the company's conductors. Mr. Bergh will be associated with the other Emerson directors, including Hugo Reisenfeld, and his past experience will doubtless enable him to render invaluable service to the Emerson record library.

Mr. Bergh's success as a composer and conductor has been recognized for many years, and for six years his work in connection with the municipal concerts of New York won unlimited praise from the leading critics.

"Thou Art My Rest" and "The Night Rider"

are two of his best compositions, although the work for which he is best known is his dramatic setting to Poe's "Raven," sung by David Bisham and others. He has been associated with the talking machine industry for a number of years, having been a director at different times for the Columbia Graphophone Co., Pathé Frères Phonograph Co., Boston Talking Machine Co. and others.

RECORD CASE ON COURT CALENDAR

The action of the American Graphophone Co. versus the Emerson Phonograph Co. has been placed on the equity call calendar of the United States District Court and will be heard before Judge Aldrich during the session of the court commencing on February 13.

A certificate of incorporation was recently issued to the Record Manufacturing Corp., of New Dorp, for the purpose of manufacturing disc records for talking machines. The capitalization of the concern is \$6,000, the incorporators being, E. M. Strong, and G. H. and H. J. Sparks, of Brooklyn.

Lyon & Healy's Zol

A High Grade Piano Polish

It will not gum the most delicate finish



Zol is put up in three sizes:

- No. 45—4 oz. Bottles \$1.10 net per dozen.
Packed 2 dozen in a case.
- No. 46—8 oz. Bottles \$2.20 net per dozen.
Packed 1 dozen in a case.
- No. 48—½ gallon Bottles \$2.10 net per gallon.
Packed 2 Bottles in a case.

Special prices in quantity lots

LYON & HEALY
CHICAGO

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

BAERWALD ON BUSINESS CONDITIONS

Eastern Sales Manager for the Otto Heineman Phonograph Supply Co. Tells of Prosperity in the Talking Machine Trade

"General conditions with the talking machine manufacturers are most gratifying," said Paul L. Baerwald, Eastern sales manager of the Otto Heineman Phonograph Supply Co., New York, who returned recently from a visit to the talking machine trade in the East and Middle West. "Practically every manufacturer reports the closing of a splendid year in 1916, and with-



Paul L. Baerwald

out a single exception they are preparing to handle a record-breaking business in 1917.

"One of the most pleasing features of last year's business was the fact that the better priced machines were the most popular sellers in all sections of the country. Quite a number of manufacturers had made plans to concentrate their activities and factory facilities on the production of the cheaper models, believing that this type of machine would be the leader in the year's sales. They were agreeably disappointed however to learn from their dealers that machines retailing at \$75 were in demand in preference to the cheaper models. These manufacturers, having sensed the public's preference, are making plans whereby their \$100 models will be produced in larger quantities than ever before.

"The idea of quantity in the production of machines has been displaced by a recognition of the fact that no line of machines can be successful without embodying quality in every detail. Regardless of the retail price of the machine, the manufacturer must give the dealer and public value for the money expended, and this is the only doctrine upon which a talking machine manufacturer can hope to build up a profitable trade.

"Our own business is keeping pace with the remarkable growth of the talking machine industry, and we have again enlarged several departments in our factory at Elyria, O. While visiting our plant last week I was greatly pleased to learn that we have completed a number of

JAMES FRAZEE'S
"Crystal Edge" MICA Diaphragms
 Manufactured and For Sale by **The PHONOGRAPH APPLIANCE CO., New Brighton, S. I., N. Y.**
 We are now receiving regular shipments of fine Mica

important improvements which will give our patrons an even greater degree of co-operation than they have had in the past. We have also arranged for exceptionally large raw material shipments which will enable us to give the Heineman clientele maximum service during the coming year."

NEW PATHEPHONE MODEL

Entitled the "Professional" Is Attaining a Wide Sphere of Popularity in the Trade

The Pathé Frères Phonograph Co., New York, has been achieving remarkable success with the new "Professional" model Pathephone which was added to the Pathephone line last month. This model, which retails at \$125, is attaining countrywide popularity, and from all indications will be one of the best selling machines introduced in recent years.

The original "Professional" model Pathephone was built for Lucien Muratore, the famous tenor

The attractive lines of this "Professional" model may be gleaned from the accompanying illustration, and the retail price of \$125 places it in the class of machines which are among the leading sellers in the retail field.

The "Professional" model Pathephone has been extensively advertised by the Pathé Frères Phonograph Co. in the leading national magazines, and this instrument will be one of the basic features of Pathé publicity during the next few months. This advertising has produced splendid results, Pathé dealers throughout the country having sold many instruments as a direct result of this publicity.

IRISH SONGS IN EDISON LIST

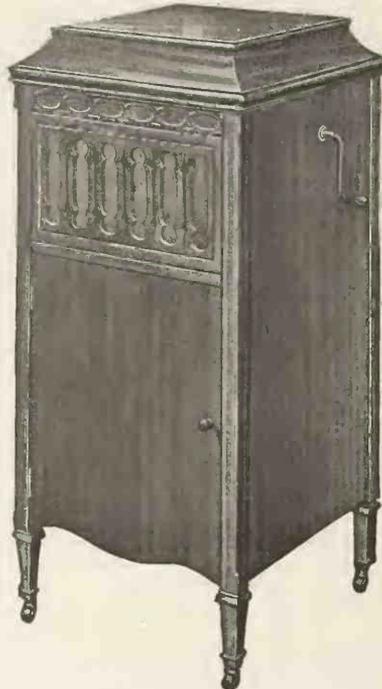
Four Numbers in March List of Exceptional Interest at This Time

With the approach of St. Patrick's Day, the attention of thousands of music lovers naturally turns toward the melodies and songs that found their origin in Ireland or that are characteristic of Erin's Isle. This makes four records of Irish numbers, on the March list of Edison Blue Amberol records, of exceptional interest at this time. These include a superb rendition of the world-renowned song, "Killarney," by John Finnegan, a singer who is new to the Blue Amberol catalog, and who possesses a tenor voice of exquisite quality. Mr. Finnegan also has made a record of "Everybody Loves an Irish Song," a number that is highly popular at the present time. The other two special Irish numbers on the March list are "Good Night, Dinny, and God Bless You," sung by George McFadden, and "Irish Folk Song," sung by Merle Alcock. The February issue of the Edison Amberola Monthly in addition to the new March selections, contains a list of about forty Irish selections previously listed.

A NEW "COLUMBIA RECORD"

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, has advised Columbia store and district managers of the early issuance of a new "Columbia Record," which will be considerably larger in size than the preceding editions of this house organ.

Myron Townsend, well known in the advertising world, has been appointed editor of the new "Columbia Record," and will aim to give Columbia dealers a magazine that will be a source of continued profit and enjoyment. The editor has asked the hearty co-operation of Columbia dealers in order that the "Columbia Record" may faithfully portray the purposes and spirit of the whole Columbia organization.



"Professional" Model Pathephone and exclusive Pathé artist. Muratore was so well pleased with the artistic and tonal qualities of this model that the Pathé Frères Phonograph Co. decided to add it to its regular line.

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.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

British Talking Machine and Record Manufacturers Facing New Difficulties Growing Out of War Conditions—Use of Female Labor on Increase—Motor Shipments From Switzerland Held Up in France—Some Concerns Increase Dividends While Others Pass Them—Louis Sterling to Visit United States Again—Some Features of the New Record Lists—Trade Members Making Ambitious Plans for the Future—To Continue Beckstein Business Under New Name—Harmonicacs for the Soldiers—General News of Present Conditions

LONDON, E. C., ENGLAND, January 27.—The big rush coincident with the festive period is now well behind us. Trade is settling down into a more or less steady demand which enables manufacturers to take stock of the situation. Sales, of records especially, continue to make an exceptionally good showing. Factory facilities are just equal to the demand, though in many respects output is maintained under very great difficulty. To itemize the numerous problems which record makers are facing to-day would probably involve me in a breach of the Defense of the Realm Act. That is a very mighty and formidable document which, let me say, is best left unchallenged. I must and am, therefore, content to take the line of least resistance in such a matter by confining my report to things in general as affecting the talking machine industry.

The way in which the many difficulties have been overcome and output maintained is truly astonishing. When I say that British traders merit the greatest praise for their pertinacity of effort in the National interests, my readers must understand it is so. Business has

been kept going under heavy discouragements which might reasonably justify throwing up the sponge. With as light a heart as possible under the circumstance of official restrictions and unskilled labor, British manufacturers continue to grapple with one difficulty after another, and as events have shown not altogether without success.

Growth in Female Labor

Female labor is gradually taking the place of male. The cost, I believe, is higher, but in the fact that we are thereby enabled to "carry on," are many grains of comfort. Women and girls are found to take a great interest in their work, and that in this case is of extreme importance. Were it otherwise the heavy nature of certain departments of record manufacture would be placed outside the scope of female effort. An intelligent interest and active co-operation among themselves helps to carry things through, with the happy result indicated.

One other problem, to cap the many existing, is the recent official prohibition of the use of copper, except under license. For direct war purposes, copper licenses are not necessarily difficult to obtain. But among record manufacturers a feeling of some uneasiness prevails since, even though stocks may be in hand, I believe a license to use must be obtained. The position at present is not regarded as acute; the future is in the lap of the gods.

Together 1917 has not opened up with very great promise. We shall all willingly conform to the needs of the times, and I am confident that those needs cannot possibly reach any stage which will seriously jeopardize the foundations of so well established and needful an industry as ours. The trade path may be a little

more difficult to traverse, and though progress is slow, persistent effort continued with an united front determined to meet intelligently as in the past, every restriction of legitimate movement that may arise, will keep things going until "the day" when the blessings of a glorious peace shall remove forever the circumstances under which we now labor.

Serious Delay in Motor Shipments

Notwithstanding official permission to import within certain prescribed limits, motors from Switzerland, there are complaints in certain trade quarters of considerable difficulty in getting the goods. I am given to understand that quantities of motors are held up in France, for some reason or other. The British music trades committee is reported to have moved in the matter and secured some sort of intimation that the goods would be released. Time passes, but the motors do not; at least up to the moment of writing, they had not arrived. Several manufacturers have machines all ready barring the motor, and the absence of these is causing considerable annoyance. What times, to be sure!

Chappell & Co., Ltd., Increase Dividends

Whether it be a sign of the removal of German competition, the increased purchasing power of the industrial classes, or both, the fact remains that Messrs. Chappell & Co., Ltd., the great British pianoforte makers, were able to increase the dividend for 1916 by about 10 per cent! Chappell shareholders are on the right note this time, and no mistake!

Thousand Pound Fund for Harmonicacs

Music; even that which by much puffing, blowing and indrawing of breath, emanates from the
(Continued on page 112)



"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 Gramophon-Aktielskab, 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 Gramophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, 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: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 410, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 84, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

— the smallest complete machine on the market
 — with a tone, both in quality and volume, equal
 — to the largest. IT HOLDS 12 DISC RECORDS.
 Outside measurements when closed 14 x 11½ x 7 inches

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 111)

modest mouth organ, is a real "boon and blessing" to our lads at the front and elsewhere. Quick to appreciate the needs of the times, our esteemed contemporary the London Musical News started collecting subscriptions for the provision of these instruments. Over £936 has so far come in, and the fund bids fair to soon total the £1,000 mark. At a shilling a piece that would represent some 20,000 happy soldiers, or 200,000 if considered in the light of say ten boys in each audience! Splendid.

Orchestrelle Co. Passes Dividend

The Orchestrelle Co., London, do not intend to declare a dividend on the ordinary shares for the year ended June 30 last. After providing for directors' fees, income tax and depreciation, a profit of £704 is shown by the combined results of the companies in Allied and neutral countries. The trading results are considered satisfactory in view of the fact that the previous year showed a loss of over £11,000.

Louis Sterling to Visit America Again

One of the few hardy transatlantic passengers who don't care a fig for German submarines is Louis Sterling, British manager of the Columbia Co. He seems to take as kindly to a trip across the pond as to a trip up North. Only a few weeks back from New York, he is already planning a further journey to the Columbia chief office where apparently is consummated schemes of a highly successful nature. At least, from the British trade viewpoint, Mr. Sterling's activities are usually synonymous with campaigns of development on the artistic side, and some endorsement of this view is found in the growing "exclusiveness" of Columbia records. Their exclusive list of world renowned artists is becoming exceptionally attractive. A new "star" is "Columbiaised" every other week or so, with the result that Columbia output is being very seriously taxed by the clamorous demand of their dealers.

Speaking of this aspect of Columbia trade reminds me that the company's recording superintendent recently spent some time and money in Milan for the purpose of crystallizing a few more exclusive Italian gems, details of which will be made public in due course. Columbia enterprise in this and other similar directions is "Sterling" policy in the opinion of us all.

Music Trade Diary and Year Book

Compiled exclusively for the music and allied trades, the Music Trades Diary and Year Book for 1917, a copy of which is to hand, deserves the attention of all engaged in the industry. It is put up in a strong red-linen-bound cardboard cover, with diary and memorandum pages interleaved with blotting paper. The contents make very interesting reading and furnish information of a statistical nature well calculated to make the work invaluable as a desk comparison to busy and other members of the trade. The provision of law, hire-purchase, postal, shops acts, Imperial trade correspondents and commissioners, tariffs and much other information, all put up and indexed for easy reference in a handy form, renders the Music Trades Diary and Year Book a priceless possession. It is published at eighteen pence (post free) by The Music Trades Review, 6 John street, Adelphi, London, W. C.

Satirical Humor of Burglars

Messrs. Cary & Co., of Mortimer street, London, were recently visited by burglars; after "hours," of course. From the stock, they selected two songs and pinned them on the door. The titles chosen were: "I Go My Way Singing" and "Into the Dawn." Satirical humor that, if you like!

Plans Regarding Bechstein Business

Messrs. Debenham, Ltd., the purchasers of the Bechstein piano business and the well-known concert hall, announce that in future the latter will be known as Wigmore Hall. With regard

to the piano business it "will be devoted to the sale of the very best pianofortes of English and French manufacture, which can be tried side by side under more favorable conditions than elsewhere in London, and expert assistance will be given in the choice of an instrument." From all I hear, the company's plans are based upon enterprising lines, enough and more to insure success. They would do well to put in a line of the best gramophones and records, though!

Catch Wireless Music on Phonograph

At a recent Society of Arts lecture, some of the famous Paris Eiffel Tower "wireless" was caught and reproduced on a phonograph.

Zonophone Plans for New Year

Zonophone dealers are able to make an excellent start for the new year. The January list itemizes no less than forty-two titles (twenty-one records) of real live-selling selections, including successes from the latest musical plays and pantomimes. The Black Diamond Band, an organization of leading instrumentalists, contributes two double records carrying a pot pourri of the latest and best song hits. Harry Lauder, Sidney Coltham, Ernest Gike, Harold Wilde, Florrie Forde, Herbert Sayre, are a few others of eminence who figure on the Zono play bill. Miss Mary Law's violin records are a real musical treat. We congratulate the British Zonophone Co. up as magnificent a list as they have ever issued.

Osborne's Latest Publicity

One of the latest Osborne advertisements draws timely attention to the silent-running motors, which go to make famous the slogan of Columbia: "the machines that never break down." Mr. Osborne makes good publicity on that feature, in the Belfast papers.

News of "His Master's Voice" Doings

The "His Master's Voice" news this month is prolific of good things, as usual. A significant reminder has gone out to dealers in reference

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

The best business of all Mr. Dealer is the repeat business.

Every customer who buys a Guardsman Record from you is a satisfied customer.

Every satisfied customer is a regular customer.

Every regular customer is an asset to your business.

Records made by the most famous recording artists in the world on Guardsman Records are the world's best records.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 112)

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

mongrel; it is nothing more or less than a Chinese revue. This weirdly christened play is drawing large audiences to His Majesty's Theatre, London. It is not claimed that the music is of a particularly Eastern flavor, though to be sure, the piece abounds in delightful and pretty airs. The music is admirably arranged by Frederic Norton, and the artists include such well known names as Curtice Pounds, Miss Violet Essex, Peter Dawson and the Mayfair Orchestra. The Gramophone Co., Ltd., have been able to secure the services of these artists for recording all the best numbers in this wonderful work, and the result is a series of really excellent records. Special advertising and attractively colored posters will help the dealer to achieve a regular harvest of sales.

Featuring Exclusive Artists

Recent "His Master's Voice" publicity has been given over to records made by "exclusive" artists. Melba, Caruso, and a dozen or so others of almost equal prominence in their particular spheres of music, serve to remind the public of the high standard of art reached by the once maligned gramophone. One could wish for no better evidence of the supremacy of the gramophone among musical instruments than is constantly furnished by the splendid contents of the "His Master's Voice" announcements.

Has Six Sons in Khaki

Though every family has contributed its quota of military age men to the colors, there can be few possessing such a fine record as the Bryan family, of Croyden. G. A. Bryan is a talking-machine factor of some prominence in the trade, and the esteem in which he is generally held will receive an added filling by the news that the family is taking its full share in combatting the enemy. Mr. Bryan's six sons have all donned khaki, and he is justly proud of the fact. Alfred pluckily joined up at the early age of fifteen. After some months in the trenches he was sent home with no less than ten wounds. This human collender has now received an honorable discharge from the army. Some of the others have already seen much overseas service. A fine family, indeed!

To Establish Own Business

For many years with Barnett Samuel & Sons, Ltd., of Worship street, and latterly in association with O. Ruhl, A. Balcombe I learn is prospecting around with the object of eventually establishing his own business. For the present it will be somewhat difficult to start on any very sure foundation. At one time I know, Mr. Balcombe contemplated making a business trip to the United States, but whatever he does or takes up, it will not be without close consideration.

Bankers to Work for "Dere Libin"

A somewhat satirical article on the function of bankers which appeared in the "Sound Wave" was the cause of amusing aberration of mind on the part of a friend. It is too good to go unrecorded. I happened to read aloud the last sentence: "Let us have state banks and

state control, and let the dealers in money 'go work for dere libin'." "Dere libin," came the reply, "What is that, Latin?" Ask the bankers, thought I!

From January 1 no copper may be supplied for the purpose of casting brass or other copper alloy, and no brass or other copper alloy may be cast except for the purposes specified by the Ministry of Munitions.

Barrientos Exclusive to Columbia

Barrientos is a factor in the world of music whose standing only awaits confirmation at the hands of British opera lovers when normal conditions come again. In every other part of the world she has established a reputation that is beyond criticism.

The famous mad scene from "Lucia" is Barrientos' greatest success, and it is fitting that her introductory Columbia record should be this majestic performance.

At present Madame Barrientos is "starring" at the Metropolitan Opera House, New York.

New Records by DePachmann

DePachmann is heard in further wonderful piano-forte recordings on Columbia this month. He gives us the beautiful Brahms' Capriccio in C sharp minor, and the Chopin Nocturne in D flat major. To hear DePachmann play the latter, none would imagine the problems it presents to the average pianist.

Hubert Eisdell Much Pleased

Hubert Eisdell has unquestionably come into his own with his new Columbia records, and the public are as keenly delighted as is Mr. Eisdell himself. He recently wrote to the company, "Delighted with my Columbia records, which I have just heard, and am astounded at hearing my voice so faithfully reproduced by your wonderful recording process." His records this month are "Somewhere a Voice Is Calling" and "Galway by the Sea."

NOTES FROM THE EMERALD ISLE

Business During Past Year Broke All Records
—Better Class of Goods Demanded

BELFAST, IRELAND, January 25.—With regard to business for the year just closed, reports from all North of Ireland dealers are of a highly satisfactory character, and indicate that the output of disc instruments and records during the past twelve months has far exceeded that of any previous year's trading.

One of the most healthy features of to-day's business is the fact that there is a growing demand for better class records than those which were bought so largely in former years, thus proving the gramophone to be a musical educator. Customers who bought their instruments sometime ago, and who were then quite content with ragtime, pantomime hits, and the common type of comic songs, are now buying H. M. V. and Columbia records of songs by celebrated

(Continued on page 114)

to the commencement of a great advertising campaign for 1917. This will be so allocated as to cover the whole country thoroughly. Measured by old standards, present day advertising should be regarded by the dealer in an altogether different light. Its primary object is, broadly speaking, not so much to create new fields as to build up in a larger sense the existing trade foundation. It must be remembered that development of trade is somewhat restricted by the machine shortage. Available instruments are quickly brought-up; they require no special selling effort. Dealers are therefore wise to concentrate on creating a larger demand for records from present users. In these circumstances, the Gramophone Co.'s advertising expenditure should be regarded by dealers in the light of encouragement to stock adequate quantities of records all the year round.

"Chu Chin Chow"

The above is not a new name for a Pekinese

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

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

NEWS FROM THE EMERALD ISLE

(Continued from page 113)

artists, and classical selections by the world's best bands, orchestras and instrumentalists.

With regard to instruments one cannot help referring specially to the most popular and delightful machine which has ever been imported from the United States, the sale of which, thanks to its silent-running, triple-spring motor, its perfect reproduction of both vocal and instrumental music, its charming appearance as an article of furniture, etc., has been truly phenomenal—namely, the No. 23 hornless Columbia Grafonola, which retails at 15 guineas.

The number of hornless "Columbia" and "Regal" instruments which have been dispatched from 11 Wellington place to "the boys at the front" would be incredible to anyone outside the staff of that well-known store.

For more than a year no phonographs or records have been imported from America, consequently there is little to chronicle except to state that stocks of records are rapidly being exhausted. Traders look forward, however, to withdrawal—as early as possible—of the governmental order as regards the restrictions of imports from abroad, and that they will then be in a position to mail their orders to Orange as usual.

The efficiency and utility of the gramophone as an adjunct to the teaching of modern languages is being steadily recognized, as attested by the fact that quite recently a well-known Belfast dealer has been honored with an order for an expensive instrument and a large number of disc records from the Education Committee of the West Riding of Yorkshire. This instrument and records are being used for teaching French to the various schools in the West Riding. Reports of a highly satisfactory character have been received from Miss Althaus and Mr. Hallam—two of the most important officials of these schools—who are delighted with the results. The dealer referred to (our old friend, T. Edens Osborne, of this city) has already supplied instruments and language records to Queen's University of Belfast, Municipal Technical Institute, Belfast; Freshford Ladies' School, Belfast; Technical Instruction Committee, Dublin; Municipal Technical School, Cork; Royal Grammar School, High Wycombe, England, etc., etc.

Your correspondent embraces the opportunity of offering the proprietor, editor and staff of *The World*, also its readers his sincere good wishes for a happy and prosperous new year.

"TALKER" IN LANGUAGE TEACHING

Prof. D. L. Savory, M. A. of Queen's University, Belfast, a Strong Advocate of That Method of Teaching—An Aid to Lectures

BELFAST, IRELAND, January 21.—One of the most enthusiastic advocates, probably in the British Isles, of language teaching by the gramophone is Prof. D. L. Savory, M.A., lecturer in French and romance philology, of Queen's University, Belfast.

He is the popular president of the French Society of said university. During the past two or three years, several special evenings have been set apart for the rendition of French plays and operas by H. M. V. gramophone and fourteen-

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 trench your position that no trade war can harm you. LISTEN! Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furor and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. G.

inch Pathephone records (the Pathephone sound box being substituted for the H. M. V. "Exhibition" S-box). In the winter session of 1913-1914 two evenings were devoted to Moliere's comedy, "Le Malade Imaginaire." In 1914-1915 session, Corneille's tragedy, "Le Cid," was partially rendered, and the opera of "Faust" was also produced with great success.

The enthusiasm of the class reached its climax, however, on the 18th of December, last, when—to economize time—two gramophones were used with the satisfactory result that the entire five-act tragedy, "Le Cid," was reproduced clearly and distinctly to a large audience in the French lecture room of the university in two and one-quarter hours. The students were most enthusiastic in their eulogy of the instrument. A warm vote of thanks to Mr. Osborne, for lending and operating the second gramophone, proposed by Mr. Kennedy and seconded by Mr. Farrington, fetched the meeting to a close.

CARUSO IN SINGING PICTURES

Metropolitan Artists Attend Demonstration of Webb Singing Pictures

Signor Caruso went to the Cohan & Harris Theatre recently to hear himself and others in the "Webb Singing Pictures," privately shown by George R. Webb, of Baltimore. An invited company forgot the "movie" operators and actors who posed Caruso's scenes from "Rigoletto" and "Pagliacci," while they shouted their bravos in real earnest to the tenor, whose voice was sent through the house by an instrument like the annunciators used on United States warships or at the Grand Central station. Messrs. Scotti, Amato, Goritz, and other Metropolitan artists later saw as well as heard their former co-star, Giuseppe Campanari, pictured as singing the "Toreador" song in a full act from "Carmen" with Marie Conesa, Salvatore Giordano, and Leon Rothier.

Before the grand opera features, there were whistling minstrels, xylophone, and banjo playing "The Old Oaken Bucket," done by Nat Wills, and "An Afternoon in Ireland," with songs by George MacFarlane. A real orchestra accompanied the mimic voices and "close up" views, while an operator in the balcony "synchronized" all by turning a single wheel that served as governor of the combined mechanical reproductions.

FEATURING THIBAUD RECORDS

The Pathé Frères Phonograph Co., New York, used an attractive full-page advertisement in the January 20 issue of the Saturday Evening Post, featuring the Pathé records made by Jacques Thibaud, the celebrated violinist, and also listing the new Pathé records for the month of February. An illustration of Thibaud, and a small cut of the new Pathephone "Professional"

UKULELES

"Hanalei Royal Hawaiian"

and

"Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality.
Exclusive agencies granted for Hanalei Ukuleles—write for terms.
Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.

Sole Distributors

163 Kearny Street

San Francisco

RECORD ENVELOPES

STOCK RECORD POCKETS
SHIPPING CARTONSJ. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

model, contributed to the effectiveness of the copy. It is somewhat unusual to reproduce an entire supplement in a national magazine advertisement, but the list of Pathé double discs for February was well worth reproduction, as it contained many interesting selections.

EDISON PRODUCTS IN DEMAND

Supervisors Report Great Interest in New Edison and Edison Amberola Lines

The territorial supervisors of Thomas A. Edison, Inc., visited the factory at Orange, N. J., during the holiday season and held a number of sales meetings at which plans for 1917 were formulated. The policies that will govern both the New Edison and Diamond Amberola selling campaigns during the next few months were considered, and the supervisors received many instructions which they personally will carry to dealers in the field. All supervisors report a most gratifying increase in interest in the New Edison and the Edison Diamond Amberola throughout the country.

Supervisor Newman Johnston, who travels in Canada, reports that in spite of the war-time conditions that exist in the Dominion, 1916 was the most prosperous in the history of the Diamond Amberola in that country. A decided increase in Amberola interest on the Pacific Coast is reported by Supervisor Harry L. Marshall, and C. R. Lee, who has the supervision of a large territorial zone in the Southern States, is highly enthusiastic over the future prospects of the Diamond Amberola in that section. All of the supervisors returned to their territories about the middle of January.

NEW KNABE VICTROLA MANAGER

R. O. Hunter, has been appointed manager of the Victrola department of William Knabe & Co., 437 Fifth avenue, New York. Mr. Hunter is well versed in all details of the Victor business, having been associated with Landay Bros., Victor distributors, for six years. He is accustomed to handling "Fifth avenue" trade, and should be successful in developing Knabe Victrola business.

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

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS
Williamsport, Pa.

CHICAGO ILL
WILLIAMSPORT, PA
GOSHEN IND

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 5.—PHONOGRAPH REPRODUCER.—Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,207,404.

This invention relates to phonograph reproducers, and more particularly to phonograph reproducers adapted to operate on sound records having record undulations of the up and down or hill and dale type.

The principal object of the invention is the provision of an improved mounting for the stylus lever forming a part of the reproducer whereby the stylus will be capable of tracking the record groove faithfully regardless of the lateral or other irregularities therein. In the improved device, the stylus lever is preferably mounted on a laterally movable floating weight, the inertia and balance of the latter being such that there is practically no tendency, even though the reproducer be jarred, for the stylus to jump from its proper position across the side walls of the record groove. The desired balance is provided in the invention by shaping the floating weight symmetrically with respect to the axis about which its lateral movement takes place.

In the drawing—Figure 1 is a central vertical section through a reproducer embodying the invention; Fig. 2 is a bottom plan view thereof;

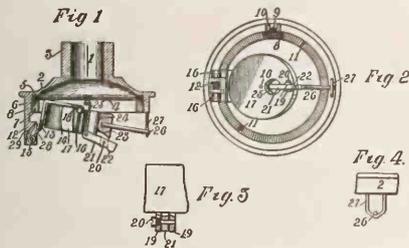


Fig. 3 is a view partly in elevation and partly in section showing the mounting of the stylus lever; and Fig. 4 is an elevation showing a detail of construction.

SOUND BOX ATTACHMENT FOR PHONOGRAPHS.—Stephen E. Huff, Los Angeles, Cal. Patent No. 1,208,561.

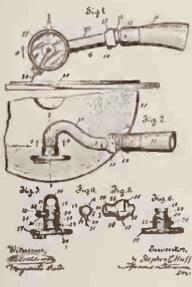
This invention relates to a sound box attachment for phonographs and pertains especially to an attachment whereby phonographs constructed to play "hill and dale" groove records may be used to play lateral groove records.

It is an object of this invention to provide an attachment of the above described character with which any one of several standard type sound boxes may be used.

It is another object of this invention to provide a sound box attachment of the above described character in which the sound box may be turned to provide for the insertion and removal of the needle.

It is a further object of this invention to provide the connection for the sound box whereby the latter may be turned and temporarily locked in either its operative or inoperative position.

Figure 1 is a view in side elevation illustrating a sound box as mounted in accordance with this invention, and indicating in dotted lines the positions assumed by the sound box when inserting and removing the stylus, and when the sound box is not in use. Fig. 2 is a plan view. Fig. 3 is a vertical section on the line 3—3 of Fig. 2 partly in elevation. Fig. 4 is a detail section on the line 4—4 of Fig. 2. Fig. 5 is a detail section on the line 5—5 of Fig. 2, partly in



elevation. Fig. 6 is a detail view of the mounting showing it as adapted to receive a male connection on the sound box.

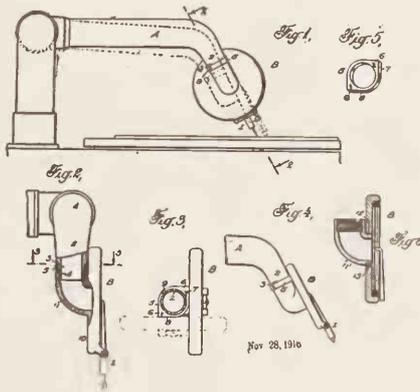
ADJUSTABLE TONE ARM AND SOUND BOX COUPLING.—Leonard Markels, New York, assignor to Champion Graphophone Co., Inc., New York. Patent No. 1,208,603.

This invention relates to tone arms and sound boxes, and more particularly to an adjustable connection whereby the sound box can be set to operate on phonograph records having the up and down or lateral sound undulations.

The invention has for its general objects to improve and simplify the construction of devices of this character so as to permit of an easy and quick adjustment of the sound box, to be of durable and substantial design and comparatively inexpensive to manufacture.

A further object of the invention is the provision of a pair of stops on the tone arm arranged at ninety degrees apart so that the back of the sound box body can engage with either stop and thereby be set at the proper position for operating on either type of disc phonograph record.

In the accompanying drawing, which illustrates one embodiment of the invention and wherein similar characters of reference indicate corresponding parts in all the views, Figure 1 is a side view of a tone arm showing by full lines the sound box thereon set for operating in a laterally waved record groove, and by dotted lines the sound box set for operating in a vertically waved sound groove; Fig. 2 is an enlarged front view of the tone arm and sound box with portions in sections; Fig. 3 is a sectional view on the line 3—3, Fig. 2, showing the two positions of the sound box; Fig. 4 is a side view showing the sound box set for operating in a



vertically waved sound groove; Fig. 5 is a perspective view of the stop device applied to the tone arm; and Fig. 6 is a sectional view showing a different form of elbow on the sound box.

UNIVERSAL TONE ARM.—Leonard Markels, New York, assignor to Champion Graphophone Co., same place. Patent No. 1,209,464.

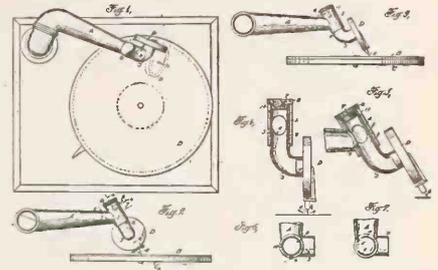
This invention relates to a tone arm for phonographs of the disc type and has to deal more particularly with an arm of that class which is provided with a reproducer holder whereby the reproducer can be set for operating on disc records having a laterally waved groove or a vertically waved groove.

The general objects of the invention are to improve and simplify the construction of tone arms of the character referred to so as to be reliable and efficient in use, comparatively simple and inexpensive to manufacture and so designed that the reproducer can be quickly and reliably adjusted to either of its two operative positions.

A more specific object of the invention is to provide novel and effective means for locking the reproducer-carrying member of the arm in position with the diaphragm held for operation on either type of record, and yet by simple

movements of the outer members first longitudinally and then rotary the said member can be adjusted to its other position and locked.

In the accompanying drawings, which illustrate one embodiment of the invention and wherein similar characters of reference indicate corresponding parts in all the views, Figure 1



is a plan view of a phonograph with the invention applied thereto; Fig. 2 is a side view of the tone arm with the reproducer set for operation on a record having a laterally waved sound groove; Fig. 3 is a similar view showing the reproducer set for a record having a vertically waved sound groove; Fig. 4 is an enlarged sectional view on the line 4—4, Fig. 2; Fig. 5 is a vertical section when the reproducer is set in dotted line position (Fig. 1); and Figs. 6 and 7 are sectional views respectively on the lines 6—6 and 7—7, Fig. 2.

SOUND-RECORD.—Victor H. Emerson, New York, assignor to the Emerson Phonograph Co., Inc., same place. Patent No. 1,213,468.

This invention relates to phonographic records of the groove type, or more particularly described, to the form or structure of the record groove employed in devices of the class referred to, and has for an object to provide a sound record groove having undulations representative of sound vibrations which, with reference to the plane of the record, are adapted to actuate a reproducer style both vertically and laterally, whereby the same record may be employed in connection with different types of reproducing machines.

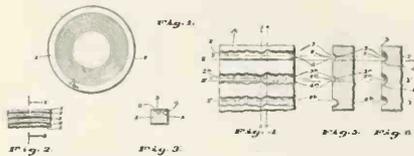
Another object of the invention is to produce a sound record groove which, while actuating a vertically operating stylus, is adapted to impart additional vibratory impulses thereto by reason of supplemental lateral vibrations; and which, similarly, while actuating a laterally vibrating stylus, will impart thereto vertical vibratory impulses, which supplemental impulses of both forms, while of comparatively reduced amplitude, correspond exactly in frequency with the principal vibration actuating the stylus.

Heretofore record grooves of two types have come into general use, requiring each a reproducer especially adapted to operate therewith. The first form of groove thus employed, now generally termed the hill-and-dale type, has as its operable portion a vertically undulating bottom, and requires a vertically actuated reproducing device especially designed to coact with those undulations. The other type, the zigzag groove record, so-called, requires that the sound box be differently adjusted and equipped so as to vibrate laterally in reproducing the sounds recorded thereon. Consequently many forms of attachments have been designed in order to equip a vertically operating machine so that it can reproduce from a laterally undulating groove, and also to convert machines from the latter to the former mode of operation. Such converting devices not only entail additional expense in connection with the use of talking machines, but require more or less skill to adjust the parts properly with relation to the different types of grooves. Thus, a definite degree of care must be exercised and in making frequent changes back and forth this task of adjustment becomes irksome and annoying to the operators of talking machines. All these objections may be entirely eliminated by using a record of the form contemplated by the invention, which, generally described, comprises a groove having one side wall and bottom similar-

(Continued on page 116)

ly undulatory to produce the required sounds, with the other side thereof having been made entirely neutral and mute, or provided with relatively slight undulations of the same frequency as the first mentioned side wall, which groove is adapted to reproduce with substantially equal fidelity whether the so-called vertical or lateral type of reproducer be employed in connection therewith.

Having reference to the drawings: Figure 1 is a plan view of a familiar disc type, containing



in the usual spiral form an embodiment of improved sound record groove; Fig. 2 is an enlarged partial plan of the disc shown in Fig. 1; Fig. 3 is a sectional view on line 3-3 in Fig. 2; Fig. 4 is an enlarged partial plan view of a supposititious record disc showing types of grooves, and Figs. 5 and 6 are respective sectional views on lines 5-5 and 6-6 of Fig. 4.

TALKING MACHINE AMPLIFIER—Albert A. Huseby, Chicago, Ill. Patent No. 1,209,441.

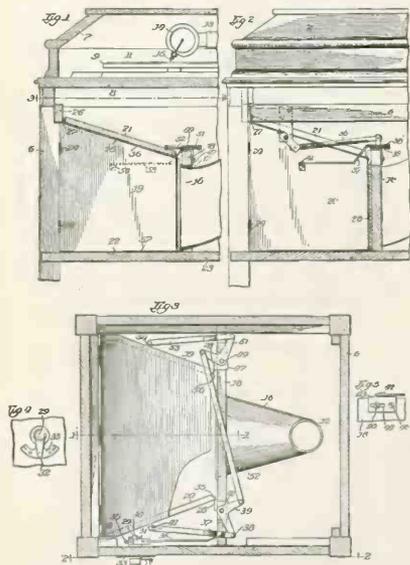
This invention relates in general to talking machines and has more particular reference to the amplifier or tone modulator, by means of which the tones produced by the machine are regulated or modulated to any desired degree of loudness or softness.

One of the primary objects of this invention is to provide an improved construction of amplifier which can be readily controlled and adjusted to yield loud and soft tone effects by varying the volume of sound waves transmitted thereby.

Another object of the invention is to provide an amplifier which shall be wholly contained within the case or cabinet of the instrument so that only such proportion of the sound waves are transmitted directly from the machine as are required to give the desired tone effects.

Another object is to provide an amplifier and adjusting mechanism therefor which will be simple in construction, cheap to manufacture, easy to operate, and accurate and durable in use.

Referring to the drawings, Figure 1 is a fragmentary sectional view taken on the line 1-1 of Fig. 3 through a talking machine embodying the invention; Fig. 2 is a side elevation partially in section on the line 2-2 of Fig. 3 of the ma-

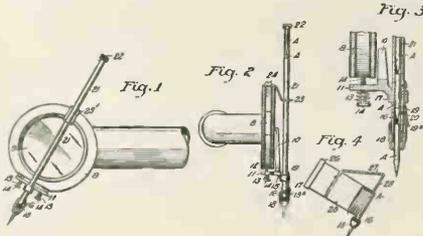


chine shown in Fig. 1; Fig. 3 is a horizontal sectional view on the line 3-3 of Fig. 1; Fig. 4 is a detail view of the manually operable regulating device; and Fig. 5 is a detail view showing one of the bell crank lever mountings.

TALKING MACHINE NEEDLE MAGAZINE—Mabel Blackman, New York. Patent No. 1,208,900.

Among the principal objects which the present invention has in view are: to provide means for carrying a number of needles for use on talking machines, and to regulate the delivery thereof; and to provide a simple device which may be employed as an attachment to sound boxes of conventional construction for talking machines.

Figure 1 is a side view of a fragment of a tone tube and a sound box of conventional construction mounted thereon and equipped with a magazine constructed and arranged in accordance with the present invention; Fig. 2 is an end view of the same; Fig. 3 is an enlarged detail view in section showing a lower end fragment of the



magazine and a portion of the sound box on which the same is mounted; Fig. 4 is a detail view, partly in section, showing a modified form of the magazine.

GRAPHOPHONE—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,210,248.

The invention relates particularly to machines of the type known as "polyphones," wherein two or more styli track tandem in the same record groove.

The object of the present invention is to utilize the polyphone principle in such novel manner, in increasing the volume and in improving the quality of the reproductions obtained by the graphophone or other talking machine, as to avoid sacrificing the accuracy of definition.

The invention is primarily applicable for use with records of the disc form having thereon a spirally disposed record groove of the laterally undulating or "zigzag" type, although the invention may be applied to other types of record upon other forms of tablet.

One feature of the invention consists in pivoting the two or more independent stylus supporting arms (preferably "tone arms") upon independent axes located at equal distances from the center of the axis of the rotary sound record.

Another feature of the invention consists in locating the several styli at equal distances from the axes of their respective supporting arms, preferably a distance equal to that from the center of the sound record to each of the said axes.

A third feature of the invention consists in the employment, in connection with the separate and independent tone arms, of separate and independent stationary sound passages leading from the respective tone arms to the outer air.

A fourth feature of the invention is brought into play only when the styli are out of engagement with the record, and consists of novel means for attaining the proper relative positioning of the several styli, so as to insure that they will enter and engage the same record-groove.

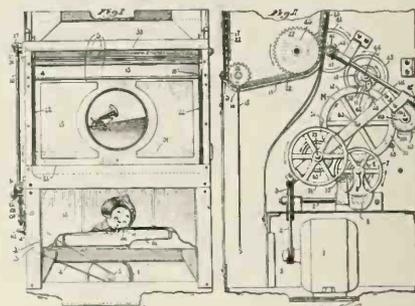
In the drawings, Figure 1 is a plan view, indicating a portion of a talking machine (of the inclosed horn type) embodying one form of the invention; and Figs. 2 and 3 are details, in end and side view respectively, of the structure shown in Fig. 1.

TALKING MACHINE—Bernard Benedict, New York, assignor to the National Talking Clock Co., Jefferson City, Mo. Patent No. 1,210,138.

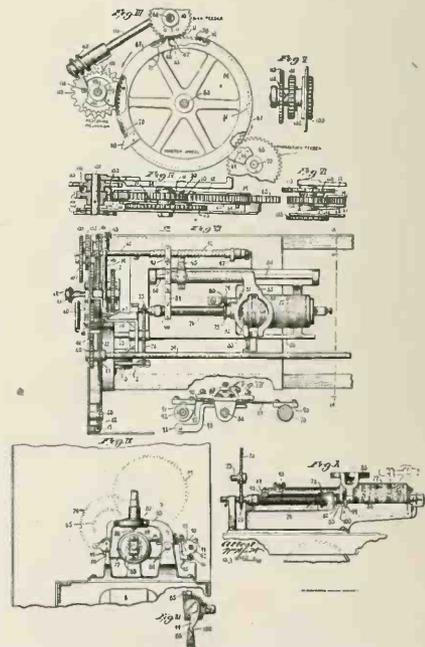
This invention relates to improvements in

talking machines or phonographs, and it pertains more especially to mechanisms whereby the carriage of a machine of this kind is restored for repeated forward movement and continuous operation of the machine. A mechanism of this description is of particular value where a talking machine or phonograph is used in conjunction with display devices to attract or hold attention thereto.

Figure I is a front elevation, partly broken away, of an advertising device embodying the features of the invention. Fig. II is an enlarged vertical section of the lower portion of a device, looking toward the left side of the housing. Fig. III is an enlarged detail view illustrating the master wheel and the mutilated wheels which are driven intermittently in response to movements of the master wheel. Fig. IV is a top or plan view, partly in section, of the parts shown in Fig. III, also showing a fragment of the left hand wall of a casing and certain other wheels not shown in Fig. III. Fig. V is a rear elevation



showing the drive wheel for restoring the phonograph reproducer, and the rotatable controller wheel for controlling the operation of said drive wheel. Fig. VI is a top or plan view of the parts shown in Fig. V, and also shown in cross section in Fig. IV, the cam projection on the controller wheel being positioned to shift the yieldable pin into the path of a trip finger on the master wheel. Fig. VII is an enlarged top or plan view partly in section illustrating the



driving mechanism at the left wall of the housing and the phonograph near the lower end of the housing. Fig. VIII is a transverse section taken approximately on the line VII-VIII, Fig. VII. Fig. IX is a section taken approximately on the line IX-IX, Fig. VII. Fig. X is a front elevation of the phonograph the reproducer being omitted. Fig. XI is an enlarged detail view of the pawl and track whereby the reproducer carriage is supported while the carriage is being returned to its starting position.

Dealers everywhere are enthusiastic over the outlook in the talking machine trade.

RECORD BULLETINS FOR MARCH, 1917

VICTOR TALKING MACHINE CO.

- POPULAR SONGS FOR MARCH**
- 18154 Norah, the Pride of Kildare (Char. Barnham), John Barnes Wells 10
Molly Dhu (Wilbur Weeks-Hugo Frey), Charles Harrison 10
18215 Rolling Stones (All Come Rolling Home Again), Henry Burr 10
Don't Write Me Letters (But Come Right Back to Me), Campbell-Burr 10
18220 Yaddie Kaddie Kiddie Kaddie Koo, Van and Schenck 10
That's How You Can Tell They're Irish, Van and Schenck 10
18221 Come Out of the Kitchen, Mary Ann, M. J. O'Connell 10
When Ragtime Rufus Rags the Humoresque, M. J. O'Connell 10
18222 Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile! (from "Her Soldier Boy"), Hamilton and Mixed Chorus 10
18224 If You Ever Get Lonely, American Quartet 10
What Do You Want to Make Those Eyes Look Me For?, Ada Jones-Billy Murray 10
18225 How's Every Little Thing in Dixie? American Quartet 10
In the Days of Old Black Joe, Peerless Quartet 10
18227 On the Sandwich Isles, Peerless Quartet 10
Yukaloo (My Pretty South Sea Island Lady), Sterling Trio 10
- DANCE RECORDS**
- 18218 Century Girl—Medley Fox-trot, "That Broadway Chicken Walk"—"Alice in Wonderland", Victor Military Band 10
Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile—Medley One-step, "Girls if You Ever Get Married"—"When He Comes Back to Me"—"Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile" (from "Her Soldier Boy"), Victor Military Band 10
18219 My Own Iona—Medley Fox-trot, "I've Got the Army Blues"—"Shades of Night"—"Out of the Cradle"—"My Own Iona", Victor Military Band 10
Lucy's Sextet—One-step (A Ragtime Travesty on the "Sextet from Lucia"), Conway's Band 10
35612 So Long, Letty—Medley Fox-trot, "O'Brien Is Tryin' to Learn to Talk Hawaiian"—"When the Major Plays Those Minor Melodies"—"So Long, Letty", Victor Military Band 10
Pass Around the Apples Once Again—Medley One-step (from "So Long, Letty"), Victor Military Band 10

- MISCELLANEOUS INSTRUMENTAL RECORDS**
- 18093 El Choclo—Argentine Tango (Villoldo), Hurlado Brothers Marimba Band 10
Modest Suzann—Potpourri (Casta Susana) (Gilbert), Hurlado Brothers Marimba Band 10
18177 (1) Drink to Me Only With Thine Eyes (Old English Air), (2) Young Gendy, Sweet Alton (James E. Spillman) (from "18 Songs for Community Singing") (C. C. Birchard & Co.), Victor Military Band 10
18187 City of Beautiful Nonsense—Waltz (Beck, Jr.), Victor Concert Orchestra 10
Only a Dream—Waltz (Beck, Jr.), Victor Concert Orchestra 10
18207 Medley of Irish Reels, No. 5 (Accordion Solo), "Floggan Reel" and "Cup o' Tea", John J. Kimmel 10
18216 (1) Dorothy (Old One-step), (2) "Seymour Smith"; (2) Gavotte from "Mignon" (Ambrose Thomas), William H. Reitz 10
18217 Rigoletto Quartet (Verdi) (Saxophone Sextet), Six Brown Brothers 10
Passion Dance—Parisian Fox-Tango (La Danza Appassionata) (C. M. Jones) (Saxophone Sextet), Six Brown Brothers 10
18226 Teasing the Cat—One-step, "The Highway to the Dixie Highway"—One-step, Van Eps Trio 10
35610 Carmen Selection (Bizet) (Prelude)—"Toreador Song"—"Ifabenera", Vessella Italian Band 10
45102 Träumerei (Schumann) (Cello Solo), Hans Kindler 10
A Dream (J. C. Bartlett) (Cello Solo), Hans Kindler 10

- VOCAL RECORDS**
- 18169 Love's Old Sweet Song (Bingham-Molloy), Imperial Quartet 10
Forsaken (Koschat), Imperial Quartet 10
35606 The Professor's Birthday (Joe Smith), Avon Comedy Four 10
Ginsberg's Stump Speech (Joe Smith), Avon Comedy Four 10
35607 Songs of the Past—No. 21. Chorus, "Listen to My Tale of Woe"—Solo, "The Blow Almost Killed Father" (McAvoy)—Solo and Chorus, "Harrigan" (Cohan)—Solo and Quartet, "We Never Speak as We Pass By" (Knight)—Male Quartet, "Down Went McGinty"—Solo and Quartet, "I Can't Tell Why I Love You, But I Do" (Edwards)—Solo and Chorus, "Arrah, Go On!" (McGlennon)—Victor Mixed Chorus 10
Songs of the Past—No. 22. Chorus, "Tammany" (Edwards)—Solo and Quartet, "White Wings" (Winter)—Solo and Quartet, "When the Robins Nest Again" (Howard)—Solo and Quartet, "Hiawatha" (Moret)—Solo and Quartet, "On the Banks of the Washab, Far Away" (Dresser)—Solo and Chorus, "Silver Heels" (Moret)—Chorus, "Navajo" (Van Alstyne)—Victor Mixed Chorus 10
35613 Sacred Songs—No. 1. Chorus, "Holy Night" (Noel) (Adam)—Solo and Quartet, "Face to Face" (Johnson)—Duet, "One Sweety Song Thought" (Ambrose)—Solo, "The Palms" (Faure)—Chorus, "Hosanna" (Granier)—Victor Mixed Chorus 10
Sacred Songs—No. 2. Chorus, "Babylon" (Watson)—Solo, "Flee as a Bird" (Dana)—Solo and Quartet, "There Is a Green Hill Far Away" (Gounod)—Solo, "Holy City" (Adams)—Chorus, "Star of Bethlehem" (Adams)—Victor Mixed Chorus 10
45106 Evening Brings Rest and You (Whaley-Bishop), Victor Mixed Chorus 10
Kashmiri Song (Hope-Woodford-Finden)—"Indian Love Lyrics" (No. 3)...Iambert Murphy 10
45107 Flower Song (Gustav Lange), Charles Kellogg and Victor Orchestra 10

- Polish Dance, No. 1 (Xavier Scharwenka), Charles Kellogg and Victor Orchestra 10
45108 Cheer Up! Eat and Grow Thin (Goetz), Nora Bayes 10
Ragging the Songs Mother Used to Sing (Bayes-Grainard), Nora Bayes 10
55081 An Idle Woman's Busy Day, Marie Cahill 12
Dallas Blues (Preceded by "Mose's Baptism" (Leighton Bros.) (with Piano)...Marie Cahill 12
60135 My Skylark Love (Barcarolle) (George H. Bowles-Lucien Denni)...Margaret Romaine 10
RED SEAL RECORDS
ENRICO CARUSO, Tenor—In French
88579 Chanson de Juin (Song of June) (Op. 102, No. 6)...Barrucand-Godard 12
46493 The Cottage Maid, Contralto...Beethoven 10
64628 Absent, Emilio de Gooza, Baritone...Glenn-Tirindelli 10
88568 O quand je dors! (While I Sleep)...Hugo-Liszt 10
64636 Pastorale, Mischka Elman, Violinist (Pianoforte by Philip Gordon)...Scarlatti 10
87251 Murmuring Zephyrs...Adolf Jensen 10
64637 Dixie...Dan Emmett 10
64626 Canzonetta (War schöner als der schönste Tag), Goethe-Carl Loewe 10
88577 The Crucifix, Louise Homer, Contralto (Pianoforte by J. Baptist Faure) 12
88575 My Heart Ever Faithful (Mein gläubiges Herze) (from the cantata "Also hat Gott die Welt geliebt")...Bach 12
74472 O Salutaris...Jean Luce 12
64630 Tonny Ladi, E. Teschemacher-E. J. Margeson 10
MARGARET OBER, Contralto—In German (Pianoforte by Arthur Arndt) 10
64635 Frühlingsgaube (Faith in Spring), Uhand-Schubert 10
64620 Minuet in G, No. 2 (Beethoven)...Beethoven 10
64634 Chiming Bells of Long Ago (from "Old-Time Song Hits")...C. F. Shattuck 10
74498 Three Fishers...Kingsley-Hullah 12

COLUMBIA GRAPHOPHONE CO.

- 48782 Faust (Gounod), "Salve! dimora casta e pura" (Hail! thou dwelling pure and lowly). In Italian. Tenor Solo, orch. acc...Ippolito Lazaro 12
A2162 Minuet in G, No. 2 (Beethoven). Violin Solo, orch. acc...Kathleen Parlow 10
Also Bluette (Waldteufel) (Drigo-Auer). Violin Solo. Charles Prince at the Piano, Kathleen Parlow 10
A2169 Pray For Sunshine (But Always Be Prepared For Rain) (Abrahams). Orch. acc...Al Jolson, comedian 10
Follow Me (McCarthy, Johnson and Monaco). "What Do You Want to Make Those Eyes at Me For?" Tenor Solo, orch. acc...Samuel Ash 10
POPULAR HITS OF THE MONTH
A2167 Poor Butterfly (Hubbell). From New York Hippodrome Show. Soprano Solo, orch. acc...Katherine Clark 10
The Century Girl (Herbert). "The Century Girl." Soprano Solo, orch. acc...Inez Barbour 10
A2166 Just Keep on Skating (Weslyn and Pollock). Tenor Solo, orch. acc...M. O'Connell 10
O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Tenor Solo, guitars acc...Horace Wright 10
A2168 Hawaii and You (Keiser). Tenor and Baritone Duet, orch. acc...James Reed and James F. Harrison 10
There's Egypt in Your Dreamy Eyes (Spencer). Tenor Solo, orch. acc...George Wilson 10
A2163 Put On Your Slippers and Fill Up Your Pipe (A. Von Tilzer). Tenor Solo, orch. acc...Al M. J. O'Connell 10
It's Not Your Nationality (Johnson-McCarthy). Tenor Solo, orch. acc...Arthur Fields 10
A2164 When Evening Shadows Fall (Polla). Orch. acc...Broadway Male Quartet 10
In the Sweet Long Ago (Heath, Lang and Solomon). Tenor and Baritone Solo, orch. acc...James Reed and James F. Harrison 10
A2160 The Honolulu Hicki Boola Boo (Albert Von Tilzer). Orch. acc...Kniekerbocker Male Quartet 10
Ukalou (Von Tilzer). Orch. acc...Empire Vocal (Male) Trio 10
DANCE RECORDS OF THE MONTH
A5925 Sometime (Tierney). Introducing "That Old New England Town" (Ager). One-step, Step With Pep (Kaufman). One-step, Prince's Band 12
A5920 Homesickness Blues (Hess). Fox-trot, Prince's Band 12
The Florida Blues (Phillips). Fox-trot, Prince's Band 12
A5921 The Sunshine of Your Smile (Ray), Waltz, Prince's Orchestra 12
The Betty Lee Waltz (Richardson), Prince's Orchestra 12
A5922 Spooky Spooks (Claypoole). Fox-trot, Prince's Band 12
Cradle Rock (Frankl and Kornheiser). Fox-trot, Prince's Band 12
A5923 Admiation (Tyers). Tango-Fox-trot, Prince's Band 12
The Good Fairy (Green). Two-Two, Prince's Band 12
OLD TIME "FIDDLE" SONGS
A2140 Old Zip Coon. Introducing "Old Folks at Home." Violin Solo, piano acc...Don Richardson 10
Arkansas Traveler. Violin Solo, piano acc...Don Richardson 10
IRISH SONGS OF GREAT BEAUTY
A2139 Irish Love Song (Lang). Soprano Solo, orch. acc...Grace Kerns 10
The Little Irish Girl (Lohr). Tenor Solo, orch. acc...Reed Miller 10
A2135 Kingdom Come (Henry C. Work). Baritone Solo, orch. acc., with banjo effect, by Harry C. Browne...Harry C. Browne 10
When I Used to Work Upon the Levee. Baritone Solo, orch. acc., with banjo effect, by Harry C. Browne...Harry C. Browne 10
TAYLOR TRIO, FAMOUS COLUMBIA ORGANIZATION
A2142 Drink to Me Only With Thine Eyes. Cello, violin and piano...Taylor Trio 10

- Alice, Where Art Thou? (Asher). Cello, violin and piano...Taylor Trio 10
SCOTCH RECORDS BY EVAN DAVIES
A2156 I Love a Lassie (Lauder and Gratton). Baritone Solo, orch. acc...Evan Davies 10
"Doughie" the Baker (Lauder and MacFayden). Baritone Solo, orch. acc...Evan Davies 10
A2159 Sparklets (Miles)...Prince's Orchestra 10
Wedding of the Rose (Jesse)...Prince's Orchestra 10
A2161 The Music Box (Une Tabatiere à Musique) (Laidow)...Columbia Miniature Orchestra 10
Serenade (Filippucci). Bassoon and Harp Duet, Auguste Mesnard and Charles Scheutze 10
HAWAIIAN MUSIC BY HAWAIIAN ARTISTS
A2158 Hawaiian Medley. Introducing (1) "Waikiki Mermaid" (Cunka). (2) "Nua O Ka Palai" (Leleiohoku). Guitar Duet, Helen Louise and Frank Ferera 10
Hawaiian Medley. Introducing (1) "Kamehameha March". (2) "Ainehau" (Princess Like-like). (3) "Adois Ke Aloha" (Hopkins). Guitar Duet...Helen Louise and Frank Ferera 10
A2157 Pensee Amoureuse (Herbert). Violoncello Solo, orch. acc...Paul Kefer 10
Traumerli (Schumann). Violoncello Solo, orch. acc...Paul Kefer 10
A2170 Macusha (MacMurrugh). Tenor Solo, orch. acc...Charles Harrison 10
Mother Machree (Oleott and Ball). Tenor Solo, orch. acc...Charles Harrison 10
A2155 Aubade No. 2 (Lalo) (Ave by H. Mouton). George Barrere, conductor, Little Symphony Orchestra 10
Serenade (Hue). George Barrere, conductor, Little Symphony Orchestra 10
A2165 Deep River (Arr. by Bartleigh). (Old Negro Melody). Baritone Solo, orch. acc...Oscar Seagle 10
O Happy Day (Goetz). Baritone Solo, orch. acc...Oscar Seagle 10
A5830 Since First I Met Thee (Rubinsten). Baritone Solo, orch. acc...Morton Adkins 12
For All Eternity (Mascberoni). Baritone Solo, orch. acc...Morton Adkins 12
A5910 Hydroplan-Waltz (Gung)...Prince's Orchestra 12
A La Bien-Amiee (Schutt)...Prince's Orchestra 12
A5924 Bell Chorus (Leoncavallo) "Come On, Let's Go." In English, with orch...Columbia Opera Chorus 12
Pagliacci (Leoncavallo) (Arr. by Romano Romani). Selections, Columbia Symphony Orchestra 12
TWO DUET SENSATIONS
A5926 See the Pale Moon (Campana). Tenor and Baritone Duet, orch. acc...James Harrod and Graham Marr 12
The Pearl Fishers (Bizet). Au Fond Du Temple Saint (In the Depths of the Temple). Tenor and Baritone Duet, orch. acc...James Harrod and Graham Marr 12
HELEN STANLEY—FAMOUS OPERATIC ARIAS
A5912 Don Giovanni (Mozart). "In quali cessi o terror" (In what abysses of error). Soprano Solo, orch. acc...Helen Stanley 12
Carmen (Bizet). "Micaela's Air" (I say that nothing shall deter me). Soprano Solo, orch. acc...Helen Stanley 12
A5909 The Sun-Down Sea (Steckel). Tenor Solo, orch. acc...Morgan Kingston 12
Kiss Me, Love (Tosti). Tenor Solo, orch. acc...Morgan Kingston 12
A5777 Carmen (Bizet). "Canzone del Toreador (Song of the Toreador). In Italian. Baritone Solo, orch. acc...Giuseppe Campanari 12
Barbieri Di Siviglia (Rossini). "Largo al factotum" (Make way for the factotum). In Italian. Baritone Solo, orch. acc...Giuseppe Campanari 12

THOMAS A. EDISON, INC.

- NEW DIAMOND DISC RE-CREATIONS**
- 50384 Give Me All of You—Flora Bella (Schwarzwald), Tenor and Soprano, Gladys Rice and Walter Van Brunt 10
You're the Girl—Flora Bella (Schwarzwald), Tenor...Walter Van Brunt and Chorus of Girls 10
50385 Childhood Days—The Girl From Brazil (Romberg), Soprano...Gladys Rice and Chorus 10
Come back, Sweet Dreams—The Girl From Brazil (Romberg), Soprano...Gladys Rice 10
50386 Flora Bella (March Song) (Schwarzwald), Soprano...Gladys Rice and Chorus 10
Poor Butterfly—New York Hippodrome—"The Big Show" (Hubbell). Soprano...Elizabeth Spencer 10
50387 I Never Knew—"Canary Cottage" (Carroll), Soprano and Tenor, Gladys Rice and Walter Van Brunt 10
Pretty Baby (Jackson-Van Alstyne), Soprano, Gladys Rice and Chorus 10
50388 Listen to This—One-step (Kaufman), for Dancing...Gladys Rice and Frederick Wheeler 10
Ole Virginny—One-step (Zamecnik), for Dancing...Jaudas Society Orchestra 10
50389 In the Garden of Romance—"Little Miss Spring-time" (Kalman), Soprano and Baritone, Gladys Rice and Frederick Wheeler 10
Little Bid for Sympathy—"Little Miss Spring-time" (Kalman), Soprano and Tenor, Gladys Rice and Walter Van Brunt 10
50391 She is the Sunshine of Virginia (Carroll), Tenor, Gladys Rice and Walter Van Brunt 10
Turn Back the Universe and Give Me Yesterday (Ball), Tenor...George Wilton Ballard 10
50390 On the South Sea Isle (H. Von Tilzer), Contralto...Helen Clark 10
So Long, Letty (Carroll), Contralto and Baritone...Helen Clark and Joseph A. Phillips 10
50392 Smiles, Then Kisses—Waltz (Aneliter), Hawaiian Hawaiian Orchestra 10
Hapa Haole Hula Girl (Cunha), Hawaiian Guitars...Helen Louise and Palakiko Ferera 10
50393 Dragon's Eye (Gav)...Peerless Orchestra 10
Valse Danseuse (Miles), Xylophon...William Dorn 10
50394 I Was Never Nearer Heaven in My Life (Snyder). Tenor and Bass, Harry Mayo and Harry Tally 10
There's a Little Bit of Bad in Every Good Little Girl (Clarke-Fischer). Soprano, Gladys Rice and Chorus 10
50395 In Florida Among the Palms (Berlioz), Tenor, Gladys Rice and Walter Van Brunt 10
Mississippi Days (Piantadosi). Tenor and Baritone...Arthur Collins and Byron G. Harlan 10
50396 Ireland Must Be Heaven, for My Mother Came From There (McCarthy-Johnson-Fischer). Tenor, Gladys Rice and Walter Van Brunt 10
It's Always Orange Day in California—Canary Cottage (Carroll). Tenor, Irving Kaufman and Chorus 10
50397 Mighty lak' a Rose Waltz—For Dancing, Jaudas Society Orchestra 10
Waters of Venice Waltz (A. Von Tilzer). For Dancing...Jaudas Society Orchestra 10
50415 Alice in Wonderland—The Century Girl (Berlin). Soprano and Tenor, Gladys Rice and Irving Kaufman 10
Chicken Walk—The Century Girl (Berlin). Irving Kaufman and Chorus 10

(Continued on page 118)

RECORD BULLETINS FOR MARCH—(Continued from page 117)

- 80339 At the End of a Beautiful Day (Perrins). Soprano, Elizabeth Spencer and Chorus
Make a Little Heaven in Your Heart (Perrins). Soprano, Elizabeth Spencer
- 80340 Scherzo-Tarantelle (Wieniawski). Violin, Mary Zentay
Tambourin Chinois (Kreisler). Violin, Mary Zentay
- 80341 For Killarney and You (Teasdale). Tenor, Charles Harrison
I'm alongin' fo' You (Hathaway). Contralto, Merle Alcock
- 80342 Poet and Peasant Overture—Part 1 (Von Suppé). American Symphony Orchestra
Poet and Peasant Overture—Part 2 (Von Suppé). American Symphony Orchestra
- 80343 God Be With You Till We Meet Again (Tomer). Sacred. Metropolitan Quartet
I Surrender All (Weeden). Sacred. Metropolitan Quartet
- 80344 Songs of Other Days—No. 3. Metropolitan Mixed Chorus
Songs of Other Days—No. 4. Metropolitan Mixed Chorus

EDISON BLUE AMBER RECORDS

- 3119 Golden Sunshine—Her Soldier Boy (Emmerich Kalman). Soprano and Tenor Duet, orch. acc., Betsy Lane Shepherd and George Wilton Ballard
- 3118 Mother—Her Soldier Boy (Sigmund Romberg). Tenor Solo, orch. acc., George Wilton Ballard

CONCERT LIST

- 28256 Carry Me Back to Old Virginny (James A. Bland). Baritone Solo, orch. acc., Thomas Chalmers and Chorus
- 28255 Saper Vorreste—Ballo in Maschera (Verdi). In Italian. Soprano Solo, orch. acc., Alice Verlet
- 28254 Still Wie Die Nacht (Carl Bohm). In German. Tenor Solo, orch. acc., Jacques Urlus

REGULAR LIST

- 3098 I'll Make You Want Me (Long-Pelham). Conversational Duet, orch. acc., Rachel Grant and Billy Murray
- 3114 Keep Your Eye on the Girlie You Love (Ira Schuster). Male Voices, orch. acc., Premier Quartet
- 3105 Through These Wonderful Glasses of Mine (Harry Von Tilzer). Tenor Solo, orch. acc., George Wilton Ballard
- 3113 Way Down in Iowa (I'm Going to Hide Away) (Geo. W. Meyer). Tenor, orch. acc., Billy Murray and Chorus
- 3100 When You Hear Jackson Moan on His Saxophone—So Long Letty (Earl Carroll). Tenor Solo, orch. acc., Billy Murray
- 3110 Yaddie Kaddie Kiddie Kaddie Koo (Geo. W. Meyer). Tenor and Baritone Duet, orch. acc., Arthur Collins and Byron G. Harlan
- 3107 Everybody Loves an Irish Song (Wm. J. McKenna). Tenor Solo, orch. acc., John Finnegan
- 3106 Good-Night, Dinny, and God Bless You (Geo. H. Gartlan). Tenor Solo, orch. acc., George McFadden
- 3102 Irish Folk-Song (Arthur Foote). Contralto Solo, orch. acc., Merle Alcock
- 3103 Killarney (Balfe). Tenor Solo, orch. acc., John Finnegan

SONGS AND BALLADS

- 3112 Don't Leave Me, Daddy (J. M. Verges). Baritone Solo, orch. acc., Arthur Fields
- 3099 Love Bells, (Francis Dorel). Tenor Solo, orch. acc., Walter Van Brunt
- 3116 Mamma's Little Coal Black Rose (Richard A. Whiting). Tenor Solo, orch. acc., Manuel Romain
- 3097 Take This Letter to My Mother (Will S. Hays). Counter-tenor Solo, orch. acc., Will Oakland

DANCE RECORDS

- 3111 Flora Bella—One-step (Milton E. Schwarzwald). For Dancing. Jaudas' Society Orchestra
- 3095 There's a Little Bit of Bad in Every Good Little Girl—Fox-trot (Clarke-Fischer). For Dancing, Jaudas' Society Orchestra
- 3108 Carnival of Venice—Variations. Accordion Solo, P. Frosini
- 3101 Ellis March. Instrumental Duet. Ford Hawaiians
- 3096 In the Clock Store—Descriptive Fantasia (Chas. J. Orth). Sodero's Band
- 3115 Light Cavalry Overture (Franz von Suppé). Xylophone Solo, orch. acc., George Hamilton Green
- 3109 Medley of Scotch Airs. Banjo Solo, Fred J. Bacon
- 3104 Messenger Boy March (Wm. H. Anstead-Seymour Furth). Imperial Marimba Band
- 3117 Since Maggie Dooley Learned the Hooley Hooley (Geo. W. Meyer). Comedy Solo, orch. acc., Ada Jones

WALZER-CONVERSATION (Karl Maxstadt). Tanz Couplet mit orch. In German. Ernest Balle

Zungenfertigkeit (Karl Maxstadt). Couplet mit orch. In German. Ernest Balle

PATHE FRERES PHONOGRAPH CO.

NEW OPERATIC AND IMPORTANT VOCAL RECORDS

- 64008 Comme 'O Zuccaro (Ferraro, Carrera and Fonzo) Neapolitan Song, Sung in Italian, Lucien Muratore, Tenor, orch. acc., 12
- O Surdato 'Nnamorato (Fourzo) Neapolitan Song, Sung in Italian, Lucien Muratore, Tenor, orch. acc., 12
- 76004 Mignori (Thomas) "Je suis Titania" (I Am Titania) Sung in French, Grace Hoffman,

- Soprano, orch. acc., 14
- Dinorah (Meyerbeer) "Shadow Song," Grace Hoffman, Soprano, orch. acc., 14
- 82004 The Barber of Seville (Rossini) "La Calunnia" (Slander's Whisper) Sung in Italian, Adamo Didur, Basso, orch. acc., 14
- Chanson de Mephistopheles (Moussorgsky) Sung in Russian, Adamo Didur, Basso, orch. acc., 14
- 63001 Lohengrin (Wagner) "Abscheid," Sung in German, Leo Slezak, Tenor, orch. acc., 12
- Lohengrin (Wagner) "Grael's Erzählung," Sung in German, Leo Slezak, Tenor, orch. acc., 12

NEW STANDARD VOCAL RECORDS

- 52013 Kashmiri Song, "Indian Love Lyrics" (Hope, Woodforde and Finden) Eleonora de Cisneros, Mezzo-Soprano, Pathe Salon, orch. acc., 12
- Till I Wake, "Indian Love Lyrics" (Hope, Woodforde and Finden) Eleonora de Cisneros, Mezzo-Soprano, Pathe Salon, orch. acc., 12
- 52020 Macusbla (Rowe-MacMurrough) Thomas Egan, Tenor, Pathe Salon, orch. acc., 12
- Molly Bawn (Lover) Thomas Egan, Tenor, Pathe Salon, orch. acc., 12

- 25001 Róisín Dubh (Dark Rosaleen) Sung in Gaelic, Thomas Egan, Tenor, Pathe Salon, orch. acc.
- Le Fainne Gael an Lae (Dawning of the Day) Sung in Gaelic, Thomas Egan, Tenor, Pathe Salon, orch. acc., 10½

- 60047 Introduction and Ronde Capriccioso, Part 1 (St. Saens) Violin Solo, Jacques Thibaud, orch. acc., 12
- Introduction and Ronde Capriccioso, Part 2 (St. Saens) Violin Solo, Jacques Thibaud, orch. acc., 12
- 60046 Melody in F, Op. 3, No. 1 (Rubenstein) Violin Solo, Jacques Thibaud, 12
- Piccolino (Gairaud) Violin Solo, Jacques Thibaud, orch. acc., 12

- 35099 Till the Boys Come Home (Ord Ilume) Band of H. M. Grenadier Guards, 12
- Victory March (Avkoff). Pathe Military Band
- 35015 D'Alpenrosen'n (Alpine Roses) Zither Solo, Otto Slezak

- Am Grundsee (Aron) Zither Solo, Otto Slezak
- 20101 Yaaka Hula Hickey Dula (Wendling and Young) Fox-trot, Louise and Ferera Hawaiian Troupe, 10½
- Southern Blues (Old Hawaiian Medley) Louise and Ferera Hawaiian Troupe, 10½

- 20103 Mamma's Little Coal Black Rose (Egan and Whiting) Duet, Ruth Roy, Soprano, Louis J. Winsch, Baritone, orch. acc., 10½
- It's Not Your Nationality (Johnson and McCarthy) Roy Randall, Baritone, orch. acc., 10½
- 20135 Put on Your Slippers and Fill Up Your Pipe (Moran, Wheeler and Von Tilzer) Ruth Roy, Soprano, orch. acc., 10½

- Pray for the Light to Go Out (Skidmore and Tunnah) Arthur Collins, Baritone, orch. acc., 10½
- 20130 My Lonely Lolie L (Murphy, Lange and Solman) Sterling Trio, Louise and Ferera Hawaiian orch. acc., 10½
- My Hawaiian Maid (Sonny Cunha) Henry Burr, Tenor, Louise and Ferera Hawaiian orch. acc., 10½

- 20081 Flora Bella, from "Flora Bella" (Carroll and Schwarzwald) Elida Morris, Soprano, orch. acc., 10½
- You're the Girl, from "Flora Bella" (Schert-zinger and Schwarzwald) Roselle Martin, Soprano, Gordon Mac Hughes, Baritone, orch. acc., 10½

- 20131 Miss Sirmantha Johnson's Wedding Day (Toney Jackson) Collins and Harlan, orch. acc., 10½
- I've Got 'Em (Jackson and Frost) Arthur Collins, Baritone, orch. acc., 10½
- 20134 Everybody Hula (Sonny Cunha) Henry Burr, Tenor, Louise and Ferera Hawaiian orch. acc., 10½

- Dear Old Honolulu (Sonny Cunha) Marie Narelle, Soprano, Louise and Ferera Hawaiian orch. acc., 10½

NEW PATHE "DE LUXE" DANCE RECORDS

- 20109 The Garden of Romance, from "Miss Spring-time" (Emmerich Kalman) Waltz, American Republic Band
- Out of the Cradle (Gilbert and Friedland) One or Two-step. American Republic Band
- 20132 Poor Butterfly (Raymond Hubbell) Fox-trot, "Castles by the Sea" Orchestra
- Topsy (Hugh Frey) One or Two-step, Sherbo's, "Castles by the Sea" Orchestra
- 20108 My Skating Girl, from "The Big Show," N. Y. Hippodrome (Raymond Hubbell) One or Two-step. American Republic Band

- My Castle in the Air, from "Miss Spring-time" (Jerome Kern) Fox-trot, American Republic Band
- 35100 The Witching Hour (Grant) Fox-trot, Van Eng-Banta Dance Orchestra
- Rugged Thoughts (Von de Melden) One or Two-step. Pathe Dance Orchestra

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- POPULAR SONGS OF THE MONTH
- 7127 It's Not Your Nationality (It's Simply You) (Johnson-McCarthy), Tenor Solo, acc. by orch., William Schefer
- I Know I Got More Than My Share (Clarke-Johnson), Tenor Solo, acc. by Piano, 'Cello and Two Violins. Vernon Dalhart
- 7120 Honolulu, America Loves You! (We've Got to Hand it to You) (Clarke-Cox-Monaco), Baritone Solo, acc. by orch., Morton Harvey
- Tho' I Had a Bit o' the Devil in Me (Van Brunt-Von Tilzer), Tenor Solo, acc. by orch., Jim Doherty
- 7136 O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack), Baritone Solo, acc. by Piano and Ukulele, Gene Rogers
- Wearin' of the Green (Irish Air)—Shane O'Kellely, Baritone Solo, acc. by orch., John W. Myers
- 7128 M-i-s-s-i-s-s-i-p-p-i (Tierney), Character Song, acc. by orch., Ada Jones
- Come Out of the Kitchen, Mary Ann (Bayha-Kendis), Character Song, acc. by orch., Ed. Morton
- 7133 So Long, Letty (Carroll), From the play, "So Long, Letty," at the Shubert Theatre. Tenor Solo, acc. by orch., Samuel Ash
- Mother (In Your Arms Enfold Me) (Kalman), From the play, "Her Soldier Boy," at the Astor Theatre. Tenor Solo, acc. by orch., Wm. Schefer
- 7131 Pollyanna (Franklin), Tenor Solo, acc. by Violin, Piano and Bells. Henry Pinckney
- I'm A-Longin' Fo' You (Fuhrmann-Hathaway), Soprano Solo, acc. by Violin, 'Cello and Organ. Gloria Knight
- 7132 When Shadows Fall (Keithley-Frost), Tenor Solo, acc. by Piano, 'Cello and Two Violins, Vernon Dalhart
- Sometime (Tierney), Tenor Solo, acc. by Piano, 'Cello and Two Violins. Vernon Dalhart
- 7129 Ida, Sweet As Apple Cider (Eddie Leonard-Munson), Character Song, acc. by orch. Al Herman
- Honor Thy Father and Mother (Jentes), Tenor Solo, acc. by orch., Jim Doherty
- DANCE HITS
- 7123 Poor Butterfly Fox Trot (Hubbell), Emerson Symphony Orchestra
- Shadowland Fox Trot (Gilbert), Banjo Wallace's Orchestra
- 7120 My Hawaiian Sunshine Fox Trot (Carey Morgan), Clarinet Solo, acc. by orch., Wilbur S. Sweetman
- Missouri Waltz (Knight-Logan-Appel), Emerson Symphony Orchestra
- 7122 Honky Tonky Rag (McCarron-Smith), One-step, Emerson Military Band
- It's a Peach One Step (Franklin), Piano Solo, Malvin Franklin
- 7121 Cupid's Arrow—Piano, Banjo and Saxophone Trio. Van Epps Trio

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RECORD BULLETINS FOR MARCH

(Continued from page 118)

- Hawaiian Hula Medley—Ukulele and Guitar Duet. Helena & Palakiko
- STANDARD SELECTIONS**
- 7134 Songs of Yesterday (Harris), orch. acc. Avon Comedy Four
- Old Oaken Bucket (Woodward) Peerless Quartet
- 7124 Wedding March (Mendelssohn) Emerson Military Band
- To a Wild Rose (MacDowell), Emerson Symphony Orchestra
- 7135 Hungarian Dance, No. 5 (Brahms) Emerson Symphony Orchestra
- Herd Girl's Dream (Alp Maid's Dream) (Lubitsky), Harp, Violin and Flute Trio, Emerson Instrumental Trio
- RECITATIONS**
- 7126 The Trial of Josiah Brown, Part 1
The Trial of Josiah Brown, Part 2 (Knight),
Descriptive Comic Sketch. Ada Jones,
Byron G. Harlan, Harlan Knight and Steve Porter
- 7125 Mother Goose Medley—Nursery Rhymes. Re-
cited with Realistic Effects by Sally Hamlin
Rumpelstiltskin (Grimm), Nursery Tale, Told by
Sally Hamlin
- POPULAR SONGS OF THE MONTH**
- 5168 It's Not Your Nationality (It's Simply You)
(Johnson-McCarthy), Tenor Solo, acc. by orch. William Schefer
- 5128 O'Brien Is Tryin' to Learn to Talk Hawaiian
(Cormack), Baritone Solo, acc. by Piano and
Ukulele Gene Rogers
- 5169 M-i-s-s-i-s-s-i-p-p-i (Tierney), Character Song,
acc. by orch. Ada Jones
- 5164 There's Just a Little Bit of Monkey (Skill Left
in You and Me) (Clarke-Monaco), Character
Song, acc. by orch. Ed. Morton
- 5165 Come Out of the Kitchen, Mary Ann (Bayha-
Kendis), Character Song, acc. by orch. Ed. Morton
- 5171 Mother (In Your Arms Enfold Me) (Kalman).
From the play, "Her Soldier Boy," at the
Astor Theatre. Tenor Solo, acc. by orch., Wm. Schefer
- 5170 Pollyanna (Franklin), Tenor Solo, acc. by Vi-
olin, Piano and Bells. Henry Pinckney
- 5167 Sometime (Tierney), Tenor Solo, acc. by Piano,
"Cello and Two Violins. Vernon Dalhart
- 5160 Ida, Sweet as Apple Cider (Eddie Leonard-
Munson), Character Song, orch. acc. Al Herman
- 5159 Songs of Yesterday (Harris), orch. acc. Avon Comedy Four
- DANCE AND STANDARD SELECTIONS**
- 5166 My Hawaiian Sunshine Fox Trot (Carey Mor-
gan), Clarinet Solo, acc. by orch., Wm. Schefer
- 5163 Down Home Rag One Step (Wilbur S. Sweat-
man), Clarinet Solo, acc. by the Emerson
Trio. Wilbur S. Sweatman
- 5158 Cupid's Arrow—Piano, Banjo and Saxophone
Trio. Van Epps Trio
- 5161 Coronation March (Meyerbeer). From "Le
Prophete". Emerson Trumpet Quartet
- 5162 To a Wild Rose (MacDowell), Emerson Symphony Orchestra

STARR PIANO CO.

VOCAL NUMBERS

- 7558 Just a Wearyin' For You (Jacobs-Bond). So-
prano Solo, orch. acc. Agnes Hanick
- I Love You Truly (Jacobs-Bond). Soprano Solo,
orch. acc. Agnes Hanick
- 7574 Kings of the road (Weatherby-Bevan). Baritone
Solo, band acc. John W. Dodd
- Comrades in Arms (Cardoze-De Koven). Baritone
Solo, band acc. John W. Dodd
- 7568 When the Black Sheep Comes Home (Berlin).
Tenor Solo, orch. acc. Henry Burr
- In the Sweet Long Ago (Heath-Lange & Sol-
man). Vocal Duet, orch. acc. Campbell and Burr
- DANCE SELECTIONS**
- 7569 Brown Skin (Who're You For?)—One-step
(Barton and Mills). Weber's Prize Band
- Pass Around the Apples Once Again—One-step.
From "So Long Letty" (Carroll). Weber's Prize Band
- 7570 Aloha Waltzes—Introducing the Favorite Songs
of the Hawaiians (Arr. by Geo. P. Howard). Weber's Prize Band
- Wagner Hits Darktown—Two-step (Perrington).
Weber's Prize Band
- 7572 The Great Big County Fair—Fox-trot (Frank and
Carl Wilson). Starr Band
- Call of the Wild—March (Losey). Starr Band
- INSTRUMENTAL RECORDINGS**
- 10005 To Spring (An den Frühling) Op. 43, No. 6
(Grieg). Violin Solo, piano acc. by Walter
Boutelle. Louis Rich
- Souvenir (Drda). Violin Solo, piano acc. by
Walter Boutelle. Louis Rich
- 7573 Hohenzollern Ruhm (Fame of the Hohenzollern).
Op. 143—March (Unrath). Weber's Prize Band
- Frühlings Einzug—Op. 55—March (Wen Blon).
Weber's Prize Band
- 7566 Extase—Reverie (Ganne). Violin, Cello and
Piano. Bailhe Trio
- Gavotte (Handel) (Arr. for Trio by Geo. Bailhe).
Violin, Cello and Piano. Bailhe Trio
- 7565 Meditation—"Thais" (Massenet). Violin Solo,
piano acc. by Berta Miller-Ruick. Yakove Spivakowski
- Serenata Slav (Jessica) (Spivakowski). Violin
Solo, piano acc. by Berta Miller-Ruick. Yakove Spivakowski

READINGS

- 7571 When Our Gal Spoke a Piece. Humorous Read-
ing. Strickland Gillilan
- Swellhead. Humorous Reading. Strickland Gillilan
- SPECIAL ST. PATRICK'S DAY RECORDS**
- 12500 Finnigin to Flannigan—The Girl Child. Humo-
rous Readings. Strickland Gillilan
- She Felt of Her Belt—Ernest and the Buttons.
Humorous Readings. Strickland Gillilan
- 7543 That's an Irish Lullaby (Shannon). Baritone
Solo, brass orch. acc. John W. Dodd
- King of the Forest Am I (Brand-Parker). Bari-
tone Solo, brass orch. acc. John W. Dodd
- 7516 I'm on My Way to Dublin Bay—Patrol (Mur-
phy). Starr Military Band
- Down South (An American Sketch) (Myddleton).
Starr Military Band
- STARR RECORDS NECESSARY TO MAKE YOUR
HOME LIBRARY COMPLETE**
- 7510 Spring Song (Mendelssohn) Starr Orchestra
- Hearts and Flowers—Flower Song (Tobani).
Starr Orchestra
- 7536 The Sunshine of Your Smile (Cook-Ray). Bari-
tone Solo, brass orch. acc. John W. Dodd
- Macushla (Rowe-MacMurrrough). Baritone, brass
orch. acc. John W. Dodd
- 7556 Marche Militaire, No. 1—Op. 51 (Schubert).
Weber's Prize Band
- Marebe Militaire, No. 2—Op. 51 (Schubert).
Weber's Prize Band
- 10004 O sole mio (My Sunshine) Neapolitan Song (di
Capua). In Italian. Soprano Solo, orch. acc. Agnes Hanick
- Romanza di Santuzze—"Cavalleria Rusticana"
(Mascagni). In Italian. Soprano Solo, orch. Agnes Hanick
- 7507 Old Folks at Home (Foster). Tenor, orch. acc. Henry Burr and Sterling Trio
- My Old Kentucky Home (Foster). Contralto,
orch. acc. Rose Bryant and Sterling Trio

PAROQUETTE RECORD MFG. CO.

- 56 I Know I Got More Than My Share (Clarke-
Johnson). Baritone Solo. John Wilbur
- A Friend of Mine "Told a Friend of Mine"
(Kendis-Paley). Comic Song. Harry Dunn
- 63 Shades of Night (Friedland). Par-O-Ket Mixed Quartet
In the Time of Roses (Reichardt). Soprano
Solo. Louise MacMahan
- 65 Silver Threads Among the Gold (Dank), Henry Burr and Quartet
- Kate O'Donohue (Old Irish Song). Tenor Solo,
Albert Campbell
- 69 Xylophone Solo—Intermezzo Russe (Franke).
Chris Chapman
- Dorothea—Old English Dance (Bell). Solo,
(Smith) Chris Chapman
- NOVELTY NUMBER**
- 62 Matrimonial Difficulties. Negro Comedy Sketch,
Golden and Marlow
- The Insect Powder Agent. Negro Comedy Sketch,
Golden and Marlow
- 58 Carry Me Back to Old Virginny (Bland).
Rose Bryant and Male Quartet
- Robin Adair. Tenor Duet. Webster and Gillette
- 64 Barcarolle from "Tales of Hoffman"—Hoffman
dreams of Venice. Opening of Second Act
(Offenbach). Soprano and Contralto Duet,
Grace Nash and Rose Bryant
- The Last Rose of Summer (Old English). So-
prano Solo. Louise MacMahan
- 66 Onward, Christian Soldiers (Sullivan). Vesper Mixed Quartet
Come Thou Almighty King (Giardini). Vesper Mixed Quartet
- INSTRUMENTAL RECORDS**
- 67 Kathleen Mavourneen (Crouch). Violin, Cello
and Harp. Gondolier Trio
- 67 La Mamma de Rosa. Neapolitan Folk Song,
Gondolier Trio
- 74 Pictures of the North and South (Part 1) Yankee
Doodle—My Maryland—Old Zip Coon—Reville
—Tenting Tonight (Bendix). Rogers' Concert Band
- Pictures of the North and South (Part 2) Old
Dan Tucker—Carry Me Back to Old Virginny
—Massa—Arkansas Traveler—Star Spangled
Banner (Bendix). Rogers' Concert Band

THOS. A. EDISON, INC., BUY PROPERTY

Thomas A. Edison, Inc., have purchased ten acres of land at Kearney, N. J., on the Hackensack river. The property has a frontage of 200 feet on the river and runs back to the Belleville turnpike. The Erie railroad tracks run through the property, thus connecting with the Edison works at Orange. The plot was purchased by the Edison people to provide for future expansion of the company's business.

The Pathé Frères Phonograph Co., New York, has increased its capital stock from \$1,300,000 to \$1,900,000.

HEADS EDUCATIONAL DIVISION

Bronson M. DeCou Has Charge of Educational Division Established by Landay Bros.

Bronson M. DeCou, associated with the educational department of the Victor Talking Machine Co. for a number of years, has been appointed head of an educational division which has just been established by Landay Bros., New York, Victor distributors. Mr. DeCou will have his headquarters on the fifth floor of the new Landay Victrola Temple of Music, 23 West Forty-second street, New York. This floor will be devoted entirely to educational purposes, and informal demonstrations will be held daily under Mr. DeCou's supervision. In addition to educational work Mr. DeCou will give lectures before the most important women's organizations to develop interest in music in the home and in the schools.

BILLY MURRAY TELLS OF CAREER

Well-Known Record Artist Ascribes Success in That Field to the Fact That He Was Born Same Year That Phonograph Was Invented

Billy Murray, well-known and popular singer, whose records have found their way into hundreds of thousands of homes, prepared a most interesting story of his career for publication in the January issue of the "Edison Monthly."

Mr. Murray ascribes his success as a record artist to the fact that he was born in 1879, the same year the phonograph was invented, and made his first record twenty years ago just at the time that the phonograph became popular.

Mr. Murray tells of his experience as a minstrel man and of making Edison records for various Edison dealers, notably the Bacigalupi Bros., Edison jobbers in San Francisco. He also told of the discovery of Ada Jones in the start of her work as a record artist. Up to that time the female voice on records had been imitated by a man singing in a falsetto voice, but under such conditions songs with high notes had to be avoided. Mr. Murray also gave some interesting personal information to the effect that his favorite amusement is being a baseball fan, that he lives in Brooklyn, N. Y., in the winter, and on a farm in Middletown, N. Y., in the summer.

W. O. BLACK WITH HOSPE CO.

Leaves Knabe Bros. Co. to Assume Management of Piano Department in Omaha

OMAHA, NEB., January 30.—W. O. Black, formerly with the Aeolian Co. at Cincinnati, O., is now manager of the piano department at the Hospe store, succeeding H. O. Fredericks, who will probably enter the piano trade for himself. Mr. Black was recently connected with the Knabe Bros. Co., and was active in the introduction of the Knabe Crystola, of which he owned half of the patent rights. He is a well-known and experienced piano man and will undoubtedly be very successful in his new territory here.

The Monarch Phonograph Co., of Menominee, Wis., expects to double its output of phonographs within the next sixty days.

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THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

"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. The first edition of the Directory appeared November, 1916.

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 \$200. 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 "Artofola" 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, four models, retail prices \$65 to \$150. 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.
- 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.
- 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. Manufacturers of "Columbia Grafonolas." 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 office and factory, Leonard and Olive streets, Brooklyn, N. Y., Est., 1914. Manufactures "Recordion" line, eight models, retail prices \$20 to \$200.
- COMPTON-PRICE CO.** Executive offices and factory, Cosboect, O. Manufactures the "Stradivari" line, eight models, retail prices \$45 to \$250.
- CRESCENT TALKING MACHINE CO.** Executive offices, 89 Chambers street, New York City. Est., 1914. Manufactures "Silverton" line, fourteen models, retail prices \$12.50 to \$200. Also makes electric machines.
- DELPIEON CO.** Executive offices and factory, 810 Bouffal, place, Bay City, Mich. Est., 1916. Manufactures the "Delphion" line, four models, retail prices \$75 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.
- 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.** General sales offices, 220 Fifth avenue, New York City. Est., 1916. Manufactures "Flemish" line, four models, retail prices \$6 to \$35.
- FOREST CITY FURNITURE CO.** Executive offices, 3248 West Sixteenth street, Chicago. Factory, Rockford, Ill.
- FRAUD TALKING MACHINE CO., Inc.** Executive offices and factory, 224 West Twenty-sixth street, New York City. Est., 1915. Manufactures "Symphony," "Fraud, Jr.," and "Symphony, Jr." lines, ten models, retail prices \$10 to \$150.
- GRAND TALKING MACHINE CO.** Executive offices and factory, 366 Adams street, Brooklyn, N. Y. Est., 1915. Manufactures "Dulciphone" line, three models, retail prices \$15 to \$75.
- HARMONOLA CO.** Executive offices and factory, 1611 Chestnut street, Philadelphia. Est., 1916. Manufactures the "Harmonola" line, four models, retail prices \$30 to \$135.
- HARPVOLA TALKING MACHINE CO. (J. H. COLLINS).** Executive offices and factory, Harrisburg, Pa. Manufactures "Harpvola" line.
- HOFFAY TALKING MACHINE CO.** Executive offices, 505 Fifth avenue, New York City. Est., 1915. Manufactures "Hoffay Airtight" line, five models, retail prices \$75 to \$250.
- HUMANATONE TALKING MACHINE CO.** Executive offices and factory, 254 North Tenth street, Brooklyn, N. Y. Manufactures "Humanatone" line, five models, retail prices \$50 to \$200.
- KING TALKING MACHINE CO.** Executive offices, 11 West Twenty-fifth street, New York City; factory, Newark, N. J. Est., 1914. Manufactures "Harroll" line, nine models, retail prices \$35 to \$200. Also makes electric machines.
- ANDS KOCH.** Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, twenty models, retail prices \$4 to \$220.
- KOEHLER & HINRICHS.** Executive offices and factory, St. Paul, Minn. Manufactures the "Ko-Hi-Ola" combination phonograph, clock and cellarette. Retail price \$175.
- LUCKY 13 PHONOGRAPH CO.** Executive offices and factory, 3 East Twelfth street, New York City. Est., 1913. Manufactures the "Cleartone" phonographs, thirty-three models, retail prices \$4 to \$200.
- LYRIAN PHONOGRAPH CO.** Executive offices, South and Summer streets, Cincinnati, O.; factory, 2000 South street, Cincinnati, O. Est., 1916. Manufactures "Lyrian" machine, retail price \$25.
- 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.
- MANDEL MANUFACTURING CO.** Executive offices, 501 Lardin 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, Adrian, Mich. Est., 1916. Manufactures "Manophone" line, six models, retail prices \$15 to \$200.
- MELOPHONE TALKING MACHINE CO., Inc.** Executive offices, 376 Lafayette street, New York City; factory, Farmingdale, Long Island, N. Y. Est., 1915. Manufactures "Melophone" line, four models, retail prices \$7.50 to \$15.00.
- MOZART TALKING MACHINE CO.** Executive offices, 1432 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.
- 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, 10-32 Grand avenue, Brooklyn, N. Y.; factories, Brooklyn, N. Y.; Belleville, N. J.; London, Paris, Berlin, Vienna, Milan. Manufactures the "Pathephone" line, nine models, retail prices \$25 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, Marlbridge Bldg., New York City; factory, Rahway, N. J. Est., 1892. Manufactures "Hexaphone" and "Reginaphone" lines.
- REPUBLIC PHONOGRAPH CO.** Executive offices, 80 East Jackson boulevard, Chicago; factories, Chicago and Rockford, Ill. Est., 1916. Manufactures "Virtuoso," "Peerless" and "Republic" lines, five models, retail prices \$75 to \$300.
- RISHIELL PHONOGRAPH CO.** Executive offices, Williamsport, Pa.; factories, Williamsport and Hughesville, Pa. Est., 1897. (J. K. Rishel Furn. Co.) Manufactures the "Rishiel" line, eight models, retail prices \$50 to \$300.
- CHARLES W. SHONK CO.** Executive offices, Monroe Building, Chicago, Ill.; factory, Maywood, Ill. Est., 1877. Manufactures "Shonk" line, two models, retail price \$15.
- SINGAPHONE TALKING MACHINE CO., Inc.** Executive offices, 32 Union Square, New York City. Manufactures "Singaphone" line, five models, retail prices \$15 to \$150.
- SOLOPHONE CO.** Executive offices, 13 East Forty-second street, New York City; factory, Harrison, N. J. Manufactures "Solophone" line, three models, retail prices \$90 to \$175.
- SONORA PHONOGRAPH CORPORATION.** Executive offices, 57 Beale street, New York City. Manufactures the "Sonora" line, eleven models, retail prices \$45 to \$1,000.
- 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, 2842 North Lincoln street, Chicago. Est., 1916. Manufactures "Stewart" line, one model, retail price \$6.50.
- SUPERTONE TALKING MACHINE CO.** Executive offices, 18 West Twentieth street, New York City; factory, Oneida, N. Y. Est., 1916. Manufactures the "Supertone" line, seven models, retail prices \$15 to \$150.
- UNITED TALKING MACHINE CO.** Executive offices and factory, 178 Bimmet 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-Victrol" lines, thirteen models, retail prices \$15 to \$100. Also makes 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. Distributor for "Domino" record, manufactured by New York City. Vertical cut, seven inch records, retail price, 35c.
- ARTOFOLA CO.** Executive offices, Springfield, Ill. Markets the "Artofola" 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 "Par-o-ke" line, vertical cut, seven-inch record, retail price, 25c.
- BRUNSWICK - BALKE - COLLENDER CO.** Executive offices, 623 South Wabash avenue, Chicago. Est., 1845. Markets the "Pathe" records, manufactured by the Pathe Freres Phonograph Co., New York.
- COLUMBIA GRAPHOPHONE CO.** Executive offices, Woolworth building, New York City. Manufactures "Columbia" records, ten and twelve inches, lateral cut.
- CORTINA ACADEMY OF LANGUAGES.** 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. Factories at various points. Est., 1915. Manufactures the "Emerson Universal Cut" double-disc record, retail price 25c., and Emerson six-inch record, retail price 10c.
- FRAUD TALKING MACHINE CO., Inc.** Executive offices, 224 West Twenty-sixth street, New York City. Est., 1915. Markets "Fraud" line, vertical cut, ten and twelve-inch records, retail prices 75c. and \$1.
- KING TALKING MACHINE CO.** Executive offices, 11 West Twenty-fifth street, New York City. Markets "Majestic" line, manufactured by Majestic Record Corp.
- 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 language 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, 206 Fifth avenue, New York City; factory, Long Island City, N. Y. Manufactures "Operaphone" line, vertical cut, eight-inch records, retail price 35c.
- PAROQUETTE RECORD MFG. CO.** Executive offices, 47 West Thirty-fourth street, New York; factory, Rush Terminal Building, Brooklyn, N. Y. Est., 1916. Manufactures "Par-O-Ke" line, seven-inch record, vertical cut, retail price 25c.
- PATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand Avenue, Brooklyn, N. Y.; 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 10½, 11½ and 14-inch records.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago, Ill. Est. 1916. Manufactures "Playerphone" record, ten and twelve-inch double disc, vertical cut, retail prices 75c. to \$1.50.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est. 1872. Manufactures "Starr" line, ten-inch double disc 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.

JOBBER

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.; Denver, Col.; Detroit, Mich.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Louisville, Ky.; Albert G. Kunde, Milwaukee, Wis.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Schmolzer & Mueller Co., Omaha, Neb.; Pennsylvania Talking Machine Co., Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Me.; Portland, Ore.; Grafonola Co., Rochester, N. Y.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; 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.

I. DAVEGA, JR., Inc. 125 West 125th street, New York City.

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.

GATELY-HAIRE CO., Inc. Albany, N. Y.

LANDAY BROS. 151 West Thirtieth street, 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. PEARSELL CO. 18 West Forty-sixth street, New York City.

PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.

SCHMEZELER ARMS CO. Kansas City, Mo.

SHERMAN, CLAY & CO. San Francisco, Cal.

STANDARD TALKING MACHINE CO. Pittsburgh, Pa.

M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.

STEWART TALKING MACHINE CO. Indianapolis, Ind.

WHITNEY & CURRIER CO. Toledo, O.

PEERY B. WHITSIT CO. Columbus, O.

G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.

RUDOLPH WURLITZER CO. Cincinnati, 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.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.

PATHEPHONE SALES CO. OF NEW YORK. 111 East Fourteenth street, New York City (Bristol & Barber).

M. H. PICKERING CO. Pittsburgh, Pa.

Sonora Jobbers

C. W. SNOW & CO. Syracuse, N. Y.

CASES—COVERS

BRISTOL & BARBER. Executive offices, 111 East Fourteenth street, New York. Est. 1890. Manufactures "B. & B." carrying and warehouse covers.

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.

C. E. VARD CO. Executive offices and factory, New London, O. Est. 1905. Manufactures phonograph warehouse and carrying covers for all purposes.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Sales offices in leading cities. Products manufactured: Tone arms, sound boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.

AMERICAN PHONOGRAPHS. 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.

BARNHART BROTHERS & SPINDLER. Executive offices and factory, Monroe and Third streets, Chicago, Ill. Est. 1888. Products manufactured: Turntables, spring motors and die cast small parts.

CHICAGO RECORDING SCALE CO. Factory and executive offices, Waukegan, Ill. Manufactures "Cresco" electric 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, 80 Chambers 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.; also a factory in Toledo, O. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts to order only.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Established 1918. Manufactures automatic brakes.

FAVORITE TALKING MACHINE CO. Executive offices, 438 Broadway, New York City. Products manufactured: Spring motors, Universal tone arms, sound boxes, main springs and needle cups.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. 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 arm, sound boxes. Trade name: "Audion" sound box.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleeker street, New York City. Est. 1913. Products manufactured: Spring motors, tone arms, sound boxes, tone arm rests, brakes, lid stops, springs, needle cups, etc.

JOHNSON MOTOR CO. Executive offices, 3233 West Lake street, Chicago. Manufactures spring and electric motors.

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J. Est. 1914. Products manufactured: Tone arms and sound boxes. Also does gold-plating for the trade.

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, 290 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LAKESIDE SUPPLY CO., Inc. Executive offices, 202 South Clark street, Chicago. Manufactures tone arms, brakes, needle cups, turntables, etc.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Manufacturers and jobbers of: Motors, tone arms, sound boxes, main springs, governor springs 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 Rode street, New York City. Est. 1908. Products manufactured: "Ideal" automatic stop, "Ideal" tone arms 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 & CO. Executive offices, 505 Fifth avenue, New York City; 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.

PADBACK DIAPHRAGM, Inc. Executive offices, Room 1411, 30 Church street, New York. Manufactures the "Padback" 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.

PHONOGRAPH PARTS CO. 7 West Twenty-second street, New York. Manufactures tone arms, sound boxes, motors, etc.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est. 1916. Manufactures tone arms, reproducers and miscellaneous parts.

PRESTO PHONO PARTS CORP. Executive offices and factory, Sperry Building, Manhattan Bridge plaza, Brooklyn, N. Y. Est. 1916. Products manufactured: Tone arms, sound boxes, motors, turntables, cover supports, cabinet hardware.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

JAMES H. RHODES & CO. Executive offices, 157 West Austin avenue, Chicago. Est. 1897. Manufactures powdered pumice stone and rotten stone, turntable discs, washers, wicks, felts, sponge and chamois skins.

SINGAPIONE TALKING MACHINE CORP., Inc. Executive offices, 32 Union square, New York City. Products manufactured: Motors, tone arm, sound boxes and miscellaneous parts.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est. 1908. Products manufactured: "Soss" hinges, "Soss" die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

STANDARD METAL MFG. CO. Executive offices and factory, Newark, N. J. Products manufactured: Horns, tone arms, turntables and miscellaneous parts.

STANDARD PHONOGRAPH CO. 15 East Fourteenth street, New York City. Tone arms, motors, sound boxes, miscellaneous parts.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est. 1903. Products manufactured: Tone arms and sound boxes.

UNION PHONOGRAPH SUPPLY CO. Executive offices and factory, 1100-1108 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes and miscellaneous parts.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, 3248 West Sixteenth street, Chicago. Est. 1910. Manufactures "Perfect" tone arms and "Perfect" reproducers.

VEECO COMPANY. Executive office, 218 Boylston street, Boston, Mass.; factory, New Hampsbire. Est. 1916. Products manufactured: Motor equipments and "Viteloid" turntables.

WATERBURY INSTRUMENT CO. Executive offices, Waterbury, Conn. Manufactures "Supersoums" sound box.

WIEGAND & CO. Executive offices, 1727 Republic Bldg., Chicago. Manufactures "3 in 1" reproducer.

WILSON-LAIRD PHONOGRAPH CO., Inc. Executive offices, 136 Liberty street, New York City. Est. 1910. Manufactures "Bliss" reproducers.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Distributors of motors, sound boxes and tone arms.

MFRS. CABINETS

AETNA CABINET CO. Executive offices and factory, 254 North Tenth street, Brooklyn, N. Y.

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City.

CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Utica, N. Y.

COLUMBIA MANTEL CO. Executive offices and factory, Leonard and Devoe streets, Brooklyn, N. Y. Est. 1914.

CRIPPEN-RASE CO., Inc. Executive offices and factory, Rochester, N. Y. Manufactures "Crip-N" record files and ejector.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa. Manufactures "Haag" ejectors.

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. 1910.

NANES ART FURNITURE CO. Executive offices and factory, Grand street and East River, New York City.

STANDARD PHONOGRAPH CO. 15 East Fourteenth street, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

RECORD CABINETS

Manufacturers and Distributors

BOSTON BOOK CO. Executive offices, 73 Broadway, Brooklyn, N. Y.; factory, 109 Broadway, Brooklyn, N. Y. Est. 1911. (Manufacturer.)

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City. Est. 1912. (Manufacturer.)

CRIPPEN-RASE CO. Executive offices and factory, Rochester, N. Y. (Manufacturer.)

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est. 1915.

FEDERAL EQUIPMENT CO. Executive offices, 320 West street, Carlisle, Pa.

FLEMING CO. Executive offices, 335 South La Salle street, Chicago, Ill.; factories, Chicago. Est. 1916. (Manufacturer.)

GLOBE-WERNICKE CO. Executive offices and factory, Cincinnati, O. Est. 1882. Manufactures "Brown" disc record cabinets. Also manufactures bookcase sections fitted with interiors.

HAAG CABINET CO. Executive offices, Drexel Building, Philadelphia, Pa.

HERZOG ART FURNITURE CO. Executive offices and factory, Saginaw, West Side, Mich. Est. 1900. (Manufacturer.)

KANE MFG. CO. Executive offices and factory, Kane, Pa. Est. 1900. Manufactures cabinets; also stands for talking machines.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est. 1911. (Manufacturer.)

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est. 1915. (Distributor.)

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est. 1904. (Manufacturer.)

- MELROSE FURNITURE & CABINET CORP.** Executive offices and factory, 92 Willow avenue, New York City. Est., 1916. (Manufacturer.)
- NANES ART FURN. CO.** Executive offices and factory, Grand street and East River, New York City. Est., 1915. (Manufacturer.)
- K. NICHOLSON FURN. CO.** Executive offices and factory, Chase City, Va. Est., 1911. (Manufacturer.)
- OGDEN SECTIONAL CABINET CO.** Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Ill. (Manufacturer.)
- SALTER MFG. CO.** Executive offices, 339 North Oakley boulevard, Chicago, Ill.; factory, Chicago. Est., 1876. (Manufacturer.)
- SCHLOSS BROS.** Executive offices and factory, 637 West Fifty-fifth street, New York City. (Manufacturer.)
- UDELL WORKS.** Executive offices and factory, Indianapolis, Ind. Est., 1873. (Manufacturer.)
- WONDER TALKING MACHINE CO.** Executive offices, 113 Fourth avenue, New York City. (Distributor.)
- BOOTHES 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 record racks.
- 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., 1913. Manufactures "Van Veen" demonstration booths and store fixtures and general interior decorations.
- ACCESSORIES, ETC.**
- 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 "Nose" start and stop.
- CORLEY CO., Inc.** Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1893. 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.
- 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 sweepplug brushes.
- JONES-MOTROLA, Inc.** Executive offices and factory, 25-33 West Thirty-fifth 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.
- MOVETTE CAMERA CORP.** Executive offices and factory, 1155 University avenue, Rochester, N. Y. Manufactures "Movette" moving picture camera and projector.
- NATIONAL TOY CO.** Executive offices and factory, 271 Congress street, Boston, Mass. Manufactures talking machine toys and novelties.
- PLAYERPHONE 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.** 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.
- G. W. WITTE.** Executive offices, 1727 Ludlow street, Philadelphia, Pa. Manufactures Witte's "Moviescope."
- SUPPLIES, ETC.**
- 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.
- I. L. COCHRANE.** 24 Stone street, New York City. Export agent for manufacturers of talking machines and kindred parts.
- GLOBE DECALCOMANIA CO.** Executive offices, 76 Montgomery street, Jersey City, N. J. Manufacturers and importers of transfer name plates, etc.
- ILSLEY-DOUBLEDAY & CO., Inc.** Executive offices and factory, 229 Front street, New York City. Est., 1883. Manufactures "Ilsley" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils and graphite.
- INDIANA VENEER & PANEL CO.** Executive offices and factory, New Albany, Indiana. Est., 1903. Manufactures veneers and panels.
- KEYSTONE MINERALS CO.** Executive offices, 35 East Twenty-first street, New York City; factory, Antefort, Pa. Est., 1908. Manufactures rotten stone.
- LOUISVILLE VENEER MILLS.** Executive offices and factory, Louisville, Ky. Manufactures "built up" stock and veneers.
- LYON & HEALY.** Executive offices, Chicago, Ill. Manufactures lubricants.
- MASTER SPECIALTY & MFG. CO.** Executive offices and factory, Camden, N. J. Manufactures polishes.
- MEYERCORD CO.** Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufactures decalcomania name plates, advertising signs, etc.
- WILLIAM F. NYE.** Executive offices and factory, New Bedford, Mass. Est., 1865. Manufactures oil.
- PHANTOM METER CO.** Executive offices and factory, Needham, Mass. Est., 1916. Manufactures speed indicators or tuning timers for use with alternating current electric light.
- JAMES H. RHODES & CO.** Executive offices, 137 West Austin avenue, Chicago. Est., 1897. Manufactures powdered pumice stone and rotten stone, turntable discs, washers, wicks, felts, sponges, chamois skins.
- GEORGE A. SMITH-SCHIFFLIN CO.** Executive offices, 136 Liberty street, New York City. Est., 1912. Manufactures decalcomanias.
- WADE & WADE.** Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures "Wado-polish" "Wado-latum" "Wado-oil" and a spring barrel lubricant.
- WEBER-KNAPP CO.** Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufactures hardware, lid supports, needle cups, knobs, etc.
- 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 nails.
- 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.
- F. C. KENT & CO.** Executive offices and factory, 24 Scott street, Newark, N. J.
- 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.
- VICSONA MANUFACTURING CO., Inc.** Executive offices and factory, 313 East 134th street, New York City. Manufactures "Vicsona" reproducer.
- WATERBURY INSTRUMENT CO.** Executive offices and factory, Waterbury, Conn. Manufactures "Super-sonus" sound box.
- NEEDLES, JEWELS, ETC.**
- W. H. BAGSHAW.** Executive offices and factory, Lowell, Mass. Est., 1870. Manufactures steel needles.
- N. BARUCH & CO.** Executive offices, 154 Nassau street, New York City; Est., 1915. Manufactures "Enbeco" Crystal needle.
- 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. Manufactures jewel points, sapphires and diamonds.
- JOHN M. DEAN CORPORATION.** Executive offices and factory, Putnam, Conn. Est., 1899. Manufactures steel needles.
- DIXON MFG. CO.** Executive offices, 295 Fifth avenue, New York City; factory, Illon, N. Y. Manufactures sapphire, diamond and agate points.
- OTTO HEINEMAN PHONOGRAPH SUPPLY CO.** Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Est., 1915. Manufactures steel needles.
- INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.** Executive offices and factory, 54 Bleeker street, New York City. Est., 1913. Manufactures sapphire needles.
- KING TALKING MACHINE CO.** Executive offices, 11 West Twenty-fifth street, New York City; factory, Newark, N. J. Manufactures "Har-rola" perfect jewel points and "Har-rola" steel needles.
- LUCKY 13 PHONOGRAPH CO.** Executive offices, 3 East Twelfth street, New York City. Jobbers and importers of steel needles, diamond, sapphire and jewel points.
- A. F. MEISELBACH AND BRO., Inc.** Executive offices and factory, 29 Congress street, Newark, N. J. Est., 1897. 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, 55 Reade street, New York City. Est., 1910. Manufactures needles.
- OLIVER ALL TONES.** 18 New street, Newark, N. J. Manufactures semi-permanent needles.
- RENE MFG. CO.** Hillsdale, N. J. 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.
- VALLOBES JEWEL CO.** Executive offices and factory, Lancaster, Pa. Est., 1903. Manufactures diamond points, sapphire ball jewels, recorders and reproducers; jewels for master recording; jewels of any kind to order.
- 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,**
- CLEMENT BECROFT.** 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.
- CRIPPEN-RASE CO.** Executive offices and factory, Rochester, N. Y. Manufactures "Crip-N" record files and ejectors.
- J. L. GILLESPIE CO.** Executive offices, Pittsburg, Pa. Manufactures record envelopes for stock and delivery and paper goods.
- INDEXO PHONO RECORD FILE CO.** Executive offices and factory, 16 Wooster street, New York City. Manufactures "Indexo" record holders.
- NATIONAL PUBLISHING CO.** Executive offices, 230 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.
- READY-FILE CO., Inc.** Executive offices, Farmers Trust Building, Philadelphia, Pa. Manufactures record files.
- REPAIRS**
- CHAS. BRYAN.** Executive offices and factory, 180 North Dearborn street, 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.
- EBONITE, 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, Australasia, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.
- J. E. HOUGH, Ltd. (EDISON BELL WORKS).** Executive offices, Gleggall 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, 13 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, Piccadilly, London. Market Gramophone records.
- WINNER RECORD CO., Ltd.** Willowbrook road (Grove), Comberwell, London, England, E. C. Manufactures "Winner" records.

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INDIANA Indianapolis—Kipp Phonograph Co.	MONTANA Helena—Montana Phonograph Co.	TEXAS Dallas—Texas-Oklahoma Phonograph Co. El Paso—El Paso Phonograph Co., Inc.	BRITISH COLUMBIA Vancouver—Kent Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd. Calgary—R. S. Williams & Sons Co., Ltd.
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	NEW YORK Albany—American Phonograph Co.		