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.
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. BRIGHTON, 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.
SERVICE WITHOUT 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. The customer must be satisfied 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 of a do not care to prove his satisfaction. 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 in certain things for customer 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 store in a nearby town. He asked that some quick repairs be made on a machine of the same make as that handled by the dealer, to be repaired. The man was rendered really at a loss, the dealer's time the evening. Security and then loaned the man one of his own machines, looking so courteous and then loaned the man one of his own machines, and naturally quoted the same price. "I never really thought that before," said the man. "How about records?" said the dealer. "Well, I'm going to buy some more record pretty soon," said the visitor. "Look at my stock," said the dealer, and led 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 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 has a potential customer. The way 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 JOBBER'S CONVENTION

The 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 collar with the snow sliding 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, held in July serve 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 Dealers' Association has announced 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 Landy Bros., New York, for a number of years, and who has for sometime 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 delivered an address before such draftsmen as 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 it, therefore, the most valuable and reliable resource man can possess.

Salesmanship is based on knowledge and confidence. Knowledge is knowing your business—knowing the goods and price of your business—knowing your customers—knowing your goods and knowledge of human nature—confidence in your business-confidence in your good name-confidence in your house and confidence in yourself.

These possessions will stimulate energy, animate action, inspire courage, develop determination and forge the rush of human endeavor. 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; men who can sell the impossible.

Success in salesmanship demands a clear head, a steady hand and a strong heart. You can't burn midnight oil without consuming days. You can't run a machine 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-reliance—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 hurry. Be the rabid hound of business—cease to be a lazy dog and build 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 damper 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 adversity and the cycles of adversity, that will have an irresistible influence on the woman on the American dollar.
Experiment in Connection With Sales During Holidays in St. Louis Which Reveals Wisdom of Cheaper Models Purchased But Not in Stock

"Are we 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, or is it necessary to have the larger model in the finish that they ordered?"

"We have not left any of these 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 in very few cases have the people tried to keep the smaller machines than were ordered."

"It is this way: 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 mahogany 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 are attached to their machines, which they regard 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 stand as long as a substitute machine is in place, there is a chance to make an attempt for the sale of a costlier model."

"They selected a model of the talking machine they ordered before Christmas, will it be all right for me to send it out in the morning?" She replied, "Certainly, 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 it one more day."

"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 upon some of the folks 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 in very few cases have the people tried to keep the smaller machines than were ordered."

"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.

"The main store of the Columbia warerooms was considerably enlarged recently through the erection of an addition twenty-five by thirty feet in size. The general arrangement-changes that make for the improvement of the supplement and, therefore, 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.

"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.

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"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, calculate 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 space that had been left for the recitals has been used for the back cover immediately under the list of the "ten Victor records which should be selected" and the "Victor record business." The eastern typographical arrangement of the supplement remains practically the same as before.

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Victor supremacy
is self-evident.

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

And it brings success to Victor dealers everywhere!

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
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.

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FINDS GREAT OPPORTUNITIES FOR DEVELOPMENT

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 company anticipates being kept busy.

U. S. SUPREME COURT TAKES RECESS

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 that those that retail for about $300 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.

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

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. Streitelmeier 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, and the new talking machine that it covers, have 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.

NEW AUTOMATIC TALKING MACHINE

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

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OPENED BIG 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."
Victor supremacy

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


Berliner Gramophone Co., Montreal, Canadian Distributors

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THE TALKING MACHINE WORLD

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. E. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, J. Raymond Bill, 373 Fourth Ave., New York; Secretary and Treasurer, August J. Timpe, 373 Fourth Ave., New York.

J. B. SPILLANE, Editor
J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, - - - - - - - - - Business Manager


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Long Distance Telephones—Numbers 5982-5983 Madison Sq.


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 every reason to indicate that this 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 is indispensable in the operation of the greater number of machines, became a thing of rare value.

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.

F rom 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.

T HERE 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 aware to the possibilities that exist in thus developing their record trade to greater advantage.
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 forcibly 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 canvases. 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 sales-man.

The experiment has been tried of distributing record supplements bearing the dealer's name to each one entering the store, to endeavor, by larger storage capacity than ever before;

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 the manner in which they are conducted, and the manner in which they are followed up.

Elected to emphasize the excellence of the record, did not appeal to the majority of those who measured their entire lunch hour 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 result 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 women 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 later 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 Distributors 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 JEWELED 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 Science; 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. A vaudevilian 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 Graphophone 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 specialists.

Tuboulaps store, Park Ridge, N. J., has opened a talking machine department.
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 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.
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 dona and several of the principals of the Bogota Opera Co. which had just been killing a successful engagement in South American cities. Maria Ughetti was the name of the leading singer, and 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, Dimas J Ria 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 17 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 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 due 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. Stillman 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. Perritt, 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 among 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 company, is in the great era of prosperity, and its handsome display of artistic ma-
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

W. H. Bagshaw Co.

Lowell, Mass.

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

Established 1870

Incorporated 1917
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 build for the buyer who wants the best, every instrument is meet it so completely and so effectively that the growth of the facts—and how they effect you as a dealer—are your

Columbia Graphophone Company
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.

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

any, Woolworth Bldg., New York
Employes 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 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. Elisher, John O'Farra, 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.


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.

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.

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?"

"Sawanne 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.

"Interesting and sometimes delightful effects."

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; cubist music, which is hideous.

"There was a composer!"

"Have you Gladstone and some of the others in a glass case right here in the 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 Lille"?

"That's so," Mr. Edison said when The Sun interviewer asked about these records. "What did become of them. Meadrowcroft? 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., Edisao 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

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 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 25.

D 79

In all finishes. 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

RISHELI PHONOGRAPHER COMPANY, Williamsport, Pa.

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

PHILADELPHIA SHOWROOMS
1019 Filbert Street
“Near 16th 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.


COLUMBIA GRAPHOPHONE CO.
WOOTSTHRO BUILDING, NEW YORK

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Importance of Keeping Steel Needles Dry and in to Ruin Records—The Handling of

A man going into the talking machine business as a dealer must remember that in entering any new line of business, it is not sufficient to know that business. A little study of the various types of machines and records and the plain, telling story of needle protection about the record 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 at first seem to concern the technical construction of mechanical features of domestic affairs of the department in “Research” by A. H. Down.

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 even when the 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 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 been 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 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 representing 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 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 protection, because the needle surface will 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.

AN ENT ELECTRICAL EQUIPMENT

The dealer handing 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 current 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 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 written about 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 Stauton and Texas streets, at an expense of $3,000. Several new demonstration booths have been installed, and the entire store has been enlarged and redecorated.

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


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 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 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 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 Willams, 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 Doepler 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 Doepler 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.
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
Heineman Motor No. 4

Parts List

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
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Parts List No. 4, Black Enamelled
Heineman Motor No. 3

"Standard Motor for Floor Machines"

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.

Ott Heineman
President
Heineman Motor No. 3

Parts List

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Parts List No. 3 Motor, Black Enameled
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

COLUMBUS, O., 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. Among the younger men 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. These 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 Buehn 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 force of the G. A. Barlow Sons Co., Trenton, N. J., to take up an important line of work; and Irlertt B. 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 of the Silas E. Pearsall Co., New York, and Herbert Shoemaker, formerly traveler for 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 Pathe 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 Pathe 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 Pathe line when R. H. Gordon came from Chicago and opened a jobbing 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 Staffelt 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 Pathe 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 lighting 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 $500,000.

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 delivery.—this quantity will last for several seasons—and note what might have been saved!

LANSING KHAKI MOVING COVERS make contested customers—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, Accuse Each 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 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 showroom in the Banger Building, Prospect avenue S. E., and East Ninth street, for a rental totaling, 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. Otto 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 is the 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."

Although 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. F. 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 Glack 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 Zanettal, Baklanoff, Teyte, Mardones, Marti and Marin 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, gargoiling 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 gargoil 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.

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.

All you hear is Music, provided you have All you hear is Music, provided you have not a sound. Not a sound. Not a sound.

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

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, 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. Douglas, 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 now 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 credit 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 Hauschlicht Music Co. announces an increased sale 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 Maury 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 Maury had a Cecrussian 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 Maury firm. A Victor Auxaphone 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 Maury.

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.

Mr. 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 Oak- land 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 707 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 sends 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-Starker Furniture Co., talking machine dealers in Memphis, Tenn., has been changed to the Jennings Furniture Co., following the recent retirement of Louis Starker from the company.
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 "Merchandise Helps for Victor Dealers." 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 busi-ness. 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 forty-eight (48) hours. If not returned within that time they 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-four 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 tend to you upon approval, that you may hear them in home surroundings, and that you may not be forced to make a choice under such circumstances.

"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 depart- ment, 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 aban-doned the records-on-approval plan of selling entirely.

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

"POSITIVE 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 afford-ing you an opportunity to spend time in the selec-tion of records on hand, and to consider your own needs.

"NO RECORDS EXCHANGED.

"NO RECORDS ON APPROVAL.

"Reasons for the over swelling success of the STORE'S ORIGINAL NON-APPROVAL VICTOR RECORDS.

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

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

"THIRD—(-----) Store records coming to you on the ex-change plan, are free from blemishes and needle-dig.

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

"NOTE—"This store is one of the larger and smaller professional people. It ought even to be possible to induce some Canadians to hesitate between the purchase of a phono-graph 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 incor-porated under the laws of Delaware with a capital stock of $500,000, to manufacture and sell sound reproducing machines. The incor-porators are F. W. Messerschmidt, Frederick Carrick and A. G. Landgraf.

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 general feeling is that this condition will continue indefinitely.

As a mark of appreciation for the faithful work and co-operation of the employees 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 lunch and tea hours.

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

"With proper missionary effort it should, however, be possible to build up an immense de-mand for $100 and $500 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.

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 ex-perience in both the wholesale and retail branches of the talking machine trade, beginning with the Columbia Graphophone Co. at the age of nineteen. He was first a salesman for the Denver branch, and shortly afterward was ap-pointed 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 man-ager 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 Velveteen Phonograph Co. was recently incor-porated 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 phono-graphs and other musical instruments. The incor-porators are C. R. Smith, C. B. Nichols and H. G. Roberts, of this city.
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 acquisition 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

DISTRIBUTORS

RICHMOND, INDIANA

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.)

(Columbia Graphophone Co.
Woolworth Building, New York)

THE MAN WHO PLAYED THE BIG NOISE

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 Stage, or at any Stage of the Selling Game. But the wee sma’ voice had Nearly Passed away; but No! 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 Weared 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, were 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 No!

"Take that stuff away, please," he would Bel- low, glancing at the Other Man’s products. "My nerves Go all to Pieces when I see such Horrible Merchandise! Hel-up, Hel-up twice!"

"Take the wee sma’ voice whispered. "If you would ONLY spend your time and breath Selling in Place of Rantin’, the firm would like you Better."

"The firm doesn’t Realize how Faithful I am," he would confide to the Next Victim, "for 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!"

But just the wee sma’ voice had Nearly Passed away; but it still had strength enough to Wring out, "If you want any thing, you must write your letter direct to the firm."

And it Came to Pass that the Firm, after struggling with its Heetie 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, of Seattle, and resigned her position there this month. The marriage was kept very secret, but as naturally 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.
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 in-
stances does more than its full share of work in
meeting the demands of various members of the
family establishment.

It was sympathetically 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 talk-
ing 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 ma-
chine works all day and most of the night until
he is almost as weary of himself as he is of
everybody else.

"Father wakes him before breakfast, and
after breakfast and before school the older chil-
dren, waving the dish cloths and Latin grammars
about their heads, try the new records and
a few new dances. By the time they are shooed
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 facts of our family existence. The baby
really prefers a Chopin nocturne or a Harry Lauder
song or a Schumann-Heink lullaby to the most re-
nowned 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, sor-
rrowful 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
chuckle as the automatic brake stopped him at
least two rounds from the end of the symphony.
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 Phonographe 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 in-
dividual supplement, and artists of renown will be
represented in the monthly recording.

The Pathé Frères Co. has recognized the tremen-
dous 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 manufactur-
ing facilities the company will be in a position
to give serious consideration and attention to
the development of Pathé foreign language busi-
ness.

THE TALKING MACHINE WORLD

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 distrib-
utor, for nearly two
years, has been ap-
pointed a member of
the traveling staff of
the Pathe Freres
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 require-
ments and problems of the talking machine deal-
ers. 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 pos-
sible 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.

Why Leading Phonograph Makers Want

ACME Die-Castings

FIRST because the Acme patented process insures strong,
light, smooth, uniform die castings like those illustrated by
an unequalled in finish and accurate to the thousandth of an inch.
The Acme process gives sturdy, attractive design and permits
you prompt deliveries.

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

ACME Die-Casting Corporation

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

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 quota-
tions at once.

ACME Die-Casting Corporation

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

ACME Die-Casting in Zinc

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

ACME Die-Casting Corporation

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

ACME Die-Casting in Iron

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

ST. LOUIS DEALERS NOW WELL PREPARED WITH STOCK

Most Houses Have Full Lines of Machines and Records on Hand—Heavy Deliveries for Jobbers

—Koerber-Brenner Co.'s New House Organ—Kieselhorst's Experience With the Columbia

Manager Irby W. Reid, of the Columbia ware-rooms, 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 warehousing 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

110 11

100 102, list price, 102.00

110 112, list price, 112.00

130 135, list price, 135.00

" 145, list price, 145.00

These prices will become effective February 1, 1917."
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
Don't wait until your nearest competitor has seen the big sales there are in Columbia "Lazar" records before you start pushing them. A new one—the famous aria from "Faust"—in the March Columbia Record list (out February 20th.)

Columbia Graphophone Co.
Woolworth Building, New York

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 employee, 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 the prosperity of 1916 and our prospects for 1917 are auspicious. 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 '0,' 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 "Modocene," 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 it manufactures 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 TALKING MACHINE WORLD
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.
INVENTIONS

We should like to bring before our readers some of the most interesting new inventions in the fields of the Talking Machine and Phonograph Industries. The following is a list of some of the more prominent inventions that have been made recently.

Patent No. 1,006,284

New Invention

The apparatus described is an improvement in a phonograph which is designed to prevent the advance in cost of talent. We know that turnover is a consistent factor in the industry, and we believe that the use of this invention will help to maintain the highest standard of music.

The invention was patented in 1906 and was assigned to Mr. H. E. Whittier.

Patent No. 1,006,285

New Invention

This apparatus is an improvement in the mechanism of a phonograph which is designed to increase the efficiency of the machine.

The invention was patented in 1906 and was assigned to Mr. L. F. Geissler.

Patent No. 1,006,286

New Invention

This apparatus is an improvement in the mechanism of a phonograph which is designed to reduce the cost of production.

The invention was patented in 1906 and was assigned to Mr. E. A. Whittier.
THE TALKING MACHINE WORLD

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. Connell 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. Connell, 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. Connell was also connected, for a considerable time, with the firm of Fulton, Driggs & Smith Co., Waterbury Conn. He appears to be the next 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. Connell 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. Bright-

THEEN PHONOGRAPH CO.
PIONEERS IN VICTOR SERVICE
17 So. Ninth St.
PHILADELPHIA

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.
"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 Victrola and Records—Miss Mae Kelly in Charge

ERIE, Pa., February 6—The Winter Piano Co. has made several improvements at its store. The Victrola 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, 165 Fourth street, Pathe 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 Wilming-
ton, Del., for the purpose of manufacturing talking machines and records. Capital, $1,250, 000.

"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 Delphon 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.

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 Delphon are self evident. In making your plans for 1917, arrange to have the Delphon 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 Delphon Company

814 Boutell Place
Bay City, Michigan

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. Edis-
on many happy returns on his seventieth an-
iversary. The names were written on prepared sheets of paper of identical size, each carrying printed congratulations, then 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 ad-
mission for the wizard of electricity. Then fol-
lowed 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 des-
ignated. The edges of the signature sheets were trimmed and glided by the binder, giving the volume a handsome, finished appearance.

The idea of the souvenir originated with Mr. Silverstone, and while the work was being done 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 per-
sons 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 mem-
ers of the telegraphers' union, which were cir-
culated by an Edison owner. The signatures are accompanied by the more or less symbol fig-
ures 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 add-
tion of the two upper floors at their present address, 103 Broadway, address, 103 Broadway, that city. The new ad-
ditions give them almost the entire Engle Build-
ing, 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 to last for the

week to the Radio Talking Picture Corp., of

or next eight months."

Iblock Mercantile Co., that city, succeeding Geo. J. Purvis, formerly with the O. K. Houck Piano Co., Memphis, Tenn., is now in charge of the talking machine department of the firm, Black 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 Eddsville, N. Y., for the purpose of producing sound records synchronously with motion pic-
tures. The capitalization of the concern is $250,000; the incorporators being L. Ring, W.
E. Lennon and W. B. Van Sire.
TRADE PROMOTION DEPARTMENT

Started by Columbia Co.—United States Manager Fuhri Announces Appointment of Frank 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, resigning 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 head-quarters, 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 223 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 employees of the Perry & Whitstt 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 Chittenden Hotel. The Perry & Whitstt 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 Veeeo 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 Veeeo motor, the Vitraloid turntable which we furnish is 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.

Veeeo 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

UNICO
Demonstrating Rooms
Record Racks
Record Counters
Musical Instrument Cases
Sheet Music Racks
Window Backs Fixtures and Decorations Excel from every standpoint

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.
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.

UNICO SERVICE - What It Is and How to Use It

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.

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 materials.

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., which afforded an excel-

CHANGE NAME TO DULCIPHONE
Attractive Edison Amberola Salesroom of Phonographs, Inc., Atlanta, Ga.

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.

PATENT APPLIED FOR
“IT FITS VICTROLAS X AND XI”
Sold Only by
Victor Distributors and Dealers

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.

Ready-File Company
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.

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 Brings 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 Schmelter 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 is in a bad condition. 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 branches 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 of the dealers provided by Manager E. A. McMurry, 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

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 request of 10 CENTS
OLIVER ALL TONES
18 New Street Newark, N.J.

"Doebler" Die-Cast Talking Machine Base

City, is home sick 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.

$5.00 FOR 100 TRANSFER NAME PLATES
WE WILL PRINT AND DELIVER, POSTPAID,
200...$10.00 300...$15.00 400...$20.00
100 TRANSFER NAME PLATES
SOLD BY
HUMES MUS. CO.
COLUMBUS, O.

"Sold by" names can be applied on Talking Machines, Pianos, Furniture, Sporting Goods, etc. Printed in one to three lines, size not to exceed 3/4 X 3/4". Order for transferring included with order. Prompt delivery.

Mail on your copy and check today.

GLOBE DECALCOMANIE CO.
TRANSFERS FOR JERSEY CITY, N. J.
THE TALKING MACHINE WORLD

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 fillet 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 toxy, 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?"

"Yes, she has; that's Dolly Van Peyster, of Phonographs De Luxe, on Culberson 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 turned, with a smile, 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 phonograph cabinet of some almost priceless records. "Dolly Van Peyster, the celebrated society woman talking machine dealer (being in trade is one of her many fail's holds desperate burglar at pistol point until police arrive; then upon bearing his guilt full story, gives his release from custody and employs him in a position of trust in hersumptuous shop at 1610 Culberson 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 the way she is 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 his advantage, the very best advantage, a reporter was sent for, and presto a news story of great advertising value at practically no expense."

"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 saved the shop."

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"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 saved the shop."

But his view of the matter was certainly not that of forcing records upon people who do not pay. When a customer asks for a record and is asked for, if the house happens to be out of it, the clerk will say: "No, but we have something better; you must take this one; it has been on exhibition all week." Without waiting for a decision the ambitious salesman wraps up the record, pushes it at the patron and grills 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 urgent诱导 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 added.

"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 MULLETT.

Making Talking Machine Covers

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

New London, O. February 6—The recent entry of the C. B. 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, courtesies, 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 TALKING MACHINE WORLD

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 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
(Well-Known Lodge Regalia House)
Manufacturers Complete Line of Covers
101 William St. NEW LONDON, OHIO

THE C. E. WARD CO.
(Write for “Music Money,” a book “full of meat” for those dealers interested in quick and frequent turnover of capital.)

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 in its factories during the past year. The company manufactures a complete line of cabinets, and also makes a specialty of producing complete machines on a special working basis.
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 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 hundreds of those who have entered the profession.

In 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. I have reached a certain stage in my career, but there is always 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 moments, 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 is seen 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 invariable audience. 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 if I didn't have a phonograph to keep him occupied. I might better have expressed my 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.

"This 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; songs that 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, vivacious, 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 evoked public favor 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 am always 'all in' after it has been 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 renegade 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 marvellous invention."

TESTING AD LAW IN MILWAUKEE

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 $50 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 for $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 existable situations can compare with contentment.

Write today.

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 Operaphone 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—they get in touch with us at once. We have a proposition you want to know about.

Operaphone Records

200 Fifth Ave., New York City
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 window displays 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 the window display.

INDIANAPOLIS DEALERS EXPANDING

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. He was reporting to be excellent.

Walter Kipp, of the Kipp Phonograph Co., was 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 Pathophone 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 equal to any time. The 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.

That's a selection, list of records which you should have, to make your selection, easy. Write for samples and prices.

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

MANOPHONE CORPORATION'S PLANT

Plant of Manophone Corporation

Splendid Facilities Found at Adrian Factory

Place 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 communications 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 E. 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.
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 Envious 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 L. 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 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, two of the very 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 manufacturers, 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 are all stated and illustrated 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 that the great 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
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,

[Signature]

KING TALKING MACHINE CO., Inc.

The Above Is a Sample of the Letters We Receive Regularly from Advertisers
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 embargued 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 comfort as pies and cakes and what-not. There has been no suggestion of the thought that talking machines and other musical instruments are 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 winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida. Mr. Orth made arrangements for supplies of this line for the remainder of the winter in the balmy clime of the Southern States. From there, Mr. Waldheim expects later to go to Florida for a pleasure trip to Florida.

The Flanner-Hafsoos Music House, an Ed-

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

The badger Talking Machine Shop, 425 Grand avenue, is ready to settle. It is advertising "Badger Service" almost daily in Milwaukee newspapers and its record sales have shown a wonderful increase as a direct result.

The Saalfeld-Kreidler Piano Co., Eau Claire, Wis., Pathophone retailer, has changed its name to Saalfeld-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
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 $300 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.

I. Son Cohen, 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 $100 Vocalion was sold to one customer, and an art Vocalion for $250 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.

Jerome Rosenthal for the Edison Phonograph 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; hastily more than expected. Send another by return favor," writes Carl Adler of Baker, Oregon.

"We wish we could show you the large number of similar letters we receive daily."" writes a dealer.

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 METROLA on 10 day's 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 1916, we are going ahead on the policy that our customers are entitled to all possible cooperation to satisfy them with substitutes.

"Every division of our organization has been instructed to faithfully follow out the maxim 'the customer is always right,' as it was 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 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."

MUNITION WORKERS LIKE MUSIC

Insurance Adjusters Find Many Pianos and Talking Machines in Great Abundance and of First-Class Makes

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 was claimed was without its musical instrument of some sort.

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 over 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, walnut, maple, quartered oak, pine, oak with shelves or racks. Write for catalog. K. NICHOLSON FURNITURE CO., Chase City, Virginia.
BUFFALO'S GROWING POPULATION ENCOURAGING TO TRADE

Increasing Industrial Activity Brings Prosperity

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 $23,897. This is an increase of 8.7 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 shortages," 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, J. J. Mead; H. F. Shafer, Dunkirk; F. A. Fornea, 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 Honer 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. Bruehl, 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.

George 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 Grove 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 Eel street block, to the sale of Victor goods.

Barley & 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."

The PERFECTION Ball-Bearing Tone Arm

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.

It Has a Rimmed Back

Cabinet 403 is arranged with a rim, which is hinged at the back. This back panel drops down and can be used 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, 82.49 in. Width, 22.49 in. Depth, 11.14 in.

Height, 82.49 in. Width, 22.49 in. Depth, 11.14 in.

Mahogany. Quartered Oak.

Average weight, crated, 85 pounds. Finish available: Mahogany. Quartered Oak. (Upright, no interior is desired ask for No. 402.) Slot for felt interior is desired ask for No. 404.) (Vertical, no interior is desired ask for No. 404.) (Vertical, no interior is desired ask for No. 406.) (Vertical, no interior is desired ask for No. 406.)

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 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.

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.

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The Harrolla Line

A Money-Maker for Progressive Dealers

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.

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".

Universal Harrolla machines play all makes of records without any attachment.

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 Whoosis & Co., any town.

Characters: One of the genii homo, commonly known as a salesman. Lacking an adequate substitute for that name and out of due regard for the National Salesmen's Censorship, we'll let it go at that. He's one of those fellows who means well, tries a little and fails much. At any rate, he is 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 proposition I have been thinking about—how much would you like to pay for a Columbia record?

"The salesman, looking at the young man indifferently, indicated a catalog with a sort of semaphore motion of his arm.

Profusely apologizing for keeping him away from that which he much desired rest, P. C. skimmed through the catalog, for it was splendidly and simply indexed, found what he wanted and what the salesman, who had known him twenty years, had set his heart on:

"Let me hear V-5284 and A-5212," he gently urged by the simple process of jabbing his index finger into the ribs of the somnolent one.

Awakening with a start, the salesman ambled indolorously 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 watch the salesman called, "I'm afraid we haven't got either of those numbers, but I can give you a peak of a violin record by Yasuye (only he pronounced it Why-Sue), or a hear of one-step 'By the Beautiful Sea.'"

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 Luckner, 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 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, MINS., 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, moccasins, 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 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.

Don Preston, for three years manager of the phonograph department of the L. S. Donoldson Co., has gone to San Francisco, where he will be connected with the Victor division of the company.

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.

THE TALKING MACHINE WORLD

Special inducements to Jobbers

Lyon & Healy, Chicago

Khaki Moving Covers

MODERN METHOD, INSURES SAFE HANDLING

We make them up promptly, to order, to your measurements or to fit any machine.

Price, $5.00 net

Army Khaki

Heavy

Padded with Felt

Fleece-lined

St. Paul and Minneapolis, Minn. February 5.

Timely and interesting adequately describe a window display 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 coconut 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.

"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 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 would do well to use the talking machine, as I am sure they will receive much benefit from it."

TALKER AN AID TO VIOLIN STUDY

"I used the talking machine with good success, when I began the study of the violin 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 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 to receive much benefit from it."
Magnolia 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

MAGNOLIA 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 building where it has its executive offices, 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 Corp., Inc., recently organized, have leased quarters for their executive office 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 machine 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 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 $30 to $200. The company is occupying the entire building where it has its executive offices, and during the past few weeks it 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-

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 Has Broken All Sales Records

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 pleasure 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.

PAR-O-KET RECORDS play as long as any ten inch record and are sold for TWENTY-FIVE CENTS.

DISTRIBUTORS WANTED IN EVERY CITY—WRITE

Parquette 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
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—one 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 they be put in their proper places, otherwise the teeth of the winding gears will not mesh properly.

If care is used in setting the governor worm into proper relation with the fibre gear on turnable 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.

Heineman Motor No. 3

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 still, on the other hand, there are many little

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 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 shaft 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 its adjusment will depend entirely on whether or not the motor is a noisy running motor. The spiral cut of governor should be placed in the center of the fibre gear so that brass clamp plate does not touch it and so that the face of the spiral cut does not touch bottom of cut off 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, accompanists. 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.

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 arrangements 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 want. This splendid companion and ruse 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. Nominal 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.

CRIFFEN-RAWE 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!

You Can Play Any Record WITH

"Playsall’’
on your phonograph
ASK TO SEE IT

Type V PLAYSALL, showing both positions
Type C PLAYSALL, showing both positions

Part of our dealer co-operation. A window card furnished free.

To the Manufacturer:

TONE-ARMS

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 Edison apparatus, with especial reference to 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.

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 railroad travel, 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.

"Trials 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 baggage gets wet, the company will not be responsible for any loss or damage thereon."

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

An Unusual Phonograph “The Mozart”

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
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. Marhefka, president; W. H. Davis, vice-president; and D. F. White, secretary. The company has just finished a very fine new building on Sixth avenue, Pittsburgh, and the entire affair will be in dedication of "Stand-\n
ard Service," on a greater and more efficient scale than ever before. The building and banquet at the Fort Pitt Hotel. The occasion promises to be one of the most notable in the history of the local trade, and arrangements have been completed and invitations issued for a big informal gathering of Victor dealers. This will include, among other "stunts," a reception, inspection of the Standard Building and banquet at the Fort Pitt Hotel. The entire affair will be in dedication of "Standard Service," on a greater and more efficient scale than ever before. The dealers will be given the opportunity of seeing just how much is being put into the purely "service" idea, in what is unquestionably one of the largest and finest exclusively wholesale Victor houses in 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, exponent of the National Association of Talking Machine Jobbers; Howard Shortle, 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-

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 GRAPHONE CO.
Woolworth Building, 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 has made plans to give its dealers maximum service and cooperation during the coming year, and the fast growing popularity of the Paeth products insures a healthy and growing trade with this line in this section of the country.

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.

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

COLUMBIA MANTEL CO.
Corner Leonard and DeVoe Sts.
BROOKLYN NEW YORK

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 possibilities 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 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 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.
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 is in quantities enable you to receive an accurate, finished product, with perfect finish and fit, ready to assemble.

Wherever accuracy and dependability are required and where prompt delivery is of utmost importance, our SOSS DIE-CASTING process is uniformly successful in turning out large quantities of intricate parts.

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 delivery.

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, 101 Howard Bldg.
Minneapolis, 3406 5th Ave. South
Detroit, 922 David Whitney Bldg.

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" break 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 prospect.s 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 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.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS, SOUND BOX PARTS AND NEEDLES

THE RENE 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.

Occupies same space as No. 2 Motor in width and length, but deeper.

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.

Leonard Markels Motor 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 Motor

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
that in itself has been nothing short of a sen-
sation.
Mme. Galli-Curci has been hailed by critics
generally as being the greatest coloratura-so-
prano 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, 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 Ship-
ments—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,
normally 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 gov-
ernment on the Panama Canal, that the Coast
phones 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 ma-
chine 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 Alce, 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 in-
crease.

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 admira-
tion.
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
was a doubling of the business of the previous
year, and since the first year of the company
the business has now been slightly over quad-
rupled. These figures are a significant index of
the great popularity of demonstration booths as
a means of receiving record and machine cus-
tomers 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.—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. Brad-
ley is very active on the outside with his auto-
mobile, and with this he delivers machines at
places as far distant as thirty miles. Mr. Brad-
ley 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.
The 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 hook 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 concerns 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
E. 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 and records that she purchased an expensive one.

The company is capitalized at $25,000. E. H. Yudkin, a hustling Edison dealer, is manager of the store, and one of the larger talking machine companies. The change of name, connecting it specifically with the Amberola line, is but one of the several improvements in addition a definitely 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

For Home Demonstration, February 10.—Mr. H. Yud- kin, 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 and records that she purchased an expensive one.
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

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, on 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 conservatives 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 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 appearance, even en-tending 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 thir-teenth to the thirty-fourth as electricity, from the forty-eighth to the fifty-fourth as light and from the ninety-sixth to the sixty-first as X-rays, where, in the highest range are two quintillion vibrations a second. The thirty-five undesignated octaves are within range of the human ear, and the fifty-fourth to the sixty-first as X-rays. 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 concentra-tion. In concentration to extremes he becomes oblivious of all extraneous surroundings. In listening he is 100 per cent. there. In action is leakage; and a considerable percentage of the concentration of the vibration of the perfect potency vanishes."

"Degrees of intelligence in domestic animals are generally admitted. One dog, horse or cat 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 only 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 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 aesthetic and harmonic leaders of the world perform on one stage. Besides 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 ragtime for the sport of an idle moment—though it also has that value—but to bring within reach of all the the treasures that are preserved on its vulcanized petals.

"And these need not necessarily be confined to the domain of music. Too much has 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 together 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 they could not sell pianos to patrons who would buy talking machines. They are mistaken. They fail to recall the days when the phonograph was first introduced; it became a welcome inmate in almost every household and its presence only added to the demand for pianos.

"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 cabinet 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 possibilities 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 unrecognised 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 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 seen in your most receptive attitude, that of listener; you have him pitched on his highest mental octave. Here are some 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)
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. 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.

The trade as a whole holds it a demand that taxes facilities. The Chalmers Victor warerooms, 859 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 answering 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 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.
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 PATHÉ 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 assume his new duties next week, and will make his headquarters at the company’s executive offices, 10-32 Grand avenue, Brooklyn, N. Y.

Mr. Lyle, a man who has been an important factor in the growth of the talking machine industry, is one of the veterans of the phonograph industry, and has an intimate 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 Pathe Freres Phonograph Co. were entertained last week at the executive offices of the Columbia Graphophone Co. by W. C. Fuhr, 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 Freres 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 Pathe business, both in Pathéphonos and Pathé discs, which is doubtless a forerunner of a banner year.

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 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 of 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.

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.

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 work with jobbers and dealers, but rejected them because they would conflict with his home interests in Philadelphia. Through his service with the Victor Co., Mr. Hipple covered various sections of the United States and acquired a very broad acquaintance 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 $4,498,000,071.

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.
TALKING MACHINES IN BERMUDA

Demand Has Been Increasing for Several Years
—Better Grade Products Are in Favor

WASHINGTON, D. C., February 10.—Consul Carl K. 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 tourists or imported directly by local residents. The better qualities of machines and records meet with a stronger demand than the cheaper grade.

Better Grade Products Are in Favor

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 5,000 square feet of floor space. They have been attractively fitted up and furnished.

Jones-Motrola, Inc.

NEW YORK

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.

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.

W. M. S. SCHERMAN'S NEW POST

William M. 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 will have charge of the advertising for the various Victrola departments controlled by this company.

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.

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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 unequaled library of similar delightful foreign novelties, all give the Pathé 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 PHONOGRAPHS COMPANY
Factory and General Offices: 10 to 32 GRAND AVENUE, BROOKLYN, N. Y.
THE PATHEPHONE

Live dealers, those who look ahead, are joining Pathe for Prestige, Profit, Progress

PATHÉ FRÈRES PHONOGRAPH CO. OF CANADA, Ltd.
6 Clifford Street, Toronto, Canada
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.

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*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 quality and importance of the Victor records. In describing the new course the company says in part:

"The Oscar Saenger Course in Vocal Training is entirely a practical, methodical, 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, orchestra 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 book of exercises for each particular voice, containing supplementary information for the student, which information is set forth so distinctly 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 developed effect 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. Each set is preceded 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 examples.

"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 accomplishment, 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 invaluable 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 entirely 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 distinctly 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 unfoiled 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—soprano, 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 attainment of breath control. A special section is given over to the way in which the Victorla 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:

"Muse of Harpers, 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, please, hear the music). We must all keep step with the quick-step of record production of which the business world is so much involved, in order to keep the public happy. They are looking for their orders, and want them filled quickly. Keep the business world happy, and you have a better chance of keeping it.

"Remember, you are not a mere small part of the great machine, but a member of it, and you know how to proceed. Keep the machine in good order, and you will have a greater chance of getting through the war in the quickest possible time."

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 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." The saleswoman eagerly replied, "Dictaphone—is that good for standup?"—Exchange.
"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 Machine Co.
Victor Distributors
12 North Michigan Ave.
CHICAGO
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 quantities. This 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 "110" appears. Under this is a picture of a troubadour, extending the full height of the ad and to the left of this the words are run starting as follows:

"When Record No. 11090 of the sixty-one new February Victor records was played at a private hearing last week it was applauded with enthusiasm by the audience that we predict will outsell any similar record in the Victor catalog."

Lyon & Healy, is emphasizing ten of the new records, make this quick-action appeal:

"Among the February records just out here are ten that made its debut last week. But 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 330 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

### 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, I1L.
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

Self acting, stop prevents cutting away too much

Fibre Needles

IMMEDIATE DELIVERIES can be made from our large stocks.

LYON & HEALY
Victor Distributors
CHICAGO
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 product lines 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 uniform action 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.

"The demand for talking machines has never been stronger," Mr. Widney said last week. "The machine trade makes a great point of service, and as we appreciate fully the importance of prompt delivery, and the fulfillment of promises, our business is naturally increasing very rapidly. We have now a particularly large call for turntable sets, although the market has been very strong on the smaller goods, such as washers, bumpers and waxers. 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 sale of turntables. We have a well-equipped turning shop in 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 room with a large office, in which our salesmen will display order blanks to customers. In the basement, reached by a short staircase, five large sound-proof booths are located in immediate connection with the main record library. Here, too, will be sold phonograph accessories and machines themselves. A large storage room in the basement will provide ample room in which to carry a complete stock of Victorola.

This addition to the salesrooms of the Bissell-Weisert Co. should result in a greatly increased business. The 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 thoroughfare 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.

**Finda Conductor (Selling Well)**

E. Richard, manager of the talking machine department of the Kennedy Furniture Co. stores of this city, reports excellent sales of the Co- nductor. "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 $3,000. The concern is said to have a well equipped working shop and ample facilities for cabinet making. It also has factory quarters at 344 South Clinton street. The concern is said to have a well equipped working shop and ample facilities for cabinet making. It also has factory quarters at 344 South Clinton street. The Fullarton Co., in charge, states that the work of making the machines 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. Hirshel, 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 concern is said to have a well equipped working shop and ample facilities for cabinet making. It also has factory quarters at 344 South Clinton street. The Fullarton Co., in charge, states that the work of making the machines will be done.

**U. S. Phonograph Co. Organized**

The United States Phonograph Co., of 5 South Wabash avenue, Chicago, has been organized with a capital stock of $2,200 by Abraham Eisner, Mark Wohl and Marvin Eisner. Machines ranging in price from $30 to $100 are planned. The concern is said to have a well equipped working shop and ample facilities for cabinet making. Offices and display rooms have been opened at 3132 West Madison street, and additional space secured at 521 North Larramie 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 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 Harber, where he found dealers preparing for a wonderful year in record and machine sales.

**Rintelman Handling Euphonal**

A. H. Rintelman is now handling the Euphonal machine. A number of new accounts have been opened in Wiesanding, particularly Milwaukie.

**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. He 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 constant 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 Lorophone in West**

A. E. Einstein has been appointed Western sales manager of the Lorimer-Hecks Manufacturing Co., makers of the Lorophone. At present he is residing with his old friend M. J. Ken. (Continued on page 88)
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 proposition to dealers and surprisingly LOW PRICES.

Reasons Why You Will Buy:

A highly superior tone, clear and loud.

Design massive and beautiful.

Motors guaranteed, 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.

"VIRTUOSO"
Model A—List Price $250
Dimensions—50 inches high; 22 inches wide; 22% inches deep.

REPUBLIC PHONO
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.

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 VIRTUOSEO 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.

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

CHICAGO
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 whirling wheels and maze of machinery at either the Benton Harbor plant, or the one here on the West Side, realizes that

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 News writer 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 those who have entered.

The idea of the promotional work is that many of the greatest artists originated in obscure sources, 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 judges of the final test select the best male 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, Couper, Drake Conservatory, Des Moines; Miss Bertha Anne Cooper, instructor in vocal music, State University of Iowa, Iowa City; Miss Harriet Case, instructor in vocal music, Iowa State Teachers' College, Cedar Falls; Mrs. Grace Clarke DeGraaf, 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 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 which is held in a public auditorium and to which is admitted free of charge. Those in the final round 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.

The method of selection in Iowa and- Keene

(Continued on page 91)
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.
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 "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. Entrainants 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 Reasonably 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 unite 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 materialise. 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 stock 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 is 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 evident 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 Pittsburgh offices.

Mounts by 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 increasing 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 will get together with approximately 3,000 others who 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
Announcing the 1917 MANDEL LINE

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 Laffin Street, Chicago, Illinois

New York Display Rooms, 41 Union Square
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 scrap metal products, stampings or assemblings are unsurpassed, as well as our sources of supply of raw materials.

WE ALSO MAKE

- Turn-Table Shafts
- Turn-Table Hubs
- Governor Balls
- Governor Springs
- Complete Governors
- Brass and Bronze Bearings
- Gear Blanks
- Speed Regulators

Workmanship and prompt deliveries guaranteed.

Chicago Metal Products Co.
501-517 South Jefferson Street
CHICAGO

WE SPECIALIZE IN MAKING SMALL PARTS

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THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS (Continued from page 91)

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 meeting 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 Borroff. 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 true barometers of the talking machine trade. Here window displays, special advertising literature and other accomplishments 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)
very well during the past month, but records have been selling exceptionally well. Mr. Hicks pursues a policy of having his saleswomen introduce the machine customers, at least the difficult ones, to one of the been 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 resulted 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 Toledo; J. K. C. Bartlett, of the Cable Company, Cincinnati; J. F. Boyer, of the Lion Store, Toledo; J. C. Bartlett, of Davenport, la., and Thor Norberg, of Moline, Ill.

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.

Charles W. Shonk Company

707 St. Charles St.

AL JOLSON GIVES HOUSEWARMING

Entertains at Music House of Adam Schaal, Chicago, to Increase Sales of His Records

CHICAGO, ILL., February 10—Al Jolson, the famous comedian, with a large part of his Robi

A. Jolson Entertains Crowd at Adam Schaal's Music House

The 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, daisied, 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...
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 shell 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.

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 designers of piano and talking machine window displays, 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 was inaugurated and conducted for several years their famous window 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 he 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 in The World, be aware that 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.
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.

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.

Mr. Markels announced this week the appointment of W. R. Doctorow as sales and credit manager of the Company. Mr. Doctorow was formerly associated with the Garfield National Bank, Public Bank, and the Vulcan Engineering & Sales Co., and 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.

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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 this 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 Trade 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.

CABINETS

And All Talking Machine Supplies
S. B. DAVEGA COMPANY
831 Broadway New York

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently
TALKING MACHINE REPAIR
AND SALES CORPORATION
ANDREW H. DOBIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 322
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

Condon Autostop Company
47 West 42nd Street—New York

$5.00 IN CANADA
Mr. Chairman and Gentlemen of the Committee: I am 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 Manufacturers.

The statements and references to be offered in support of the views expressed in this statement have been fully set forth in a paper which has been submitted to the committee.

This 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 follows:

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This testimony follows:

In the case of the Victor catalogue referred to above, the music is sold at a uniform price and the public is satisfied with the product at the offered price.

To illustrate how the talent regulates the price let me take an example. "Quartet from "Rigolletto." These two selections are so standard among the artists that they are sold at $1.50 to $2.00. The "Quartet from "Rigolletto" is regularly sold in a package of three selections and the cost of the "quartet" is increased to the public by the record company at $2.00. If that is not fraud, then I am a fraudster.

I have a perfect right to appear as a proponent of the bill whether you choose to operate under its terms, and you could not establish your own stores in order to sell the product, because the privilege of doing business under the Stephens Bill is the privilege of making and selling the product, not of distributing it.

I am convinced that the public will buy at lower uniform prices, and I am quite sure that the public wants a fair, as well as a good bargain.

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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—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

Mr. Sims—I want you to help me to do it. Now, if these businesses that are now advancing this bill, cannot get the temple of justice to pass this bill, they will then adopt the commission or agency system?

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 list on commission, without being a commission agent, retain title so that he can absolutely control the price of the potatoes?

Mr. Blackman—It can. That is just it. The Victor Co. can do it, and sell potatoes just as easily or better than any other business, and benefit the public. It would be a commission and be un- fitted for a business like the Victor.

Mr. Sims—You keep talking about the Victor Co., and I do not care anything about the Victor Co.; I want to know what is going to be done about my trouble. I am only interested in this question for the public.

Mr. Blackman—Is it not possible that a 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. Sims—Certainly.

Mr. Blackman—If I sell a commission contract I have in hand.

Mr. Blackman—He is not doing business on commission.

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 money back, and that the man who sold it can do it at his discretion.

Mr. Blackman—Now retaining title, which is the commission method.

Mr. Sims—Now retaining title, which is the commission method, and the effect of the result is that he both may be more universally adopted by all businesses than the commission system. It is possible that the commission system will be more universal.

Mr. Whittier—I ask you to excuse me from answering until a gentleman here has had a chance to answer Mr. Blackman.

Mr. Blackman—Let me ask you a question on that. If the manufacturer ships his goods under a commission contract, does he realize any benefit of the public?

Mr. Blackman—As a giver of value to records, the Hoffay Airtight Phonograph has No Rival. It is a necessity to today’s business, and the public is going to be on the great consumer, the public.

Mr. Blackman—I would like to satisfy you.
"Cabinet Quality" Our Motto

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.

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.

FULLY GUARANTEED

Write for dealer proposition today. Catalog sent on request.

HUMANATONE TALKING MACHINE CORP.
254 North 10th Street
Brooklyn, N. Y.
Telephone 5529 Greenpoint
**INTRODUCE THE "TOYPHONE"**

Toyphone & Woodware Manufacturers, Inc., Purchase Plant of Talking Toys Corp.—Will Manufacture the "Playola" and "Toypophone"

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 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 "Toypophone." This machine is designed to play "Little Wonder" and "Emerson" records, and is being marketed to meet a popular demand. 

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: Herzenkönigin (Queen of Hearts) Polka and Spielende Ellen (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 Hoss, 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 Brunn-Cerrner-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—how 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; periodicals, institutions, victims of the telegraph 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, Calif. January 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 $30,000.

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**Sample Brush and Price List Mailed on Request**

In ordering give number of brush desired as above

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**VICTOR DISTRIBUTORS**

97 Chambers St., New York City

**BLADMAN TALKING MACHINE CO.**

97 CHAMBERS ST., NEW YORK CITY

**RECORD BRUSH**

**Price 25c.**

By automatically removing all dust and dirt from the record grooves insures that which is most desired by all owners of talking machines.

---

**A CLEAR REPRODUCTION**

A Quick Seller

Its value being recognized at once

---

**Liberal discounts to jobbers and dealers**

Advertising matter supplied free with orders
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.
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
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 during January, with the $50, $75 and $100 types in far greater demand than the immediate or expected supply. The manufacturers and wholesalers 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 expansion.

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 include the following: West Farms Grafonola Shop, 1050 East Tremont avenue, New York; Melrose Grafonola Co., 272 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 warerooms, 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 Pathe Dealers

One of the many new Pathe dealers in metropolitan territory is the firm of Felsman & Moskowitz, Bayonne, N. J., which will handle the Pathe line exclusively and give these products aggressive representation. This firm has made plans for a consistent publicity campaign which will feature both Pathephones and Pathe discs, with particular reference to the many famous artists enrolled as exclusive Pathe recording stars.

Sold Many $1,000 Machines

"January business was remarkable, the sales totals for the month running far beyond the allotted quotas," 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 Corpus 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 auditions of the Edison Shop, and gave a very interesting tone (Continued on page 106)
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 30 Church St., New York

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, Fechter & Co., "is the scarcity of decent material." Palm, Fechter & 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

Extra Powerful
Double Spring Worm Gear Motor

Size 13" High, 17½" Wide, 19½" Deep

WONDER Talking Machines

"WONDER" RECORD FILES
10 inch 35c.
12 inch 40c.

$5.00 to $25.00

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

This page contains advertisements for various products and services, including talking machines and diaphragms. It also includes a section on the development of the talking machine, discussing its commercial and educational impact.
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 employees 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 reproduction 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 individualists, 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 good and 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 employees.

LEASING ANOTHER FLOOR
The Sonora Phonograph Corp. has leased another floor in the building at 270 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 wareerooms 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.

"Orders for Nos. 2 (or No. 8 special) are 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 Toyophone and Woodware Manufacturers, Inc., 130 West 18th Street, New York, have purchased the entire wood-working 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 "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 Meyer Record 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 design 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 records. 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.

OPEN 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.
R. F. BOLTON HOST AND GUEST
District Manager of Columbia Graphophone Co., entertained 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.


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, Calif., February 6—Glenn Ellison, the popular Scotch baritone, recently gave an

A Phenomenal Success THE ENBECO Over 50,000 Sold the First Month

Patent's Pending
A universal needle that will absolutely play all Edison Cylinder 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 12c. Each needle for the cost of hand-made, made of a combination crystal and each boxed in a tube of silk. Eight 4-inch needles for each address for $4.50 each with order.

N. BARCHU & 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
1,000's of satisfied Dealers our reference
ORDER NOW—SAME LOW PRICE
Patented—Patented—Patented
Ogden Sectional Cabinet Co.
Lynchburg, Va.

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. O'neill, referee, 68 William street, New York City, on February 21.

The Instrument of Quality
Prize all Disc Records made, without charging parts.
We have the right Instrument and the right discount for the dealer.
Can satisfy the most conservative. It will pay you well. 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 SHIPPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRUCKNER MFG. CO.
405 Broadway
New York
SALES MANAGER, aged 32, eight years' experience in storage and business management, desires a position in an executive capacity in a large establishment in New York City. Reference, Sales Manager, New York Telephone Company, New York City.

POSITION WANTED as manager of sales for a large established department store. Eight years' experience in the wholesale and retail distribution of phonographs and allied products. Address, “Box 390,” care The Talking Machine World, 373 Fourth Ave., New York.


POSITION WANTED for a position in New York City. Thoroughly understands every detail of the phonograph business and can furnish first-class references. Address “Box 395,” care The Talking Machine World, 373 Fourth Ave., New York.


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.

 phonographic parts co., 222 west 2nd street, new york
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 con- ferred upon problems concerning business results and prospects and ways and means for stimulating trade. The jobbers expressed themselves as being particularly enthusiastic over the success and terms of business held in 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 consider- ation.

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 & Sons, Syracuse, N. Y.; treasurer, H. H. Blish, Harger & Blish, Des Moines; Advisory Committee—H. H. Blish, Harger & Blish, Des Moines, Va.; S. E. Rosenblatt, Atlanta, Ga.

The Tuesday sessions, both morning and after- noon, were given over to the reading of papers by members of the association, and discussions thereon and to addresses by various factory of- ficials, including Carl H. Wilson, vice-president of Thos. A. Edison, Inc.; L. C. McCheesney, 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. Traerstall of the S. B. Collier Phonograph Co., Toronto; "Publica- tion of 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 Buesh Phonograph Co., Cleveland; "How to Make the Most of Edison Records," by L. N. Bloom, of The Phonograph Co., Inc., Cleveland; "Accounting," by R. J. Pritchard, 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. Keitel, vice-president of the Bank of the United States, and president of the New York Credit Men's Association.

In attendance at this meeting was the known Edison artist, who was one of the features of the morning session. The various jobbers were particularly enthused over the reports brought in by factory representatives, and especially the promises made for greatly increased record and ma- chine 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 given 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 program was given by Marie Rappold, Jacques Uris, 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 at the Century Theatre, to see the performance of "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 employees.


INCORPORATED

A certificate of incorporation was issued last week to the Belmont Sewing & Talking Machine Co., of Chicago, III. The capitalization is $25,000, the incorporators being William Schreiber, Moritz M. Hirsch and Abram A. Schwarbach.

The Eclipse Phonograph Corp. was incor- porated last week at Dover, Del., to manufacture talking machines, the capitalization being $1,000,000.

The Ott & Lehman Furniture & Talking Ma- chine Co., of Huntsville, Ala., are doing a large business in their new quarters in that city.

George W. Walker, of the Herrick Piano Co., Grand Rapids, Mich., has left with his family from New York for a month's sojourn in Chicago.

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 mem- bers. There was a special lecture on February 8 to the entire audience at the Short Course by Frank E. Morton, acoustic engineer of the Amer- ican Steel & Wire Co., and an address to the Music Section itself by M. M. Blackman, mana- ger of the Edison Shop of this city, and Round Tables on these days at which merchants asked questions and discussed merchandising prob- lems. Questions regarding the comparative qual- ity 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 depart- ments, furniture dealers, jewelers, and others handing 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 busi- ness methods and general courtesy in business.

Mr. Morton's interesting address on "Talking Machines—the Responsive Side" is repro- duced in another page of The Talking Machine World this month.

WOULDN'T LIKE TO HEAR FROM DEALERS

Following the recent announcement of the Pathe Freres Phonograph Co. of their intention to open in the near future a department ex- clusively 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 may care to make as to the best method of procedure to be followed in reaching and serv- ing the millions of people in this country who are interested in this class of record will be wel- comed by the Pathe Freres Co.
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

THE MUSIC TRADE REVIEW
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, 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 recording 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 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

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 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.

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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 Pathé 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 any misbehavior. The result is that we give a practically iron-clad guarantee with our goods.”

DETROIT ORGANIZATION 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 Browne (of New-Edison dealer), first vice-president; Sam Lind (Columbia Graphophone Co.), second vice-president; George Smith (Detroit Music Co.), secretary, and Shirley Good (piano and talking machine dealer), treasurer.

Steps were also taken to stop the sending out of records on unsold machines Saturdays and days preceding holidays. A committee is now at work drawing up the last detail and evade no responsibility for any mishap. The result is that we give a practically iron-clad guarantee with our goods.

THE TALKING MACHINE WORLD

THE HARD WORKERS WIN OUT


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 snips 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. Branding out in 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 course getting 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 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."

WE HAVE HAD AN NUMBER OF MOTORs

of prominent make. Plays two records with one winding. Double spring, worm driven, fibre gear. Graduated regulator, winding key, stop, escutchion handle, washen, screws, etc. Stamped suitable 12 inch. Will sell at $3.50 each, F.0.B. Chicago, Ill.

J. A. HARVEY, 15-23 N. Crawford Ave.

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.

Indexe Phon. 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 Edi-son Phonograph Parlor, is now comfortably settled at 810 Broadway, Bayonne, N. J.

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ACTIVITIES OF THE CANADIAN TRADE


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 only been scratching the surface of possibilities in record sales.

Owing to the pressure of business on Saturday afternoon, the Nordheimer Piano & Music Co., Toronto, had to change the time of the recitals to Wednesday afternoons. These Nordheimer recitals are patronized by high-class audiences. The Acolian-Vocalion as well as the Nordheimer line are used at these recitals.

The Wright Piano Co. retail store at Strathroy, Ont., recently suffered damage by fire to a considerable extent.

The firm finds that their "200 list" last year was of great benefit to dealers and in connection with the resumption of the Saturday afternoon recitals, it was deemed advisable to revise the list.

Mr. Nash also played the ukulele in direct comparison with Mr. Ediometric, and Miss A. Walker, a pupil playing the ukulele,

Albert Spalding as a special feature to Wednesday afternoons. These Nordheimer recitals are patronized by high-class audiences.

Among the Pathé records of the day one hears a good deal about the splendid selections by the Cherniavskys with two command performances. When it would reasonably be expected to have slackened off.

A concert was given on the New Lunch Co. recently presented to each lady purchaser.

Extensive increases in equipment and factory space are now being negotiated to take care of the increased business in the new year. 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.

Cherniavsky Trio—violin, 'cello and piano. Before the Duke and Duchess of Connaught, Napoleon"—their first performance in Toronto.

The Music Supply Co., of Toronto, distributors of Columbia lines, are revising their list of "200 best sellers" and have offered prices 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 special feature of the Saturday afternoon Edison musicale 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. Ediometric, the re-creation of the music of this instrument.

E. Van Gelder, of 1. 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 visited the Sonora factory and thoroughly familiarized himself with the processes of manufacture. Incidentally he very much enjoyed this first visit to New York. Mr. Montagnes expressed himself as very well satisfied with the continuance of the demand into the new year which 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 phonograph 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.

Mehlin & Sons Selected Van Veen Booths

They Recognized the Merits of the Van Veen System

Van Veen Red-Dot Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shaped on short notice anywhere. Room sizes any multiple of 3 feet.

Mr. Montagnes is also a stockholder in the Acme Die Casting Corp., where he has just returned from a visit of inspection.

van Veen Interior in New Mehlin Warehouses, 4 E. 43d St. N. Y.

ARTHUR L. VAN VEEIN & CO., Marbridge Building, Broadway and 34th Street, New York

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.

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.

WE HAVE

REMOVED

from

110 Worth Street

to

287 Broadway

NEW YORK DISC NEEDLE CO.
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 employes 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 employes:

Interest aroused through reading the last annual report of the Victor Co-operative Benefit Association caused the editor to seek more information concerning the operation of this and like plans that have been originated and fostered by the Victor Talking Machine Co. for the benefit of its working force. Finding, somehow, 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 responsible and effective schemes are now operating so smoothly that they are almost lost sight of in the runnings of the business, we are prompted to report hereon 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.

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 the 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 very different from the same regardless of their previous earning capacity; in other words, one old man needs about as much food, shelter, clothing 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 the old employe who has been better paid has 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 the present rate this 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 have its entire working force covered by an insurance policy on 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 in its entire working force. It simply will not interfere with the affairs of its employes, but looks upon an application for membership in the Benefit Association as a voluntary invitation extended to the employes by the company 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 of the Victor Co. in New York City. Mr. Singer spoke enthusiastically of the prosperous condition of the business and stated that the demand for Pathé and Pathe discs was increasing rapidly. He spent quite some time inspecting the new Pathé fac-

ATTENTION EDISON DEALERS

The "KENT" Universal Attachment for the Edison Disc Phonograph to play all make records.

Ask your jobber he has them.

F. C. Kent Co.
As surely as Barrientos, Lazaro, Ysaye, Casals, Parlow, Sembach and Graveure draw great audiences, so surely do the exclusive Columbia Records by these selfsame artists draw business to Columbia dealers.

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."

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.

"His abdication or for a child to read a tattered book is universal.

"One night, while Thomas for years has wrestled with it, 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 the kite."

AN ARTISTIC PATHE WINDOW

The advertising department of the Pathé Frères Phonograph Co., New York, received a little in advance, we offer birthday salutations to the Franklin who lets everybody play the kite.

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Caps, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices.

WEBER-KNAPP COMPANY

JAMESTOWN, NEW YORK

"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 Bisper ham 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 a dozen in a case.

No. 60—3 oz. Bottles $2.20 net per dozen.

Packed 6 dozen in a case.

No. 67—½ gallon Bottles $6.10 net per gallon.

Packed 1 Bottles in a case.

Special prices in quantity lots

LYON & HEALY

CHICAGO
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 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 PATEPHONE 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 Patéphone which was added to the Pathéphone 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 Patéphone was built for Lucien Muratore, the famous tenor 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 greatly 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 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 Patéphone 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 towards 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 Finnegann, a singer who is new to the Blue Amberol catalog, and who possesses a tenor voice of exquisite quality. Mr. Finnegann 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 McCadden, 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.

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.

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 manufacturers merit the greatest praise for their persistence 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 such 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 cooperation among themselves helps to carry things through, with much 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, 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.

Altogether 1917 has not opened up with very great promise. We shall all willingly conform to those needs cannot possibly reach any great extent. When I say that which by much puffing, blowing and encouraging of hope emanates from the

(Continued on page 112)
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 11/2 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 FRESMS

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 £530 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.

Orchestrile Co. Passes Dividend

The Orchestrile 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 handsome four-column 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 commissionaires, 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. Delaham, Ltd., the purchasers of the Bechstein pianoforte 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 very 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 contains 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 potpourri of the latest and best song hits. Harry Lauder, Sidney Coltham, Ernest Gilbe, Harold Wilde, Florrie Forde, Herbert Sayre, are a few others ofeminence 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 magnificently 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.” 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

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


Cables
Who Said MAINSPRINGS?

T'morever says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring in 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 horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.

45, CITY ROAD, LONDON, E. C.

TELEGRAMS—"KNOTASLEPE," ENGLAND

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.

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

GRAMOPHONE RECORDS los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS Se envian precios. Dirección

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S.E. ENGLAND

magnet; it is nothing more or less than a Chinese rattle. 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 should be made delightful and pretty airs. The music is admirably arranged by Frederic Norton, and the artists include such well known names as Curtice Pounds, Miss Violette Jess, 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 Croxden. 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 bearing the enemy. Mr. Bryan's six sons have all donned khaki, and he is justly proud of the fact. Alfred, who 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 prospering 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"

One somewhat satirical article on the function of bankers which appeared in the "Sound Wave" was the cause of amusing alteration 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, Latio?" Ask the bankers, thought I!

From January 1 no copper may be supplied for the purpose of casting brass or other copper alloy, and all copper pipes 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; 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 E. M. V. and Columbia records of songs by celebrated

(Continued on page 114)
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 firm has been honored with a tender for an expensive instrument and a large number of disc records from the Education Committee of the West Riding of Yorkshire. This instrument, it is understood, is to be 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.

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 at the instance of French plays and operas by H. M. V. gramophone and fourteen-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 Molière’s comedy, “Le Malade Imaginaire.” In 1914-1915 session, Corseille’s tragedy, “Le Cid,” was partially rendered, and the opera of “Faust” was also produced with great success.

SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needle points on hand 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

BUY YOUR

N E W  K N A B E VICTROLA MANAGER

R. O. Hunter, has been appointed manager of the Victrola department of William Knabe & Co., 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.
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 lateral or other irregularities therein.

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 lever shall 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 for 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 the stylus reproducing the invention; Figure 2 is a bottom plan view thereof; Figure 3 is a view partly in elevation and partly in section showing the mounting of the stylus lever; and Figure 4 is an elevation showing a detail of construction.


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 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. Figure 2 is a plan view. Figure 3 is a vertical section on the line 3-3 of Figure 2 partly in elevation. Figure 4 is a detail section on the line 4-4 of Figure 2. Figure 5 is a detail section on the line 5-5 of Figure 2, partly in elevation. Figure 6 is a detail view of the mounting showing it as adapted to receive a male connection on the sound box.


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 main 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 reference letters 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; Figure 2 is an enlarged sectional view of the tone arm and sound box with portions in sections; Figure 3 is a sectional view on the line 3-3, Figure 2, showing the two positions of the sound box; Figure 4 is a side view showing the sound box set for operating in a vertically waved sound groove; Figure 5 is a perspective view of the stop device applied to the tone arm; and Figure 6 is a sectional view showing a different form of elbow on the sound box.


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 sound groove or a vertically waved sound 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 of reliable and efficient 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; Figure 2 is a side view of the tone arm with the reproducer set for operation on a record having a laterally waved sound groove; Figure 3 is a similar view showing the reproducer set for a record having a vertically waved sound groove; Figure 4 is an enlarged sectional view on the line 4-4; Figure 5 is a sectional view when the reproducer is in its dotted line position (Figure 1); and Figures 6 and 7 are sectional views respectively on the lines 6-6 and 7-7, Figure 2.


This invention relates to phonograph 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 its 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 whereby vibrations can be actuated either vertically or 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, simultaneously, while actuating a laterally vibrating stylus, will impart thereto vertical vibratory impulses, which supplement impulses of both forms, while of comparatively reduced amplitude, correspond exactly in frequency with the principal vibration actuating the stylus.

Sound record grooves of the 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 coast 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. Certain varieties of attachments have been designed in order to equip a vertically operating machine so that it shall 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 undulating 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 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; Figure 2 is an end view of the same; Figure 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; Figure 4 is a detail view, partly in section, showing a modified form of the magazine and a portion of the sound box on which the same is mounted; the apparatus and its parts.

One of the primary objects of the 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 of the talking machine and which will decrease the loudness of the tones produced by diverting a portion of the sound waves into 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 Figure 3 through a talking machine embodying the invention; Figure 2 is a side elevation partially in section on the line 2-2 of Figure 3 of the machine shown in Figure 1; Figure 4 is a sectional view on the line 3-3 of Figure 1; Figure 5 is a sectional view on the line 5-5 of Figure 2; Figure 6 is an enlarged partial plan view of the reproducer carriage; Figure 7 is an enlarged partial plan of the disc shown in Figure 1; Figure 8 is an enlarged partial plan view of a juxtaposition of record grooves of types of grooves, and Figures 9 and 10 are respective sectional views on lines 9-9 and 10-10 of Figure 4. TALKING MACHINE AMPLIFIER.—Albino 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.

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DR. ADAM CEI.


3 RECOGNITIONS

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1656 My Hymn (By H. E. JOHNSON, Asbury). Simply You)
5815 A Woman's Place Is in the Home—Soprano Solo.
1633 Down Home Rag One Step (Wilber S. Swa tman). Tenor, orch. ace.
5818 The Answer—Piano, Violin and String Quartet.
1647 Come Out of the Kitchen, Mary Ann (By Vondra Kendal). Sonata, piano ace.
1659 Sonn of a Gun—One Step (Willard Harris). Sonata, piano ace.

DANCERS, RECITATIONS AND DANCE ORCHESTRAS.

1656 How My Heart Sings Such Songs (By W. B. St. John). Clarinet Solo, orch. ace.
1633 Down Home Rag One Step (Wilber S. Swatman). Wilber S. Swatman.
5818 The Answer—Piano, Violin and String Quartet.
1647 Come Out of the Kitchen, Mary Ann (By Vondra Kendal). Sonata, piano ace.
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### Machines

**Arollan Co.** Executive offices, 29 Fifth avenue, New York City; manufacturers of phonographs, record machines, and special art designs.

**Acme Phonograph** Co., Executive offices, 162 West Thirty-second street, New York City; manufacturers of the "Acme" line, two models, retail price $35 to $75.

**Artophone Co.** Executive offices and factory, Springfield, Ill.; manufacturers of the "Artophone" line, four models, retail price $35 to $75. Also makes electric machines.

**Ashland Mfg. Co.** Executive offices, 240 South Wabash avenue, Chicago, Ill.; manufacturers of phonographs, record machines, and special art designs.

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**Pathe Freres Phonograph Co.** Executive offices, 42-32 Avenue du Bois, Paris, France, C.P., manufacturers of phonographs, record machines, retail prices $25 to $125.

**Playphone Talking Machine Co.** Executive offices and factory, 21 South Wabash avenue, Chicago, Ill.; manufacturers of phonographs, record machines, retail prices $50 to $200. Also makes electric machines.

**Premier Cabinet Co.** Executive offices and factory, Wakefield, Mass.; manufacturers of phonographs, record machines, retail prices $27.50 to $125.

**Regina Co.** Executive offices, Machine Building, 296 Broadway, New York City; manufacturers of "Regina" line, seven models, retail prices $15 to $200.

**Kodak Phonograph Co.** Executive offices, 60 East Jackson boulevard, Chicago, III.; manufacturers of phonographs, record machines, retail prices $10 to $250. Also makes electric machines.

**North American Phonograph Co.** Executive offices, 911 Twenty-fifth street, New York City; manufacturers of phonographs, record machines, "Favorite" line, eight models, retail prices $15 to $200. Also makes electric machines.

**National Talking Machine Co.** Executive offices, 60 West Eighteenth street, New York City; manufacturers of phonographs, record machines, retail prices $50 to $200. Also makes electric machines.

**Mozart Talking Machine Co.** Executive offices and factory, 48 South Thirty-second street, Chicago, Ill.; manufacturers of phonographs, record machines, "Brahms" line, eight models, retail prices $15 to $200. Also makes electric machines.

**Wonderophone Talking Machine Co.** Executive offices and factory, 484 Broadway, New York City; manufacturers the "Wonder" line, five models, retail prices $15 to $200. Also makes electric machines.

**Melodeon Talking Machine Co.** Executive offices, 296 Broadway, New York City; manufacturers of phonographs, record machines, "Kodak" line, twenty models, retail prices $15 to $200.

**Koehler & Hinrichs**. Executive offices and factory, 21 South Fourteenth street, New York City; manufacturers of phonographs, record machines, retail prices $15 to $200. Also makes electric machines.

**Columbia Graphophone Co.** Executive offices, Westwood building, New York City; manufacturers of phonographs, record machines, "Columbia" line, eight models, retail prices $35 to $95. Also makes electric machines.

**Caloric Sales Co.** Executive offices, 308 First avenue, New York City; manufacturers of phonographs, record machines, "Caloric" line, four models, retail prices $25 to $50. Also makes electric machines.

**Empire Talking Machine Co.** Executive offices, 16 West Twenty-sixth street, New York City; manufacturers the "Empire" line, four models, retail price $15 to $25.

**Favorite Talking Machine Co.** Executive offices, 296 Broadway, New York City; manufacturers the "Favorite" line, seven models, retail prices $15 to $25 and $35.

### Records

**Phonograph Co.** Executive offices and factory, 254 North Tenth street, St. Louis, Mo.; manufacturers of phonographs, record machines, retail prices $1 to $25.

**Republic Phonograph Co.** Executive offices and factory, 501 South Fourth street, New York City; manufacturers of phonographs, record machines, "Republic" line, eight models, retail prices $15 to $200. Also makes "Rishell" and "Bentley" lines, five models, retail prices $15 to $75.

**Soleophone Co.** Executive offices, 12 East Twenty-second street, New York City; manufacturers of phonographs, record machines, retail prices $15 to $200. Also makes "Soleophone" line, five models, retail prices $15 to $75.

**Sonora Phonograph Corporation**. Executive offices, 339 South Sixteenth street, New York City; manufacturers of phonographs, record machines, retail prices $25 to $1,000.

**Star Piano Co.** Executive offices and factory, 47 West Thirty-second street, New York City; manufacturers of phonographs, record machines, retail prices $50 to $2,000.

**Warner Phonograph Co.** Executive offices and factory, 236 North Fifteenth street, Springfield, Ohio; manufacturers of phonographs, record machines, retail prices $25 to $200.

**Ludwig and Ludwig** Phonograph Co., Inc. Executive offices, 225 South Sixteenth street, New York City; manufacturers of phonographs, record machines, retail prices $25 to $300.

**Professional Talking Machine Corp.** Executive offices, 200 Fifth avenue, New York City; manufacturers of "Professional" line, vertical cut records.

**National Phonograph Corp.** Executive offices, 322 South Forty-second street, New York City; manufacturers of phonographs, record machines, "National" line, vertical cut records.

**International Phonograph Co.** Executive offices and factory, 212 West Forty-third street, New York City; manufacturers of phonographs, record machines, "International" line, vertical cut records.

**National Talking Machine Co.** Executive offices, 60 West Eighteenth street, New York City; manufacturers of phonographs, record machines, retail prices $50 to $200. Also makes electric machines.

**Mozart Talking Machine Co.** Executive offices and factory, 48 South Thirty-second street, Chicago, Ill.; manufacturers of phonographs, record machines, "Brahms" line, eight models, retail prices $15 to $200. Also makes electric machines.

**Wonderophone Talking Machine Co.** Executive offices and factory, 484 Broadway, New York City; manufacturers the "Wonder" line, five models, retail prices $15 to $200. Also makes electric machines.

**National Talking Machine Co.** Executive offices, 60 West Eighteenth street, New York City; manufacturers of phonographs, record machines, retail prices $50 to $200. Also makes electric machines.

**Mozart Talking Machine Co.** Executive offices and factory, 48 South Thirty-second street, Chicago, Ill.; manufacturers of phonographs, record machines, "Brahms" line, eight models, retail prices $15 to $200. Also makes electric machines.

**Wonderophone Talking Machine Co.** Executive offices and factory, 484 Broadway, New York City; manufacturers the "Wonder" line, five models, retail prices $15 to $200. Also makes electric machines.
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